

theopenschool



Opening Doors

#WeAreTheOpen

— Drew Mametsuka —



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Phase 1: Research

Situation Analysis

In 2012, Casandra Clausen founded the nonprofit, The Open School, a democratic school modeled after the Sudbury Valley School in Massachusetts. This school allows kids to learn through real life and real democracy where freedom and responsibility is the curriculum. The staff at The Open School do not assign homework, tests or do not teach classes. Students learn through hands on experience and by pursuing what the students individually enjoy as they grow to learn independence, responsibility and compassion.

Since The Open School first opened, they've been renting out a space at a local church in Orange, Calif., which provides rooms and space for students to learn and play. While the church offers a functional facility, it's not ideal and presents limitations to the growth of The Open School. Currently, the school has less than 20 students enrolled, which slows down progress when trying to allocate funds for student activities and the idea of a facility the school can truly call home. The Sudbury education model is an alternative to the current system of education and because there is a lack of multiple in-depth research or case studies on the effects of the students who enroll in a Sudbury type school, parents are reluctant to send their children. This presents a hurdle that Casandra and other Sudbury modeled schools face as they attempt to bring in more students.

To that end, The Open School is focusing their efforts in attempting to enroll students who are considered teenagers and fundraising for a future facility. Enrolling teenagers will not only balance the age ratio of the students, it will also help provide funding for future student activities or programs. While trying to enroll teenagers, the school is also looking to fundraise money to possibly purchase or rent out a space that the school can call their own. With space that isn't shared with another organization, or in this case a church, and where the students have the freedom to run and play to their hearts content.



SWOT Analysis

Strengths	Weaknesses
• Casandra Clausen is active and dedicated to The Open School and believes in the Sudbury education model. • Increased awareness in parents for alternative education systems. • There is positive research on the effects of students who attended and graduated from the Sudbury Valley school in Massachusetts. • There are interested parents, with children who may or may not be teenagers, in alternative education systems.	• There aren't enough students enrolled to afford the proper materials and facilities. • Parents are still hesitant in sending their children to a school like The Open School. • More research needs to be done on the effects of students who come from a Sudbury education modeled school. • Parents may not be able to afford the tuition that The Open School requires for each child enrolled. • Lack of funding prevents The Open School from growing to its fullest potential. • Lack of teenagers makes it difficult for older students enrolled to interact and mature with people the same age or year.
Opportunities	Threats
• Parents are willing to participate in fundraising events for the school. • Casandra Clausen is open to suggestions on how The Open School can improve. • Potential for an increase in student enrollment, specifically those who fall under the age of 10 – 15 years old. • The possibility of moving into a secure facility that is centrally located in Orange County for the school can use for their own purposes.	• The possibility of The Open School not being able to afford to keep their doors open due to lack of enrollment and/or funding. • Negative perspective on the Sudbury education model, which can result in lack of enrollment. • The current location of the school makes it difficult for parents to drop children off.

Secondary Research

When conducting secondary research, I looked through websites, academic journals, online databases as well as any fact sheets, information and studies about Sudbury modeled schools. This research gives a better understanding of the demographics of the surrounding cities in Orange County and how other Sudbury schools are preparing their students, or participants, for a future outside of a typical classroom. There has been a rise of Sudbury modeled schools in parts of the United States and parents have become more attracted to the idea that their kid(s) can attend a school that is self-governed and interest based.

Key Findings: Demographic

When conducting research into the Open School and their key demographics, I found that the 2016 census for the surrounding city, Orange, is similar the census of Orange County. The median household income for Orange is \$79,192 and for Orange County it is \$78,145. With the city of Orange being predominately Caucasian, 70.1%, and Orange County being 72.6% Caucasian. The census for the city of Orange does not differ too far from the census of Orange County in terms of race and ethnicities, median household income and level of education, all key information in developing this campaign.

