

The HOPE Toolkit

Section 5

# OUTREACH & MARKETING

Building a Foundation of Support  
for McKinney-Vento Youth

# SECTION 5 PREVIEW: OUTREACH & MARKETING

**Section 1: City & Community Partnerships**

**Section 2: Staffing**

**Section 3: Funding & Resources**

**Section 4: Assessment, Tracking, & Reporting**

**Section 5: Outreach & Marketing**

- Outline goals and strategies for different audiences
- Consider recruitment, awareness, training, and compliance needs
- Develop a comprehensive outreach plan

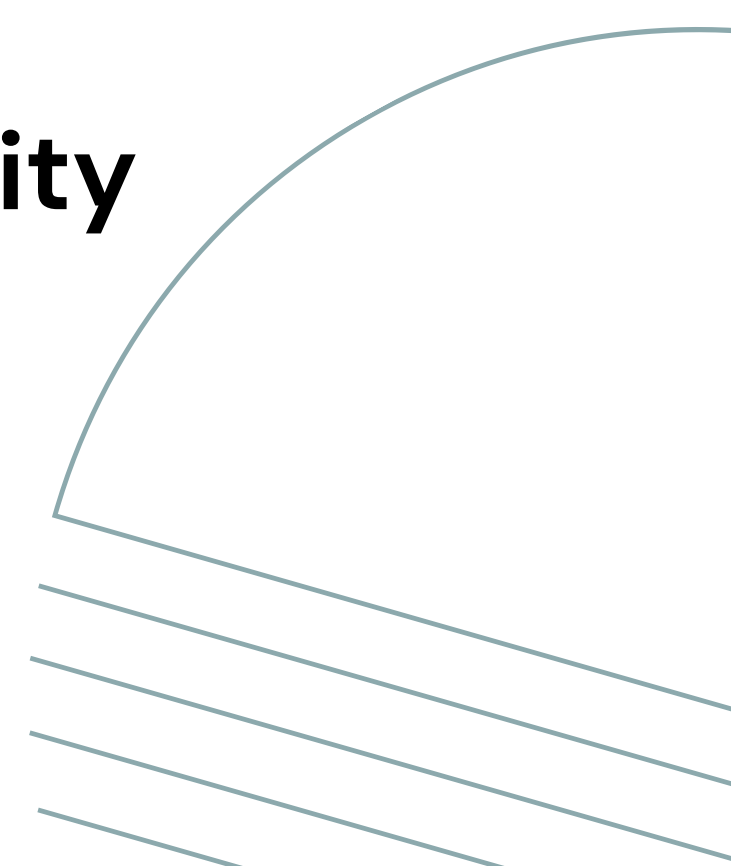




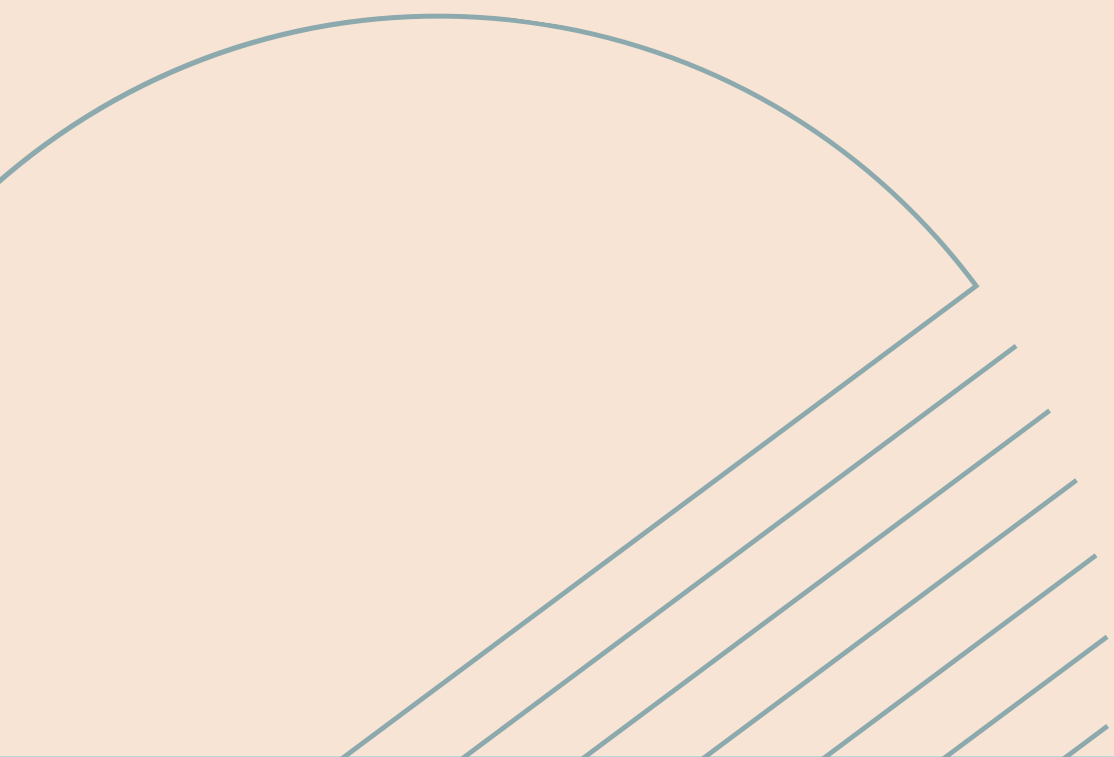
# **BUILDING AN OUTREACH & MARKETING PLAN**



**Start by considering the following audiences and identifying goals and strategies for reaching each one effectively.**

- 1. Reaching our Students & Families**
