

Appendix C - Community Outreach Strategies

The key to promoting the valuable assets of Pennsylvania's culturally and linguistically diverse population lies in coordinated involvement with interested institutions of higher education and workforce partners as well as students, parents, and the local community.

Suggested outreach strategies:

- Create an informative webpage that provides PASB information, updates, and events for students, parents, and the community. Be sure to provide translation capabilities for this web-based communication.
- Create and print Seal of Biliteracy brochures in multiple languages to distribute at parent advisory meetings, parent-teacher conferences, beginning of the year packets, registration packets, and in other gathering spaces such as a school's reception area.
- Build partnerships with local businesses, community centers, and heritage language programs that work with various language groups, have international connections, employ non-native English-speaking workers, and/or value rigorous educational endeavors such as learning languages.
- Partner with local colleges and universities to offer language requirement waivers to students who earn the PASB.
- Encourage local community groups and heritage language programs to advertise about their upcoming festivals, parades, and activities within the ethnic community so all students can participate through social and print media.
- Develop heritage and dual language programs in your school or in after-school programs.
- Promote the PASB through community agencies and heritage language programs' press releases in local media sites.
- Host an annual PASB orientation workshop (providing interpretation) to educate parents on the benefits and requirements of the award. Informational events can also occur during back to school nights, kindergarten registration, college planning sessions, career fairs, and other school or school entity-wide events. Invite PASB alumni back to

the school to talk in classrooms and assemblies about how the Seal has improved their lives.

- Invite community leaders to meetings, award ceremonies, and school activities to learn more about the PASB.