Key Findings: Scholarly Journals

Looking through scholarly journals, I found that the first school in California that modeled the same system of education like Sudbury Valley was named the Central Valley Sudbury School. The Sudbury education model has been modeled throughout states in the United States, such as New York and Massachusetts, as well as Ontario, Toronto. A study was conducted in Russia that observed a school like The Open School and found that the school was a promising model for education due to a number of reasons, such as staff training the children in their interests to the self-governed model staff and students practice daily.

Key Findings: Articles retrieved from news outlets

Schools, like the Brooklyn Free School, that have adopted the Sudbury education model have been featured on a number of news outlets, such as CNN, Huffington Post, The Atlantic. Articles included interviews with the Brooklyn Free School's principal, Alan Berger and parents who have children enrolled in Sudbury education modeled school. There was an article that interviewed a student who graduated from the Sudbury Valley school as a teen and, at the time the article was written, was studying neuroscience at Harvard University. The news articles reinforced the idea that the traditional education system that has been in place for hundreds of years isn't always the right choice and Sudbury education modeled schools allow its students to pursue and excel in their own interests.

Key Findings: Statistics

There have been a number of studies done on the students who attended and graduated from the Sudbury Valley School. One study did follow-ups on the Sudbury Valley graduating class of 1983 and found that of the 82 listed former students, the 69 students, who responded to the survey, pursued a higher education with no "difficulties in getting into the school of their choice or adapting to the academic requirements." The Sudbury Valley School conducted their own study on their graduates and found that 81 of 119 (68%) of its graduates



enrolled in a four-year college with 11 pursuing another form of education. The study also found that its graduates had gone to a wide variety of jobs and careers, with a higher number in the “fields of arts and design, community and social service, and computers and math.”

Key Findings: Case Studies

A number of case studies were done on students who graduated from Sudbury modeled schools and were also referred to in a number of peer-reviewed articles mentioned above. Case studies have shown that a number of graduates pursue a level of higher education at some point after graduation in fields that they are interested in. Studies have shown that the level of education you receive from a Sudbury modeled education system are similar to the traditional model of education. There have been some instances of issues with transitioning from an open modeled school to a more formal and organizational style education.



Primary Research

For my primary research, I conducted a survey that was sent out to the parents of The Open School and conducted individual interviews with parents who were willing to discuss their perspectives about The Open School. I interviewed Tomo and Scott Swan and Heidi Reid. The survey and interviews gave me a greater understanding of the dynamics that make up The Open School and any changes that the parents thought would benefit the school.

Survey Findings

I distributed a 14-question Google Form survey to the parents who have children enrolled in The Open School with the help of Casandra Clausen. My survey received five responses total.

- 100% of the respondents only have one child enrolled at The Open School
- Of the children that enrolled in the school, 40% have been there for 0-1 years and 1-2 years, while 20% have been enrolled for 3-4 years.
- 100% of the respondents have participated in fundraising events.
- 60% receive financial aid, while 20% have either not received any or will be.

I have included a full list of questions and answers in my appendix, Part __.

Interview Findings

I conducted one-on-one interview with the parents who have a child enrolled at The Open School, contacted through their information that provided on the online survey if they chose to participate. I wanted to gain a better understanding and gain insight on the dynamics of The Open School from a parent's perspective, while also trying to figure out how the campaign will address their concerns.

Responses to the interviews are available in the appendix, Part __.

Interview #1: Tomo and Scott Swan

I conducted my first interview with Tomo and Scott Swan. Scott first heard about Sudbury education modeled schools from a book he read titled, "Free to Learn" by Peter Grey. He was impressed and started to conduct his own research on schools that embodied this model. Tomo really enjoys the exposure her step-son receives from the school in regards to working, learning and collaborating with the younger kids. Their son, Colin, was struggling in public school because he attended multiple schools in Paris and Texas and when his mother died, he had a hard time coping with the unfortunate death. When Colin enrolled at The Open School, he took to it immediately and met with Casandra to decide if this was the right fit for me. However, both Tomo and Scott agree that the location is an issue that has been brought up within the school, but given the circumstances, the school is doing the best it can.