  - 2. Equipping our Schools**
  - 3. Mobilizing our Broader Community**
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# 1. REACHING OUR MV STUDENTS & FAMILIES



## Goals:

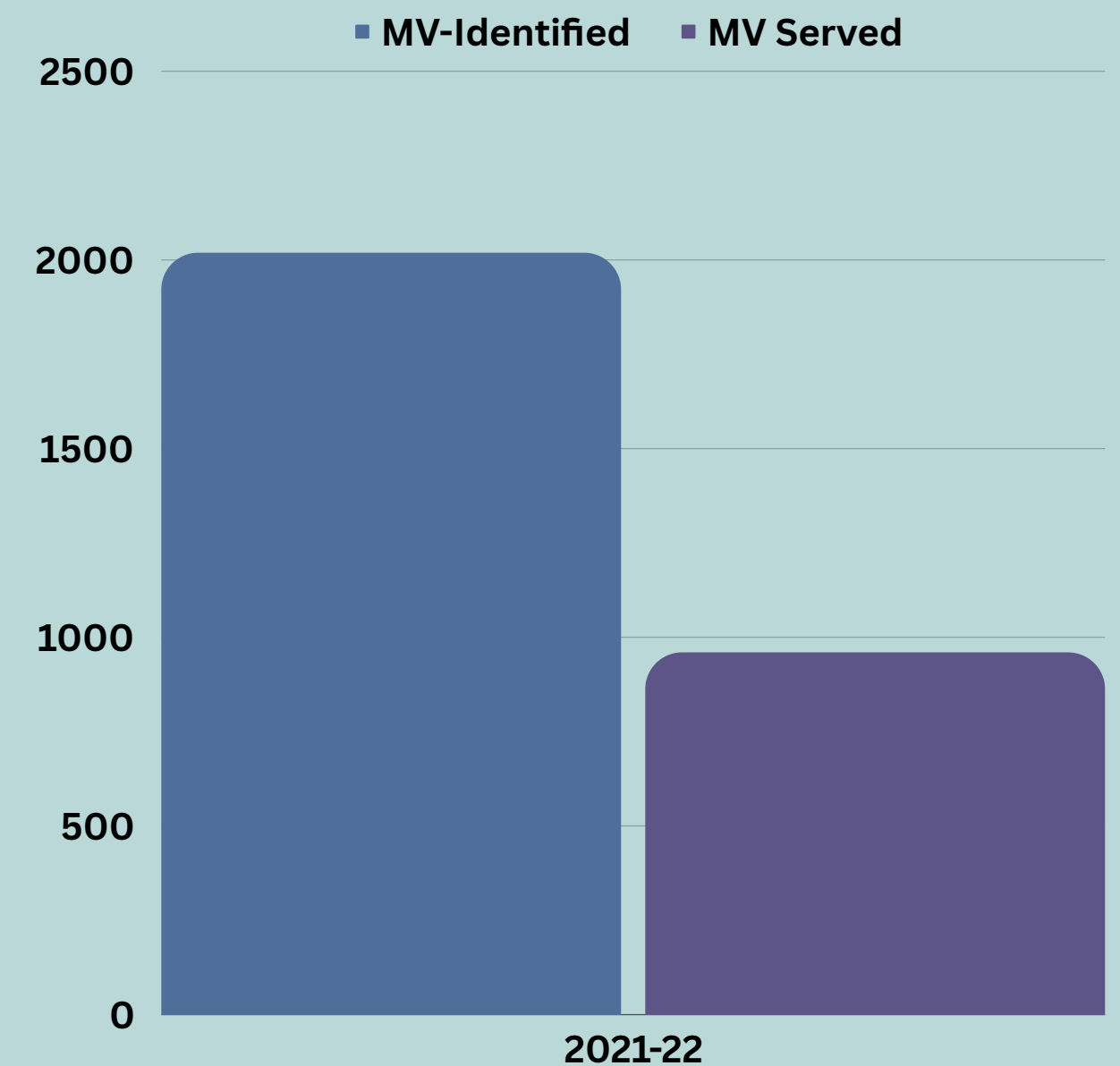
- Identify, reach, and serve MV students & families with services
- Program recruitment, awareness of services

## Strategies:

- Utilize “old school” methods like phone calls, word of mouth, office visits, etc.
- Annual mailing
- Printed brochures at schools
- Electronic fliers through schools
- Open houses at schools
- HOPE–specific outreach events, e.g. backpack giveaway and community holiday events

