RAPSA Collabinar
Thursday, March 20, 2014
1:00 – 2:00 p.m. (PT)

Dropout Recovery Week
Making a Difference

Ernie Silva, SIATech
Tony Simmons, High School for Recording Arts
Matt LaPlante, Graduation Alliance
Complementary Strategies

**Dropout Recovery Week**
- Resolution highlighting the importance of reengagement
- Policy Makers – Legislature/Governor/Mayor/School District
- Media Focus

**Reengagement Video Contest**
- Student Video about what coming back to school means to me
- Share with Policy Makers and Media
Shared Objectives

- Expanding Public Understanding and Support for Our Students and Schools
- Expanding National Recognition of Recovery Issues – alternative accountability; funding; student opportunities
- Build State and Federal Legislative Interest
- Meet other local needs
Dropout Recovery Week

- Commit to the effort
- Draft a resolution (RAPSA resources can help)
- Identify Policy Maker Leader
- Introduction and process will vary
- Work with policy maker and leader to interest media
- Use video as personal interest hook
Reengagement Video

• Create timeline and local process (RAPSA resources)
• Consider finding awards/scholarships
• Publicize
• Recruit “Jury”
• Distribute video(s) among policy makers/media
Video Themes

- “Virtual Tour” a video tour of the school in which students answer the big 3 questions of reengagement
  - why I left my previous school,
  - what I like best about this school, and
  - what I plan to do after I graduate.

- “Why I Came Back” testimonials of student drive to succeed;

- “I’m Not a Statistic/ Every 26 Seconds” presentations by students explaining why they are going to be successful and not saddled by the “dropout” label.
Tony Simmons – 26 Seconds

- HSRA developed Award Winning Contest
- Songs available for student noncommercial use
- Low budget efforts available with iPhones, digital cameras, and GoPro
• Ideas for working with the Media

• Fine-tuning a press release

• Editorial boards, blogs, and professional journals
Join Us!

• Please let us know what you’re doing and how we can help!

• Ernie Silva has templates and resources to share

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Don’t Forget to Register!

Alternative Accountability Policy Forum
November 14-15, 2014

Coronado Marriott Resort, San Diego

Email info@rapsa.org for more information