Interview #2: Heidi Reid

I conducted my second interview with Heidi Reid. Heidi originally had two children enrolled at The Open School but as her oldest reached the age of high school, she enrolled him into a public school. The child who is currently enrolled at The Open School, struggled in public school and Heidi felt that her spirit was being squashed



by the public school setting because she didn't fit the "mold." Since Heidi's youngest child has been enrolled for almost two years, she enjoys seeing her kid be able to have the freedom to explore different things she is interested in. Overall, Heidi loves the idea and theory of the school by allowing children to explore and learn what they are passionate about. Heidi did mention two things The Open School can improve on and that was having a more functional facility that isn't shared and to have an increase in teenagers. Heidi's daughter is 12-years-old and reaching the age of adolescence, which can be daunting if you don't have fellow classmates experiencing the same changes.

Primary Publics:

One primary public are the **parents with children who are between the ages of 5 to 18 who reside in Orange County**. The Open School is based in Orange, Calif. and in order for the campaign to succeed we must educate the parents about the Sudbury education model and the effects it has on the children who attend.

- In the city of Orange, there is an estimated 22.1% of persons under the age of 18.
- In Orange County, there is an estimated 22.5% of persons under the age of 18.

According to the research, I found that parents may be hesitant to enroll their children in an alternative approach to education, there are studies that have been done on former students of schools that modeled their education on the Sudbury Valley School.

Another primary public are the **parents who have shown or expressed an interest** in a school like The Open School, as parents are the decision-makers for their children.

The last primary public would be **parents with teenagers and, possibly, have children who are struggling in their current institutions**. The enrollment of teenagers is the one goal of the campaign and the lack of teenagers in the school poses a threat to the learning development that comes with social interaction within the teenager age range of 10-18-year olds.

Secondary Publics:

Parents currently enrolled in public or private institutions will be considered a secondary public. The parents who enrolled their children in public or private institutions may find this alternative approach to be unrealistic and impractical and while they are parents, they have the ultimate say in whether their child(ren) will attend a school like The Open School.

Schools and unified school district heads within each city's government would be another secondary public due to their reach in influence and authority. School officials and department heads of the unified school districts have the power to influence parents and provide alternate approaches to a child's education based on their performance and social awareness.

Parents with children who are not old enough to enroll in school but are searching for an institution are the final secondary publics. While the children are too young to enroll at The Open School, the opportunity to influence and persuade them to consider an alternative education model is important to be aware of. Through the various tactics and strategies, the campaign can easily be tailored toward the parents searching for the proper education for their younger child(ren).

Phase 2: Planning

Opportunities/Obstacles

Opportunities:

- This will be an opportunity for The Open School to expand with a higher number of applicants, a new facility and the increase of teenage applicants. An increase in applicants, including teenage applicants, would benefit The Open School with more funding and the opportunity of new ideas and dialogue between staff, current parents and prospective parents.
- The Open School will benefit from this opportunity by increasing the awareness of Sudbury education model schools that would cause a ripple effect in knowledge of alternative education models.
- Through the partnership with the Village Sudbury School in Whittier, this presents the opportunity to collaborate with new staff, new students, new parents and to create new relationships that would benefit both the students and the future of The Open School.
- By advertising the school with flyers and social media, this will increase the knowledge and give a better understanding of alternative education models, like The Open School. It will also bring to light how the traditional education model doesn't work for every student, yet there are options for parents to consider for their child who may be struggling with public or private institutions that use the traditional model of education.

Obstacles:

- The lack of multiple research on the effects of students who attend Sudbury education modeled presents limitations and feeds into the doubt and fear of their child's future.
- The tuition costs may cause parents to rethink their decision about sending their child to The Open School because they may not be able to afford it. However, there are options for parents to receive funding for the tuition but they would need to be notified of this option.
- Finding a new location for the school might be challenging based on the number of students, funding, geographic location and the facilities itself. Ideally, the school should be centrally located but also affordable and adequate enough to meet the needs of the students.

Internal Environment

The Open School staff is relatively small, so any goal, event, fundraiser or idea would need to be realistic but also creative. Casandra Clausen currently uses Facebook and the other social media channels to communicate and share the latest news or findings related to The Open School, which presents an opportunity for the channels to become more engaging and interactive on the channels, such as YouTube.