## GOAL: PROGRAM RECRUITMENT

- During the 2021–22 academic year, 2,019 students self-identified as homeless; 960, or 47.5% were served through case management.
- We attempt to close this gap through:
  - Individual phone calls to families
  - Letters mailed to last known address
  - Flyers, brochures, & posters at schools
  - Special events
  - Bilingual case management & publicity



# INITIAL OUTREACH TO MCKINNEY-VENTO STUDENTS & FAMILIES

- Families/unaccompanied youth self-identify through an online Student Housing Questionnaire received during enrollment/registration.
  - Entered in Aeries in the student record
  - Referred to MV CARE program for follow up
  - HOPE case managers complete student/family intake, assess housing stability, and offer services
- Mid-year query through Aeries to reassess housing stability, correct any errors or inconsistencies, and offer services

# ANNUAL RENEWAL OUTREACH TO MCKINNEY-VENTO STUDENTS & FAMILIES

- At the beginning of every school year, we reassess MV eligibility and housing stability.
  - K–8 maintain eligibility through the end of the school year upon housing becoming stable
  - 9–12 maintain eligibility through graduation
- We send out annual renewal letters to last known address and also follow up by phone to update student status.

# SPECIAL EVENTS

- Back-To-School Event School Supply Giveaway is a great way to reconnect with students and families prior to the new school year
- Open Houses
- Holiday Events
- Visibility at schools and Family Resource Centers

**BACK SCHOOL Event**  
FRIDAY, AUGUST 6TH  
1:30PM - 4:00PM

**Evento Regreso Clases**  
VIERNES, 6 DE AGOSTO  
1:30PM - 4:00PM

REGISTER TO RECEIVE FREE SCHOOL SUPPLIES AND MORE!  
PLEASE CALL  
909.628.1201 X 8960

REGÍSTRESE PARA RECIBIR ÚTILES ESCOLARES GRATUITOS Y MÁS!  
FAVOR DE LLAMAR AL  
909.628.1201 X 8960

CHINO VALLEY UNIFIED SCHOOL DISTRICT  
Student Achievement • Safe Schools • Positive School Climate  
Hardy • Caring • Service

CHINO VALLEY ADULT SCHOOL  
12970 THIRD ST, CHINO CA 91710  
STUDENT PARKING LOT  
RIVERSIDE & MONTE VISTA

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ESCUELA DE ADULTOS CHINO VALLEY  
12970 THIRD ST, CHINO CA 91710  
ESTACIONAMIENTO DE ESTUDIANTES  
RIVERSIDE & MONTE VISTA

Drive up event

Wear Masks

Evento sobre ruedas

Use su cubrebocas



## **EQUITY CONSIDERATIONS**

- **Technology:** it's important that we use personal methods that allow us to reach everyone, not just those good with technology. For many of our families, the most effective communication is still "old-school," i.e., word of mouth, phone, office visits, and mail.
- **Language Support:** There are 52 different languages spoken within CVUSD families. Bilingual case management and translation of printed materials are essential to our outreach efforts and to serving our families well.

# LANGUAGE SUPPORT

- **Spanish-speaking families**
  - All HOPE case managers are bilingual in English & Spanish
  - All printed materials are available in Spanish
- **Mandarin-speaking families**
  - Designated school-community liaison at Family Engagement Center
  - Receive referrals from Adult Education from adults with eligible children
  - Translation services available
  - All printed materials are now available in Mandarin
- **Other Languages**
  - Most schools have bilingual clerks who speak the language most needed at each site.

# TRANSLATING PRINTED MATERIALS: ENGLISH, SPANISH, MANDARIN

**Support services for McKinney-Vento students and their families are provided by the District's HOPE Family Resource Center 12970 Third Street, Chino**  
**Additional centers are located at:**  
**Walnut Elementary**  
**Dickson Elementary**  
**Levi Dickey Elementary**  
**Alternative Education Center**  
**Don Antonio Lugo High School**

**Questions?**  
**Call**  
**909.628.1201**  
**Ext. 8960**



**Servicios de apoyo para estudiantes y sus familias son brindador por parte del Distrito y sus Centro de Recursos HOPE 12970 Third Street, Chino**  
**Centros Adicionales:**  
**Walnut Elementary**  
**Dickson Elementary**  
**Levi Dickey Elementary**  
**Alternative Education Center**  
**Don Antonio Lugo High School**

**¿Preguntas?**  
**Llame**  
**909.628.1201**  
**Ext. 8960**



**McKinney-Vento 學生及其家人的支持服務由學區的 HOPE 家庭資源中心提供(12970 Third Street, Chino )**

**其他服務中心位於:**

**Walnut Elementary**  
**Dickson Elementary**  
**Levi Dickey Elementary**  
**Alternative Education Center**  
**Don Antonio Lugo High School**

**有其他問題?**  
**請撥**  
**909.628.1201**  
**分機 8960**



## **2. EQUIPPING OUR SCHOOLS**



### **Goals:**

- Ensure MV compliance & training
- Program recruitment, awareness of services
- Strengthen the referral pipelines through teachers, nurses, counselors, attendance clerks, and registrars

