

BATH COUNTY SCHOOL BOARD

AGENDA ITEM: INFORMATION { X } ACTION { } CLOSED MEETING { }

SUBJECT: ITEMS FOR BOARD MEMBERS/CORRESPONDENCE

You're Invited To ... *Be There*™



Be There is a research-based, multimedia campaign that inspires families to become more involved in their children's education. Ordinary moments become extraordinary when families relate to their children during the daily routines of life. Teachable moments are everywhere! And research proves that an increase in parent involvement results in higher student achievement.

A national media campaign that looks local

Be There is not a program or a curriculum. It's a national media campaign that looks local. We create highly professional and motivating materials and then localize them to your specifications. Your parents and communities see it as a district campaign because you distribute the materials and your logo is on it...and your local media outlets want to be a part of it because of its high quality. Voss & Associates, a communications company with its heart in education, created the campaign and manages it nationally (www.vossandassociates.net).

Partners help make it happen

Be There partners include the National School Boards Association and several of their state affiliates, along with the National School Public Relations Association and a number of their state chapters. State superintendent associations also support the campaign, along with several state departments of education, foundations and private companies.



A different way to look at parent involvement

Most school districts measure parent involvement by attendance at events and volunteer hours. Yet, many parents cannot attend due to busy schedules, caring for siblings or a reluctance to come to school. Research shows that the most important parent involvement is with your child. *Be There* was designed to remind busy parents how they can help their children during the routine activities of the day, turning the ordinary into the extraordinary. Just go to bethere.org to see videos, share a story and read what experts have to say. Educators can find research results on parent involvement, view campaign materials and learn how to get started.



Disconnected

Connected



Volusia Schools and You



www.BeThere.org

Here's what you get:

- Unrestricted rights to use all graphics, photos, video
- Free use of **Be There** logo on your materials
- Graphic design services to localize campaign
- Consulting services to attract media, launch campaign
- Printer-ready files of all materials you choose to use

How to get started:

- See items under "Educators" on web site
- Contact Campaign Manager (below)
- Sign and send Campaign Agreement
- Share and secure internal buy-in
- Select and localize campaign materials

Here's what's available:

- Introductory "invitation" for families to "**Be There**"
- Large posters for display in schools, community
- Several television and radio PSAs with local tags
- A DVD with 6 short stories of **Be There** moments
- Template print ads for local publications
- Billboard and banner designs for large displays
- Bookmarks, flyers and direct mail print pieces
- Interactive web site linked with districts, schools
- Email-ready parent tips and electronic messages
- A variety of **Be There** products to raise local funds
- Ready to go slide shows for staff and families
- Template articles for newsletters and newspapers
- Quality photography and graphics for local use

How much does it cost?

Districts pay a one-time fee to receive everything listed here. Printing cost will vary depending on items selected and size of district.

District enrollment	Cost
Up to 5,000	\$2,500
5,000 - 50,000	\$6,500
Over 50,000	\$15,000
Single School	\$750

Ask about the free @YourSchool family engagement tool with the purchase of campaign (value of \$600 per school). Limited time only.