Public Perception

The Open School also faces public perception challenges it would need to resolve through long-term education and research done by outside sources or within their own organization in the future. It is important to



communicate the Sudbury education model to the key publics and to understand the prospective parents concerns and questioning. Due to the lack of multiple studies or research on Sudbury education modeled schools, trying to convince the public about this alternative approach to education will be a challenge. All great things come in time and that statement holds true here.

Competition

There isn't any other Sudbury education modeled schools in Orange County with the next closest being in Whittier in the Greater Los Angeles County. This education model isn't a popular trend in California, but that shouldn't stop the school from caving in.

Key Messages

The key messages are the main concepts I want the audience to get from the campaign. Through primary and secondary research, I discovered that people need to know trust this education system and understand how this education model will not tarnish the child's education. The school is focused on the freedom of the students and lets them decide what they want to pursue. Each key message is implemented within my goals and objectives. Ultimately, through this campaign, I want to *Educate* the parents about the Sudbury education model, *Build Relationships* with the parents to gain their trust and raise awareness with the key publics and have *Call to Action: Donate & Enroll*.

1. **Educate:** Through the flyers, open house, forums and information tables at events will help spread awareness of Sudbury education models to the key publics, but more specifically, the parents with children between the ages of 10-18.
2. **Build Relationships:** By reaching out to interested parents and making the effort of tabling at community or networking events, you start to build a relationship with the target parents but also Orange County.
3. **Call to Action:** Donations and enrollment is crucial to this campaign as the two are the main goals. Donations will help fund current projects, student programs and the relocation of The Open School. Enrollment is another goal, targeting teenagers with the age between 10-18, and the increase in enrollment presents the opportunity to more funding and more collaboration efforts amongst the parents.

Phase 3: Implementation

Goals/objectives/Tactics

- **Goal:** To increase public awareness in Orange County and educate on the effectiveness of the Open School and Sudbury modeled education systems.
 - **Objective:** To gain 200 followers on Facebook and 100 followers on Instagram and Twitter and 100 subscribers on the YouTube channel.
 - **Strategy:** Increase online social media following by having diverse and consistent posts on Facebook, Instagram, Twitter and YouTube and advertise the channels through online and in-person interactions.
 - **Tactic:** Create a Facebook campaign page for the campaign that will feature the social media handles.
 - **Tactic:** Distribute flyers with the social media handles at fundraisers, community or networking events.
 - **Tactic:** Spotlight different committees or experiences (i.e. field trips) the students and staff go through on a daily basis or on special occasions.
 - **Tactic:** Post news articles or blog posts that keep the audience updated on the progress of the campaign and/or if big changes are happening to the school. Also include articles or studies about other schools that have the Sudbury education model.
 - **Tactic:** Post infographics and informational statistics about The Open School or other schools with the Sudbury education model.
 - **Tactic:** Hire intern(s) or create a committee for students to join that would monitor and manage The Open School social media channels through a third party social media scheduler (i.e. Hootsuite) for timely engagement with audience.
 - **Tactic:** Create a video series titled “Education Mondays” to educate the public about Sudbury education modeled school.

For examples of social media, please refer to Appendix, Part V.

- **Objective:** Achieve at least 10 interested parents of Orange County or any parent interested in The Open School to attend an open house or open forum, which would be held once a month starting at the beginning of the summer break until the end of the year, to educate the parents on Sudbury education modeled schools and to think about enrolling or donating.
 - **Strategy:** Advertise open house or forum through social media posts, Facebook campaign page and flyers.
 - **Tactic:** Post information about the meeting and post reminder updates on social media as the meeting date approaches, including GIFs and images of flyers.
 - **Tactic:** Hand out 100 flyers with information regarding the date, time and location of the open house or forum about the campaign and the school.
 - **Tactic:** Keep an updated calendar of the open house or forums and any events on the Facebook campaign page.
 - **Tactic:** Pitch news releases and media advisories to local media outlets about upcoming

events or the school itself.