### **Methods:**

- Annual in-service training
- Attend site staff meetings
- Formal check-in meetings with administration and front office staff
- Fliers, posters, and packets
- Referral forms

# GOAL: TRAINING & COMPLIANCE

## Annual School Outreach Every Fall

### August

- Annual classified staff training
- Required MV 101 presentation
- Principals and AP training with MV Liaison

### Sept-Oct

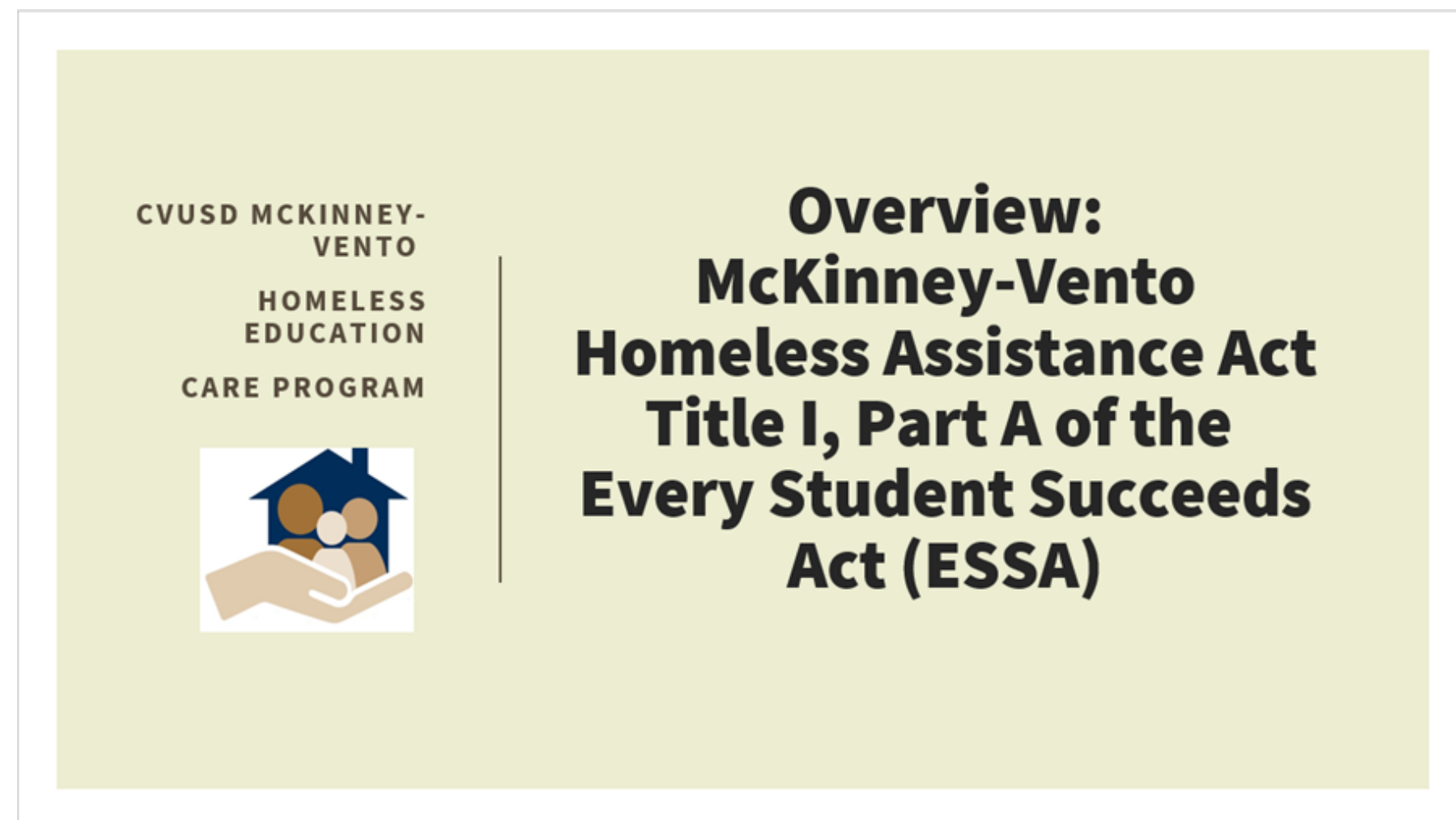
- Formal MV check-in at every school site
- Ensure compliance, verify MV posters and brochures displayed
- Discuss needs and referrals

