



OUTREACH AND RECRUITMENT PLAN

At Vista Springs Charter School, we are committed to maintaining a diverse student population reflective of the community within San Diego County and surrounding contiguous counties eligible for enrollment under state law. The Charter School is nonsectarian in its programs, admission policies, and all other operations, does not charge tuition, and does not discriminate against any student based upon any of the characteristics listed in Education Code Section 220.

Springs maintains an outreach program designed to educate and inform potential students and their families about our various instructional programs and to ensure that all San Diego County residents are given an equal opportunity to enroll their children. Springs maintains an open enrollment policy and active recruitment strategies to target the underrepresented student populations generally reflective of the County's population.

The outreach program will include, but not be limited to:

- Attendance and participation at local events and activities to promote the school and to meet prospective students and their families
- The development of promotional materials, such as brochures, flyers, advertisements and media press kits that appeal to the racial and ethnic groups represented in San Diego County
- Visits to local preschools, community centers, religious organizations, Chambers of Commerce, and community organizations to publicize the school
- Distribution of promotional material to local businesses, libraries, and community organizations
- Cultivation of a media presence by inviting local television and print media to visit our locations and learn about the instructional programs
- Open house and school tour visits on a regular, on-going basis to offer opportunities for prospective students and their families to learn more about the location, programs, culture, curriculum, mission and vision of Springs
- Social media presence on all relevant sites, including not only outreach, but educational information
- Full website with information and videos about Vista Springs overall, programs offered, and activities for students/parents
- Open Board meetings which are publicized to welcome community input
- Advertising and Public Service Announcements in local communities which include shopping cart ads, movie theater ads, television and radio commercials, and the like

Springs will document its outreach efforts and results and utilize this information to refine its outreach efforts to achieve racial, socio-economic and ethnic balance of its student population

OUTREACH AND RECRUITMENT PLAN OUTCOMES 2022-23

Community Outreach and Recruitment occur in a variety of ways year round including community events, social media, and website presence. Bilingual materials are also provided to try and maintain a student population that reflects our communities.

Vista Springs maintains an online presence including the following:

URL	Notes
www.SpringsCS.org	All pages are available in over 130 languages. Any materials will be provided in alternate languages upon request
Vista Springs Meta Ads Facebook	Paid targeted advertisement: Reach: 46,000+ Impressions: 500,000+
Google Business Profile	
Yelp Profile	

Community Outreach Events

The Vista Springs Marketing team participates in community outreach events throughout the year including Vista Strawberry Festival, Vista Night Out, Vista Fright Night, Vista Christmas Parade, San Marcos Harvest Street Fair, San Marcos Spring Fling, Fallbrook Summer Nights, etc.

The Vista Springs Charter School team also hosts a variety of student/parent events on-campus each year that are open to the public and advertised to the neighboring communities. Events include: Book Fair, Harvest Festival, Coffee with the Principal, Open House, School Tours, Parent Group Meetings, etc.

How Our Families Heard About Us

Website / Internet	38.3%
Community Events	1.9%
Drive-By	18.2%
Referred by Currently Enrolled Family	21.4%
Referred by Springs Staff Member	9.7%
Referred by Other School / District	1.9%
Door Hanger	1.9%
Social Media	6.5%