See documents for an example of a press release in Appendix, Part VII.

- **Strategy:** To increase social media engagement across Facebook, Instagram and YouTube by having call to actions and, potentially, some incentives on the posts.
 - **Tactic:** To utilize the campaign hashtag, _____, at the fundraising or networking events.
 - **Tactic:** Create a series of videos highlighting different aspects of The Open School. Videos can include, but not limited to, an introduction of the school similar to the Brooklyn Free School video, the different clubs or committees the students are a part of, showcasing a recent field trip the students went on and a short video with students describing what they love or enjoy the most about The Open School. You may hire a videographer or have the students who are part of a specific committee to record, edit and finalize the video as a way to show student engagement and how students utilize their time during school.
 - **Tactic:** Provide an incentive once a month to whoever uploads the most creative post to their social media including the hashtag and geotag, The Open School.

See social media for an example of a story board for YouTube in Appendix, Part V.

- **Goal:** To increase the number of applicants for the Fall 2019 enrollment period.
 - **Objective:** To achieve a minimum of 10 applicants for the Fall 2019 enrollment period by the end of the year.
 - **Strategy:** Increase parent participation in fundraising or community events to socialize with interested parents and, potentially, have them sign-up for more information about the school.
 - **Tactic:** Have an incentive for parents to sign-up to volunteer for more fundraising or community events, potentially a contest.
 - **Tactic:** Share information, blog posts, articles or statistics about The Open School or Sudbury education modeled schools on their own social media to spread awareness to their alternative model of education.
 - **Tactic:** Provide flyers to parents to share with their friends, printed and/or electronically, on their social media channels or by word of mouth.
 - **Tactic:** Adult night only mixer for parents of The Open School students and the parents who have expressed interest featuring a silent auction, raffle and/or giveaways.
 - **Tactic:** Create a video or series of videos highlighting the parents of students and why they decided to enroll their children in The Open School compared to a traditional school.
 - **Strategy:** Increase awareness of The Open School through events hosted by The Open School by utilizing social media and flyers to notify interested parents about deadlines and any other information regarding enrollment.
 - **Tactic:** Hand out flyers at community or networking events, which include information about The Open School, and have a list for parents to sign-up if they are interested in the school.
 - **Tactic:** Post on social media channels about upcoming fundraising or big events that are open to the public or those interested in the school.
 - **Tactic:** Post on social media the deadlines for enrollment to interested applicants and highlight the option of financial aid to help pay for the tuition.
 - **Tactic:** Provide interested parents who attend events with a pamphlet or business card with social media handles and website to find more information about the school.

See documents for examples flyers and pamphlets in Appendix, Part VII.

- **Objective:** To achieve 5 of the 10 applicants that would fall under the age of 10-18, teenagers.
 - **Strategy:** Increase the awareness in parents who have teenagers in their household through social media, flyers and conversation.
 - **Tactic:** Create social media posts that are tailored toward teenagers, ages 10-18, that would engage them and start a conversation with their parents.
 - **Tactic:** Create a video with current students who fall under the age of 10-18 to showcase what they love about The Open School and the difference between their experiences with their previous school to The Open School.
 - **Tactic:** Posting flyers with information and social media handles in areas that have a high concentration of teenagers (i.e. skate parks, cafes, outdoor sporting fields, and after school programs).
 - **Tactic:** Create a video that shows ways to approach the parents of interested teenagers and how to start the conversation. Might also be beneficial to create an infographic for online and social media channels.
 - **Tactic:** When hosting events or creating flyers, have activities that are tailored to getting teenagers more involved and engaged. For example, using the event example of a run-a-thon, having an area dedicated to teenagers with a basketball three-point contest, baseball/softball game against the parents, eating contests or some sort of prize.
- **Goal:** To raise funds for student run programs and the relocation of the Open School.
 - **Objective:** To achieve \$10,000 in donations to benefit The Open School by the end of 2018.
 - **Strategy:** Increase the number of attendants at fundraising events (i.e. run-a-thon or adult mixer) by creating Facebook event pages that can be shared amongst the parents and staff's social media channels.
 - **Tactic:** Create new and engaging fundraising events that can be accessible for the general public and welcome all ages.
 - **Tactic:** Creating a new fundraiser that would require the students to reach out to family, family friends or neighbors to achieve a certain goal based on the fundraiser. For example, a run-a-thon would require students to reach out and get sponsors for completing a certain number of laps on a track. An incentive for the student with the most sponsors could win a ticket to Disneyland or Knott's Berry Farm.
 - **Tactic:** Create a fun flyer that showcases what activities the event will have (i.e. dunk tank, face painting, photobooth) that would draw more attention from the public.
 - **Tactic:** Provide fun and engaging activities for those attending that they can share on social media using the hashtag, _____.
 - **Tactic:** Provide an incentive for those who attend the event. For example, you can have a pie eating contest and winner gets a gift card or certificate to XYZ. Another example would be getting sponsors from corporate companies to provide giveaways that The Open School is able to auction or raffle off to those who pay for a raffle ticket or placed the highest bid.
 - **Strategy:** To increase donations through in-person events and online presence.
 - **Tactic:** Providing a link or button on The Open School Facebook page that will allow the public to donate money.
 - **Tactic:** Increase donations by having tabling events in various locations of Orange County or prospective locations for the new school.
 - **Tactic:** Have the opportunity to donate at the open house or forums hosted by The Open