### Sept-Dec

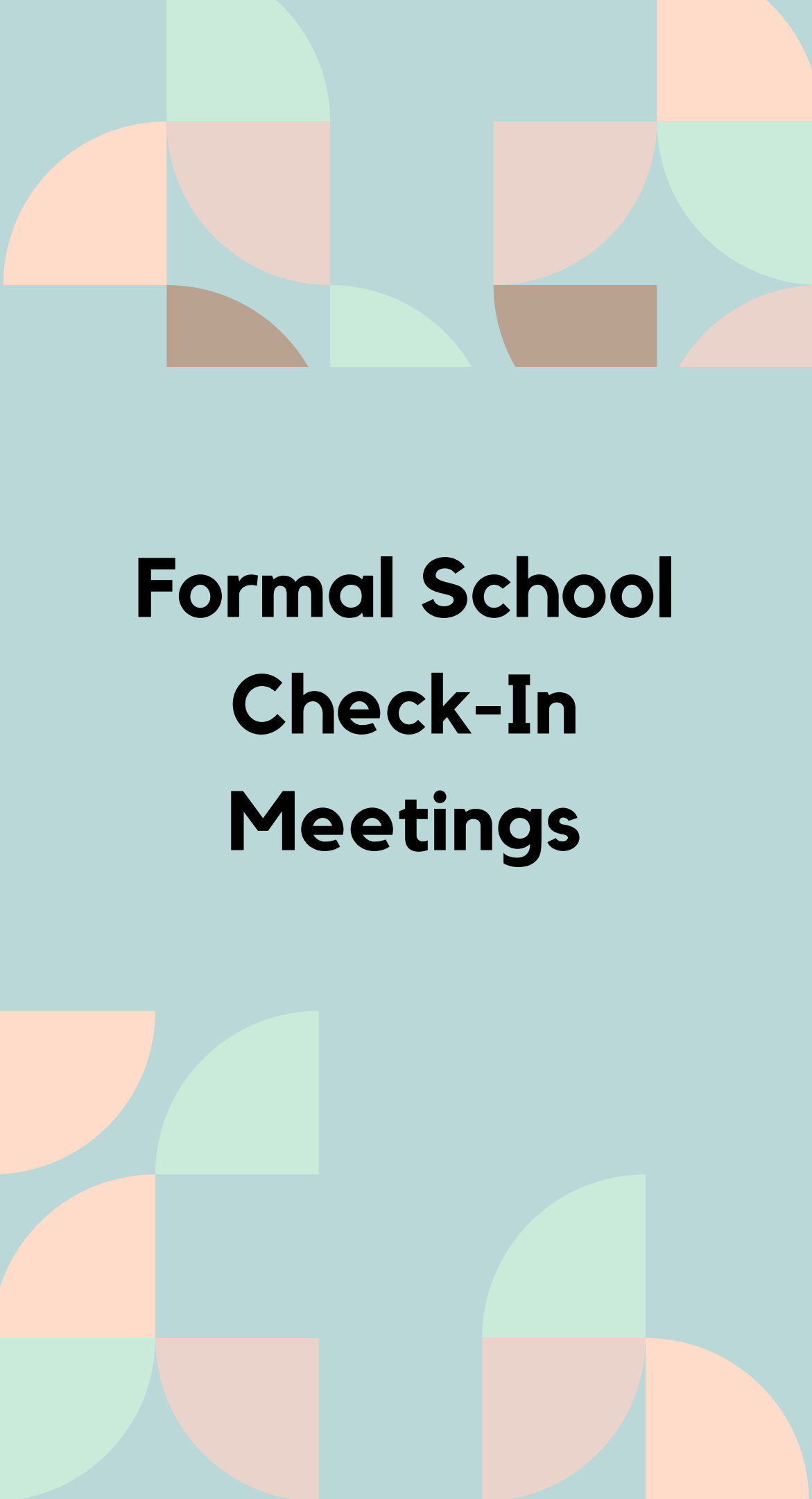
- MV training and in-service to schools, teachers, counselors, and administrators

# McKinney- Vento Required Training & In-Service

- Required annual MV training in the fall for classified employees
- MV Liaison training for administrators in the fall
- Follow-up MV presentations scheduled at each school site throughout fall semester



\*PDF presentation available in Supplemental Resource Guide



## **Formal School Check-In Meetings**

- Annual site visits to each school from September through December to ensure legal compliance, connect with school staff, and identify ongoing needs
- Builds relationships with each individual school and referral pipeline

**Distribute MV  
cards &  
contact info**

**Verify MV posters  
properly  
displayed**

**Ensure legal  
compliance**

**Connect with  
attendance  
clerks &  
registrar**

**Ask about  
needs and verify  
referral process**

# GENERAL FLIER FOR SCHOOL PERSONNEL

1. Definition of MV eligibility
2. Students' rights under MV
3. Possible signs of homelessness
4. Impacts of homelessness
5. How you can help
6. MV CARE Program contact and referral information

\*PDF Available in Supplemental Resource Guide

## CHINO VALLEY UNIFIED - CARE PROGRAM

# MCKINNEY-VENTO HOMELESS ASSISTANCE ACT

The McKinney-Vento Homeless Assistance Act is designed to provide educational stability and opportunity for students experiencing homelessness.

THE LAW DEFINES HOMELESSNESS AS CHILDREN WHO LACK FIXED, REGULAR AND ADEQUATE NIGHT TIME RESIDENCE.

