

**ONCE YOU GET
THEM HOW DO
YOU KEEP THEM?**



**RECRUITING AND MAINTAINING
Diverse students in an immersion
program**



FOREIGN LANGUAGE
ACADEMIC IMMERSION MAGNET

INTERMEDIATE ELEMENTARY

Cheryl G Miller, Principal

cmiller@ebrschools.org

**Patricia McBride, Assistant Principal,
BR FLAIM Primary**

Pmcbride@ebrschools.org

**Cayla Boruanno, Assistant Principal,
BR FLAIM Intermediate**

cspillers@ebrschools.org

OBJECTIVES:

TO DEVELOP A RECRUITING PLAN THAT WILL ENHANCE THE DIVERSITY OF YOUR IMMERSION PROGRAM.

DEVELOP AN UNDERSTANDING THAT SUSTAINING A PROGRAM REQUIRES HARD WORK AND PLANNING.

RECRUIT: TO FIND SUITABLE PEOPLE AND GET THEM TO JOIN A COMPANY; AN ORGANIZATION (Merriam Webster)

RECRUIT: TO PERSUADE SOMEONE TO WORK FOR A COMPANY OR BECOME A NEW MEMBER IN AN ORGANIZATION (Cambridge)

DIVERSITY: THE STATE OF HAVING PEOPLE OF DIFFERENT RACES OR DIFFERENT CULTURES IN A GROUP OR ORGANIZATION (Merriam Webster)

DIVERSITY: THE FACT THAT MANY DIFFERENT TYPES OF THINGS OR PEOPLE BEING INCLUDED IN SOMETHING (Cambridge)

SUSTAIN: TO ALLOW OR UPHOLD AS VALID (Merriam Webster)

SUSTAIN: TO CAUSE OR ALLOW SOMETHING TO CONTINUE FOR A PERIOD OF TIME (Cambridge)



Who are you recruiting?



Why are you recruiting them?



What should you think about before you start recruiting?



**SOMETIMES WE HAVE NO CONTROL
BECAUSE
OTHER PEOPLE MAKE DECISIONS
ABOUT:**

Site location

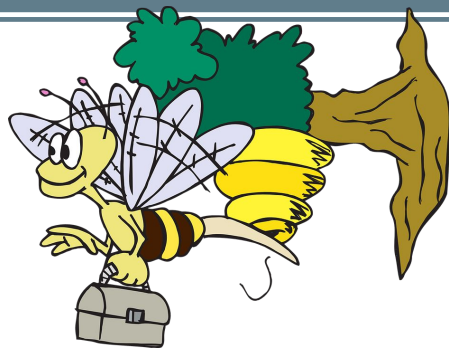
Model

Budget

Qualified Teachers

They just don't understand

ORGANIZE



- 1. Develop a full understanding of what immersion is and isn't with your staff, including clerical and custodial.**
- 2. Meet with the powers that make decisions to begin developing an understanding of immersion and what your needs are going to be.**
- 3. Be Passionate and expect everyone to be passionate about immersion.**

TEAMWORK



PUBLICITY

TV, Newspaper, email...all good but

GETTING PERSONAL IS BETTER!

Go to other sites where children are and bring information, ask to meet with parents, have handouts, invitations to visit, etc. (day care centers, pre-k classes)

Get your parent organization to have each family invite a family that has a child not in your school to come to your school to visit with them.

If you do make a TV appearance, have a film of students speaking or singing.

On You Tube post class activities in the target language

Visit churches and speak to parent groups, leave information, invitations to your school.

Use former students to promote your school!

Social Media

Website

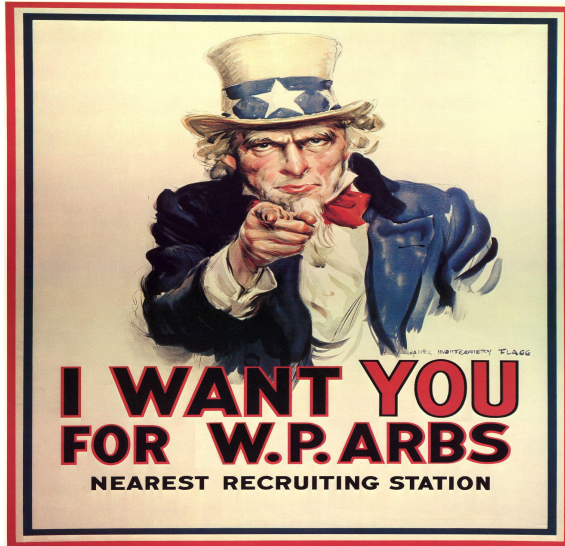
PARENT ORGANIZATION



une
coccinelle



Put up display posters in the local libraries, grocery stores, local universities.
Hold Open Houses throughout the year and invite families to come and see your students in action.
Have one person available at all times to conduct tours.
Have pamphlets and brochures readily available to put out throughout the community.
Create mailouts that go to the areas you need them to go...invite the parents to come.



There will be times when you will have to go out of your comfort zone to get this recruiting completed...remember, teamwork...together it can be accomplished.

INFORM

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Working in a group of three to five, come up with at least five steps you would use for creating a recruiting plan. If you come up with more than five...great!

**Choose someone in your group to share your plan.
You will have 10-15 min. to complete this work.**



Will your recruiting plan look like the one you started? No! Each of you has a different need to target for a diverse student body. It may be in the Hispanic community, the Vietnamese community, the African American community, the Caucasian community, the Syrian community, the Somali community, the Japanese community, etc. We are such a diverse nation.

**SUSTAINING
DIVERSITY IN
IMMERSION**



**HAPPY
STUDENTS
MAKE
HAPPY
PARENTS!**

Students must be successful! No, they won't all be successful in the same way...there are steps to follow if a student is not being successful...however, the majority of students can be successful in an immersion program.

PARENTS

CLOSE COMMUNICATION IS THE KEY.

PARENTS ARE THE REASON STUDENTS STAY IN OUR SCHOOLS.

TRAIN YOUR TEACHERS ON HOW TO COMMUNICATE.





PARENTS

Parental Involvement has different meanings to different parents. We must understand that.

Have programs at times parents are able to come.

Invite them personally to come to special activities or just to have coffee with you.

Form focus groups, give surveys to gather data about what parents are thinking.

Reasons for a student to remain in immersion:

Increase in achievement

Pride in being multilingual

High expectations

Pride in heritage

Increase positive attitudes toward diversity

Passionate staff who believe in immersion

Model should:

Support students language

Should be designed and implemented with fidelity

Include language of content areas and specials

Have multicultural curriculum materials

Include cross cultural themes

Pedagogy that works for diverse student backgrounds and needs

Celebrate diverse celebrations of all countries



DIFFERENTIATION OF INSTRUCTION

Training is key!

Teachers must be trained to intervene and provide students with interventions and supports that they will need to be successful in your program.

A FEW SIMPLE RULES

1. Don't start from the present!
2. Ensure that learning precedes planning.
3. Flexibility is critical.
4. Build collaborative capacity!





**COMPLACENCY WILL BITE YOU
IN THE ASS EVERY TIME**

@GRINDINGFORSUCCESS
INSTAGRAM



**#1 ENEMY
OF
SUSTAINABILITY!**

**SUSTAINABILITY IS NOW
THE KEY DRIVER OF
INNOVATION!**

WHY?

Now you again!

How do you sustain the diversity of your program?

Talk in your group of 3-5 and share your thoughts.



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Now you have an idea or two of just how you will recruit the diverse learner and keep them at your school.