School.

- **Strategy:** Partner with the Village Sudbury School in Whittier as a sister city Sudbury school to collectively raise funds for both schools.
 - **Tactic:** Host fundraising events that would provide funding for both schools based on each geographical location and demographics. For example, a car wash or talent show would provide funding for the schools and the responses may be different depending on the location and the demographics of the Village Sudbury School.
 - **Tactic:** Create an annual fundraising event that would allow people from Los Angeles County and Orange County to come and participate in various activities hosted by The Open School and the Village Sudbury School. For example, the annual event can be one night where families can invite family or family friends and intermingle and showcase different projects, works of art, programs or any goals the schools are trying to reach. With the option of buying certain art pieces, purchasing raffle tickets and/or donate. Ideally, this tactic would allow the creation of a much larger event that The Open School might not have the funding or means of creating alone without the assistance of another organization.
 - **Tactic:** Create a parent group for both schools where they can intermingle and brainstorm on fundraising ideas or anything they would like to share that can be beneficial for schools. This would require having school meetings, like the Parent Teacher Association, or forums to discuss the ideas.
 - **Tactic:** Create a series of videos highlighting the sister city relationship and some positive key points about each school. This will spread awareness about the education model and how each school offers many different committees or programs.

Spokesperson

Due to the nature of the school and the hierarchy of the education system, it's important to have someone who can be trusted and credible through their own research or experience in an education system like The Sudbury Valley School. I have chosen **Casandra Clausen** as a spokesperson for the campaign because she is the founder of The Open School and I she is well respected amongst the staff, parents and students. With her knowledge and own research with Sudbury education modeled schools, she would be the ideally candidate as she has her own children enrolled at The Open School. She is a positive influence who believes that children are the future and constricting them to follow an education system that would be detrimental to their growth through the years.

Another spokesperson would be **Tay Parker**, a graduate of the Sudbury Valley School in Massachusetts. Having someone who has graduated from one of the initial schools to adopt the democratic system of education would be beneficial to the campaign due to her experience as a student and after. Her knowledge of the education system is critical for educating and raising awareness for parents in Orange County who have shown interest in The Open School.

Ben Page would be another spokesperson I would recommend as he assisted Casandra in founding the school. His background in human development and social change will also help provide insight on the effects of The Open School and the Sudbury model of education on its students. His observations and findings through the interactions he has with the students will help reassure and influence the decision markers, the parents, as they seek more information or need some convincing.

Campaign Introduction/Theme

Opening Doors

While conducting research, I realized that The Open School has many opportunities for growth but there is a great need for assistance not only from the parents but from the public. The Open School is providing students the opportunity to explore and unlock abilities, skills and interests they may not be able to achieve at a public or private institution. No matter where the student comes from or what skin color they are, all are welcome to The Open School. Henceforth, I came up with the campaign named **Opening Doors**.