THIS INCLUDES:

- 1** TEMPORARILY SHARING HOUSING DUE TO ECONOMIC HARDSHIP  
LIVING IN A MOTEL, HOTEL, EMERGENCY SHELTER, OR VEHICLE  
UNACCOMPANIED YOUTH

**STUDENTS' RIGHTS:**

- 2**
  - Immediate school enrollment, even if lacking paperwork normally required, or not in the physical custody of parent/guardian
  - Continued attendance in the school of origin or the school of area where student is living
  - Comparable services that are available to other students
  - Transportation to and from school of origin, upon parent or liaison request

**Possible signs of homelessness:**

- 3**
  - Attendance at several schools
  - Poor hygiene and grooming
  - Inappropriate dress for weather (e.g., no coat, no hat, no shoes, no winter gear during cold weather)
  - Hunger and/or hoarding of food
  - High amount of tardiness and/or absences
  - Statements such as: "We're staying with relatives/friends. We're going through a rough time now."

**Impacts of homelessness:**

- 4**
  - Data shows higher incidences of depression and anxiety.
  - Youth who experience homelessness in high school have lower graduation rates.
  - A youth who experiences homelessness is 87% more likely to drop out of school.

**How you can help:**

- 5**
  - Recognize stressful environments outside of school and provide accommodations for homework. For example, a student may not have the materials to do a science project outside of school.
  - Refer student/family to the CVUSD HOPE Family Resource Center or other programs that offer support services.

**The CARE Program at the HOPE Family Resource Center** partners with students and families to remove barriers to learning. Support services include food and clothing, childcare information/referrals, school and hygiene supplies, family case management, assistance with social services applications, counseling, tutoring and more!

**6**

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Honesty • Caring • Service

CONTACT THE HOPE FAMILY RESOURCE CENTER AT  
(909)628-1201 EXT. 8960



# PROCESS FLIER FOR SCHOOL PERSONNEL

1. Definition of MV eligibility
2. Students' rights under MV
3. Procedure for MV identification
4. Step-by-step process for eligibility
5. Dispute and appeals process
6. District Homeless Liaison & MV CARE Program contact and referral information

\*PDF Available in Supplemental Resource Guide

## CHINO VALLEY UNIFIED SCHOOL DISTRICT MCKINNEY-VENTO/CARE PROGRAM

**DEFINITION**

**1**

THE LAW DEFINES HOMELESSNESS AS CHILDREN WHO LACK A FIXED, REGULAR, AND ADEQUATE NIGHTTIME RESIDENCE.

THIS INCLUDES:

- SHARING HOUSING DUE TO ECONOMIC HARDSHIP
- LIVING IN A MOTEL, HOTEL, EMERGENCY SHELTER, OR VEHICLE
- UNACCOMPANIED YOUTH

**STUDENT RIGHTS:**

**2**

- Immediate school enrollment, even if lacking paperwork normally required
- Unaccompanied youth (youth not in the physical custody of parent or guardian) must be enrolled in school immediately, even if they do not have a parent or guardian to enroll them.
- Continued attendance in the school of origin or attendance area where student is living
- Comparable services that are available to all students
- Transportation to and from school of origin, upon parent or Liaison request

**PROCEDURE:**

**3**

HOUSING QUESTIONNAIRES HELP STAFF IDENTIFY STUDENTS LIVING IN HOMELESS SITUATIONS. THIS ENSURES THAT THEY ARE PROVIDED WITH EDUCATIONAL RIGHTS, PROTECTIONS, AND SERVICES AFFORDED FEDERAL MCKINNEY-VENTO HOMELESS ASSISTANCE ACT.

| Identification  | Data Review & Verification   | Case Management  | Questions  |
|---|--|--|--|
| <p><b>4</b></p> <p>Most families identify through the Questionnaire completing data information. School staff may refer students throughout the year as circumstances change.</p> | <p>Housing Questionnaires completed through Aeries are confirmed by the CARE Program. Hard copy questionnaires can be sent to the CARE office.</p> | <p>Support services are provided and follow-up is conducted throughout the year to verify housing stability and to address family needs.</p> | <p>Eligibility is determined on a case-by-case basis. Questions or concerns should be directed to the CARE Program at ext. 8967 or 8960.</p> |
|   |  |  |  |

**5**

**Dispute and Appeal Process:**

If a dispute remains unresolved at the District level, the District Homeless Liaison shall forward all documentation to the Homeless Liaison at the County Office of Education (COE). If the dispute remains unresolved, the COE Liaison shall forward all documentation to the State Homeless Coordinator. Children/youth can continue to attend school pending resolution.

