

Welcome Center and Registration

**Strategic
Priority 4**Sustaining Collaborative
Partnerships**Short Initiative:**

Improve family experiences and relationships with registration and APS communication through implementing, staffing, and resourcing an APS Welcome Center.

Overarching Goal

What is the outcome that this initiative seeks to achieve in five years?

In the next five years, APS will ensure that all families – especially those new to the community – have an easy experience connecting with the district. Families will have a Welcome Center located in the new Arlington High School that they will utilize when they enter the district and for ongoing support. Initial connection and registration for school will be clear and accessible, and families will clearly understand the structure of APS, including how to get in touch with someone for important questions.

Assessment of progress on this initiative will rely on metrics such as usage and survey data administered at moments of engagement, as well as qualitative feedback from school-based administrators and faculty.

**Responsible
Department**

Communications and Family Engagement

Summary

A summary of what we are trying to accomplish and why

Families new to APS do not currently have a centralized physical location for learning about the district's resources, registering children in schools, or seeking support for emergent issues. The Welcome Center will be fully staffed and located in the new high school, and it will include computers or tablets that families can use. Translation services will be available, and families will be able to access the center on a walk-in and appointment basis.

The goal is to advance educational access and increase equity by improving access to information, especially for families who would benefit from a personal connection. The Center will provide a single, centralized location for newcomer and all other families to easily access school and community information. This will ensure that families from marginalized groups have an easy access point to APS. Families will receive assistance with the student registration process, navigating the district's technology platforms, and locating community resources. The Center will provide ongoing access to resources and programs and establish stronger family connections.

In particular, intentional orientation programming for families and for students can provide an overview of the physical spaces, introduce resources, and educate families and students about expectations about curriculum, course schedules, community norms, communication pathways, etc.

Implementation will start with a focus on families with students entering the district or making transitions in grades 6, 7, and 9.

Additional specific actions will include the creation of orientation materials and meetings to meet family needs and use of publicity to ensure that families and staff throughout the community know how to access the center. This initiative is also directly linked to the *Communication* initiative, especially the drive to ensure translation.

Major Milestones

These are the highest priority, most meaningful deliverables and actions that we must achieve to successfully arrive at the desired outcome, from our current state.

Financial Impact provides amounts for the community to use as estimates in understanding the cost of undertaking these crucial initiatives. Figures represent the estimated amount that this work would cost in a given year. Annual budgets will implement this plan, which will at times lead to other services being changed and eliminated as we develop aligned budgets that account for the initiatives in this plan.

Major Milestones	Year 1: <u>2023-24</u>	Year 2: <u>2024-25</u>	Year 3: <u>2025-26</u>	Year 4: <u>2026-27</u>	Year 5: <u>2027-28</u>
Hire/assign Welcome	Review school-based and	Establish protocols and training plan for front-line staff at individual schools to welcome all families including all those			Assess usage of Center and

Center leadership and staff and establish standard operating procedures	Center-based activities with families and staff to determine what activities should occur at schools and which at the Center	who don't speak English, and to ensure effective and accurate referral to Welcome Center Expand Welcome Center connection to schools to include school-based family liaisons (hourly or stipend) Expand Welcome Center staffing to include Communications Specialist	determine what changes in outreach or programming are needed Continue implementation, ongoing study, and revision
Financial Impact	\$110,000	\$300,000	
To Fund	Hire a Director of Communications and Family Engagement	Training materials for staff, Liaison stipends/hourly pay, Survey and assessment tools Communications Specialist Salary	

Development of materials and opportunities for families to engage with and learn about the district	Conduct needs assessment to understand family experiences and areas of concern or confusion. Develop Action Plan for Years 2-5 Establish ELPAC in collaboration with Department of English Learners	Expand Welcome Center programs to create affinity groups, community conversations Create, translate, and distribute additional information resources for families	Continue to grow affinity groups, community conversations, other WC programming	Continue assessment of family experience and plan immediate and long-term changes	
Financial Impact	\$20,000	\$40,000	\$40,000	\$40,000	\$40,000

To Fund	Promotional materials, translations, and supply / software / materials costs for programming		
Assist with implementation of regular family and student Orientations to support transitions between schools	In collaboration with schools, draft family orientation materials for K, 6, 7 and 9 and gather feedback from key constituents	Pilot revised orientations for students and families at Gibbs, Ottoson, and AHS	Pilot delivery of family orientation for all grades
Financial Impact	TBD		
To Fund	TBD		

Key Metrics

These are metrics that can serve as strong indicators of performance and are directly representative of successful execution of the initiative.

Major Milestones	<u>Year 1:</u> <u>2023-24</u>	<u>Year 2:</u> <u>2024-25</u>	<u>Year 3:</u> <u>2025-26</u>	<u>Year 4:</u> <u>2026-27</u>	<u>Year 5:</u> <u>2027-28</u>
Outcome Metric 1	The experiences of families, specifically those families whose students have IEPs, identify as transgender, or identify as people of color (all considered focal groups) demonstrate significant improvement over 5 years as reported on annual culture and climate surveys.				
Annual Benchmark	Close gaps for focal groups compared to peers’ families by 10% annually on Climate and Culture Surveys. <ul style="list-style-type: none">Families of Transgender Youth: Average gap of 9.6% in 2022, Reduce gap to 6.3% or less by 2028;Families of Students of Color: Average gap of 10.4% in 2022, Reduce gap to 6.8% or less by 2028;Families of Students with IEPs: Average gap of 6.7% in 2022, Reduce gap to 4.4% or less by 2028.				
Outcome Metric 2	By year 5 of plan, 95% of families new to district are satisfied with enrollment and onboarding experience, as reported on Welcome Center and Registration surveys				
Annual Benchmark	Establish benchmark	Improve based on feedback to achieve 90% Satisfaction with Welcome Center Experience			
Outcome Metric 3	Families that do not speak English as their primary language and families of English Learners feel more connected to the schools and the district as reported on the annual Climate and Culture Survey “Additional Family Assistance” category, and in ELPAC meetings.				
Annual Benchmark	Close gaps for families compared to peers’ families by 10% annually for each language category (Spanish, French, Russian, Not Listed, and Multiple Languages) on Climate and Culture Survey “Additional Family Assistance” category. <ul style="list-style-type: none">Families who do not speak English as Primary Language: Average gap of 4.2 in 2022, Reduce gap to 2.8% or less by 2028Families of English Learners: Gap of 7% in 2022, Reduce gap to 4.6% or less by 2028.				