Opening Doors is a play on The Open School name while also referring to the many possibilities the school has to offer for its students. I wanted this campaign to open new doors for the students, the staff and the school by opening up the possibility of a new facility, new students, new programs and new field trips. This school has a special place in my heart because I am a product of an alternative education. The education system isn't identical to The Open School but I did receive an education that was predominately surrounded by all forms of art. I owe a lot to the school I attended and it only seems fitting to do some good for a school that allows students the same freedom to do as they please. With the help of the parents and the public, The Open School has nowhere to go but up!

Hashtag

When deciding on the hashtag to use for the campaign that was easy to remember but also fun, I decided to go with was **#WeAreTheOpen** or **#WATO** for short. This hashtag makes a statement that refers back to The Open School and by using it as an acronym, the children at the school or anyone who just want to shout out the hashtag, can do so with a little humor. What I mean by this is, imagine Bruce Lee or Jackie Chan, and just channel them through you. Then with a quick swift, swing your arm in a chopping position and shout "WATO!" If that wasn't illustrated enough, here this joke: "What does a ninja drink?" "WATAH!" Or in this case, WATO!

Font

Bodoni 72 Oldstyle

#WeAreTheOpen | Bodoni 72 Oldstyle Italics



Primary Colors



C = 80 M = 43 Y = 99 K = 46
#264C23



C = 58 M = 49 Y = 46 K = 15
#6D6E71

Secondary Colors



C = 0 M = 0 Y = 0 K = 100
#231f20



C = 0 M = 0 Y = 0 K = 0
#ffffff



Timeline

Task	Date
Reach out to spokespeople Casandra Clausen, Tay Parker and Ben Page.	May 2018
Contact the Village Cadbury School to discuss the opportunity of becoming a sister school.	May 2018
Scout potential locations for the relocation of The Open School and areas to host events (community halls, race track, etc.)	June 2018
Look for potential videographers for YouTube and photographers for event photos.	June 2018
Hire social media intern or special student committee to manage social media channels	June 2018
Create and finalize first social media calendar for the month of June	May 2018
Finalize and print flyers/ sign up sheets	June 2018
Conduct an email blast with a link for parents or interested parents to sign-up for events	June 2018
Start hosting fundraising events and attend networking events	Mid - June 2018
Handout flyers to interested parents, community boards or attendees of fundraising events	June 2018
Table at networking events	June - December 2018
Post on social media channels	See “Social Media” for the content calendar in Appendix.
Connect with interested parents about deadlines for the Fall 2019 enrollment period	July - December

Budget:

Pricing screenshots will be available in the appendix, Part IV.

Item	Quantity	Cost Per Unit	Total Cost
Hootsuite Scheduler	----	----	Free
Social Media posts	----	----	\$0
Incentive for social media post content once a month	1 Starbucks gift card for 7 months	\$20	\$140
Instagram cut out frame (Zazzle)	1	----	\$20
The Open School information flyers (Staples)	500	\$0.42	\$210
Sign-up sheets for parents and volunteers	50	\$0.42	\$21
Pamphlets for The Open School	500	\$0.60	\$300
Folding table (Amazon)	1 (4')	\$49.17	\$49.94
Table cloth (Displays2Go)	1 (8')	\$28.73	\$28.86
Catering for open house or forums (Party in a Box Catering)	Appetizers each month for 6 months	Varies	Varies
1-minute spot Videographer	----	----	\$0 (hire interns or student committee)
1-minute spot Video camera	1 (Canon C300 mark ii)	Daily price: \$350 3 days	\$1,050
1-minute spot Lighting kit	1 (Lowel DV creator 44 kit)	Weekly price: \$100	\$100
Video card memory SD	1 (16 GB)	----	\$9
GRAND TOTAL		Price will vary for catering	\$1,928.80

Phase 4: Evaluation

Goals, Objectives, Strategies, and Tactics

Each of the objectives are measurable so that we can keep track of the progress of the campaign. By creating quantifiable and time-sensitive objectives, we will ensure that these outcomes can be measure and evaluated for success through the various methods outlined below.