**6**

**District Homeless Liaison:**  
Director of Health Services  
Katrina Gomez, DSW  
(909) 628-1201 ext. 8917

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**HOPE Family Resource Center**  
CARE Program:  
12970 Third Street, Chino  
(909) 628-1201 ext. 8960

# HOPE REFERRAL FORMS

- Available to all school staff, including teachers, counselors, administrators
- Any student with needs can be referred to HOPE, then assessed for housing stability and eligibility for MV CARE Program.
- Form available in English & Spanish

\*PDF Available in Supplemental Resource Guide


**CVUSD HOPE FAMILY RESOURCE CENTERS**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ School Site: \_\_\_\_\_  
 Eng  Span  Phone  Walk-in Name of staff taking referral: \_\_\_\_\_ 

Name of Parent/Guardian: \_\_\_\_\_ DOB: \_\_\_\_\_  
Home or Cell #: \_\_\_\_\_ E-mail (optional): \_\_\_\_\_  
Child/Student(s) Age(s): \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Current Housing:  Single family home  Temporarily sharing housing  motel/shelter/car  
Ethnicity:  Alaska Native/American  Asian  Black/African American  Hispanic/Latino  
 Multiracial  Pacific Islander  White (non -Hispanic)  Other  Decline  
**Mark areas of interest or need:**  Health  Parenting Classes  Behavioral  Counseling  
 CalFresh/WIC  CalWorks  Childcare  Preschool  Food/clothing  
 Tutoring  Medi-Cal/Covered CA  Employment  Other \_\_\_\_\_

**For office use only:**  
 HOPE  CARE  TYKES CM Assigned to: \_\_\_\_\_  
F/U #1: \_\_\_\_\_  
F/U #2: \_\_\_\_\_

**CVUSD CENTROS DE RECURSOS FAMILIARES HOPE**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ School Site: \_\_\_\_\_  
 Eng  Span  Phone  Walk-in Name of staff taking referral: \_\_\_\_\_ 

Nombre de Padre/Guardián: \_\_\_\_\_ Fecha de nacimiento: \_\_\_\_\_  
Teléfono: \_\_\_\_\_ Correo Electrónico: \_\_\_\_\_  
Edad(es) de niño(s): \_\_\_\_\_ Código postal: \_\_\_\_\_  
Vivienda Actual:  Hogar de una familia  Compartiendo vivienda  motel/albergue/carro  
Etnia:  Hispano/Latino  Asiático  Anglosajón  Nativo de Alaska/Indio American  
 Isleño del Pacífico  Afro-Americano  Multirracial  Otro  No se/Rehusó  
**Marque áreas de interés o necesidades:**  Salud  Clases de Crianza  Comportamiento  
 Consejería  Cuidado de niños  Preescolar  Comida/Ropa  Tutoría  CalFresh/WIC  
 Asistencia Monetaria  Medi-Cal/Covered CA  Empleo  Otro \_\_\_\_\_

**Para uso de oficina solamente/For office use only:**  
 HOPE  CARE  TYKES CM Assigned to: \_\_\_\_\_  
F/U #1: \_\_\_\_\_  
F/U #2: \_\_\_\_\_

# 3. MOBILIZE THE BROADER COMMUNITY



## Goals:

- Program recruitment, awareness of services
- Solicit donations or volunteers, especially for the Community CARE Closet

## Methods:

- Outreach booths at city, district, and community events
- Inclusion in City of Chino quarterly Community Services publication
- District and city social media channels
- District and city website

# TABLING AND OUTREACH BOOTHS

- Through partnership with the City of Chino, we have access to tables at all city events:
  - Case managers rotate coverage
  - Opportunities also exist through City of Chino Hills and Ontario municipalities
- Raise community awareness of programs and services available
- Solicit donations for CARE Closet which provide clothing and hygiene items for MV students.



The poster features a decorative border of autumn leaves and acorns. At the top center, the text "Share Hope" is written in a cursive font, with a red heart and two hands holding it. Below this, the title "Community Donation Drive-Thru" is written in a bold, sans-serif font. A map shows the location at the intersection of Riverside Dr and 3rd St, near CV Adult School. The event details are listed on the right, and a list of needed items is provided at the bottom.

**Share Hope**

**Community  
Donation  
Drive-Thru**

Riverside Dr  
CV Adult School  
3rd St  
B St  
Vista Ave

Chino Valley Adult School  
12970 Third Street, Chino

Date: Saturday  
November 13, 2021  
Time: 10 a.m. to noon

**MOST NEEDED ITEMS:**


|  |   |                                      |
|--|---|--------------------------------------|
| Gently-used Clothing                                       | Personal Care Products                              | \$10, \$20 and \$25 Gift Cards       |
| <input type="checkbox"/> Jackets                           | <input type="checkbox"/> 2 in 1 Shampoo/conditioner | <input type="checkbox"/> Stater Bros |
| <input type="checkbox"/> Jeans for students in grades K-12 | <input type="checkbox"/> Men/Women razors           | <input type="checkbox"/> Albertson   |
| <input type="checkbox"/> Shirts for boys/men               | <input type="checkbox"/> Men/Women deodorant        | <input type="checkbox"/> Target      |
| <input type="checkbox"/> Tops for girls/teens              | <input type="checkbox"/> toothpaste/toothbrushes    | <input type="checkbox"/> Walmart     |
|  | <input type="checkbox"/> Baby wipes                 | <input type="checkbox"/> Fast food   |
|  |   | <input type="checkbox"/> Gas cards   |

In collaboration with community churches and CVUSD HOPE Program. Drop-off will be on the corner of Third and B Street.

# COMMUNITY PUBLICATIONS

- Community Resource Guide published by the City of Chino
- Information for city residents on accessing HOPE services
- Information on CARE Closet and donations needed

\*PDF Available in Supplemental Resource Guide



**Chino Valley Unified School District**  
12970 Third Street, Rooms H & J  
909.628.1201, ext. 8960  
Hours of Operation: M-F/8:00 am-4:30 pm  
Closed Dec 19-Jan 2; Jan 16;  
Feb 13, 20; Mar 27-31.

**Se Habla Español**  
A collaboration of the City of Chino and the Chino Valley Unified School District.

**The Hope Family Resource Centers** are school-based service sites dedicated to preserving and strengthening students and their families in need of support. Their purpose is to help remove a student's non-academic barriers to education by assisting children and families with much needed information and resources.

**Locations of HFR Centers:**

- Adult School  
12970 Third Street, Chino
- Alternative Education Center  
15650 Pipeline Avenue, Chino Hills
- Doris Dickson Elementary School  
3930 Pamela Drive, Chino
- Walnut Elementary School  
5550 Walnut Avenue, Chino
- Levi Dickey Elementary School  
2840 S. Parco, Ontario
- Don Lugo High School  
13400 Pipeline Avenue, Chino

- CalFresh/CalWorks Assistance
- Food & Clothing
- Child Care
- Counseling
- Parent Education
- Tutoring Information
- Housing Information
- Preschool Referrals
- Medi-Cal/Covered California Assistance



**CVUSD's COMMUNITY CARE CLOSET**

*Surrounding our families with a community of support.*

CVUSD's Community CARE Closet, located on the Chino Valley Adult School Campus, allows CVUSD families in need or crisis the opportunity to "shop" for clothing, emergency hygiene products, and school supplies at no cost to the family.

**CHINO VALLEY ADULT SCHOOL CAMPUS  
12970 THIRD STREET, ROOM H**

**SOAP for HOPE:**

- 2 in 1 Shampoo & Conditioner
- Deodorant for men and women
- Disposable Razors
- Bar Soap
- Feminine Hygiene Products
- Small bottles of laundry detergent
- Toothpaste
- Diapers-sizes 3-5
- Baby Wipes

Donations are accepted throughout the year. Items can be dropped off **Monday-Friday, 8:30 am-4:30 pm.**

The City of Chino may take photographs or video materials of participants during City activities to be used for promotional purposes, advertising, and other print and video materials, which are the sole property of the City of Chino.

*For your next party consider the*  
**CHAFFEY COLLEGE CHINO**  
*Community Center*



**5890 College Park Avenue • 909.652.8200**

This mission-style hall has an elegant, classic, and sophisticated design providing the perfect ambiance for any special occasion. The banquet room holds up to 350 seated guests and can be divided into smaller function rooms. Customized event packages can be created to suit any budget.

Dates, times, locations, and fees are subject to change. Visit [cityofchino.org/programs](http://cityofchino.org/programs) for more information.



# SOCIAL MEDIA

Publicize events through City of Chino social media for general public.

It has been challenging to post through CVUSD social media due to approval process.

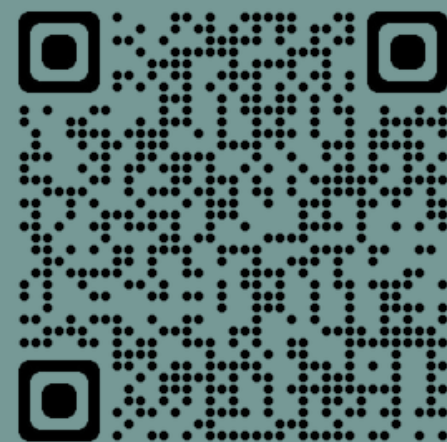
HOPE is currently developing program-specific social media channels.





# SHARING THE STORY OF HOPE

Our HOPE series of videos tells the story behind HOPE, our students & families, our case managers, our schools, and our city & community partners – everyone who comes together to bring HOPE to our community.



Scan or click here to watch First Day Every Day, an outreach video we use to raise awareness of the value and impact of HOPE.



## SECTION 5 SUPPLEMENTAL RESOURCES

Check out these additional tools and others in the Supplemental Resources Guide:

- Annual HOPE Impact Report 2021–22
- City of Chino Resource Guide
- Event Fliers (3)
- HOPE Support Services Brochure
- MV CARE Parent Renewal Letter
- MV CARE Program Brochure
- MV CARE Program Flier
- MV Data Process Flowchart
- MV Flier for School Personnel (2)
- School Presentations (2)

Complete the Reflection & Evaluation form for this section.



## SECTION 5 SUMMARY

- Outline goals and strategies for students and families, schools, and the broader community.
- Consider recruitment, awareness, training, and compliance needs.
- Bring these elements together in a comprehensive outreach plan.

**FINISHED**  
**View Toolkit Resources**