Objective: To gain 200 likes on Facebook and 100 followers on Instagram and Twitter and 100 subscribers on the YouTube channel.

- *Evaluation:*
 - Calculate likes and overall social media reach (sum total of likes/followers/subscriber from each social media platform) using social website's analytics. Conduct this evaluation at the end of the six-month campaign.
 - Calculate which posts have better analytics and use that post as a template for the future.

Objective: Achieve at least 10 interested parents of Orange County or any parent interested in The Open School to attend an open house or open forum, which would be held once a month starting at the beginning of the summer break until the end of the year, to educate the parents on Sudbury education modeled schools and to think about enrolling or donating.

- *Evaluation:*
 - Calculate the total number of applicants for each month and tally the final number. Attendance for the open house and open forum should be performed after each meeting.
 - Follow-up with the interested parents to see if they would like more information or to send them the next open forum or open house.

Objective: To achieve a minimum of 10 applicants for the Fall 2019 enrollment period by the end of the year.

- *Evaluation:*
 - Calculate the total number of applicants for each month, tally at the end.

Objective: To achieve 5 of the 10 applicants that would fall under the age of 10-18, teenagers.

- *Evaluation:*
 - When calculating the total number of applicants for the last objective, keep track of the age for the student applying. Tally the total number of teens between the ag of 10-18 at the end of the campaign.

Objective: To achieve \$10,000 in donations to benefit The Open School by the end of 2018.

- *Evaluation:*
 - Measure donations using a tally of how much money is received after each event. This evaluation is more flexible as donations would come in a variety of forms such as digital payments, cash or checks.
 - Measure the donations each month of the campaign to ensure objectives are met.

Appendix

Part I: Secondary Research

Orange and Orange County Demographics

When conducting research into the Open School and their key demographics, I found that the 2016 census for the surrounding city, Orange, is similar the census of Orange County. The median household income for Orange is \$79,192 and for Orange County it is \$78,145. With the city of Orange being predominately Caucasian, 70.1%, and Orange County being 72.6% Caucasian. The census for the city of Orange does not differ too far from the census of Orange County in terms of race and ethnicities, median household income and level of education, all key information in developing this campaign.

Census.gov. (2016). *Orange, CA and Orange County, CA census data* [Data file]. Retrieved from <https://www.census.gov/quickfacts/fact/table/orangecitycalifornia,orangecountycalifornia/INC110216>

Population:

All Topics	Orange city, California	Orange County, California
Median household income (in 2016 dollars), 2012-2016	\$79,192	\$78,145
PEOPLE		
Population		
Population estimates, July 1, 2017, (V2017)	NA	3,190,400
Population estimates, July 1, 2016, (V2016)	140,504	3,172,532
Population estimates base, April 1, 2010, (V2017)	NA	3,010,265
Population estimates base, April 1, 2010, (V2016)	136,432	3,010,261
Population, percent change - April 1, 2010 (estimates base) to July 1, 2017, (V2017)	NA	6.0%
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	3.0%	5.4%
Population, Census, April 1, 2010	136,416	3,010,232

Age:

All Topics	Orange city, California	Orange County, California
Population estimates, July 1, 2017, (V2017)	NA	3,190,400
Age and Sex		
Persons under 5 years, percent	6.4%	6.0%
Persons under 18 years, percent	22.1%	22.5%
Persons 65 years and over, percent	11.5%	14.0%
Female persons, percent	50.2%	50.7%

Median household income:

All Topics	Orange city, California	Orange County, California
Population estimates, July 1, 2017, (V2017)	NA	3,190,400
Median household income (in 2016 dollars), 2012-2016	\$79,192	\$78,145

Race:

All Topics	Orange city, California	Orange County, California
Population estimates, July 1, 2017, (V2017)	NA	3,190,400
Race and Hispanic Origin		
White alone, percent (a)	70.1%	72.6%
Black or African American alone, percent (a)	1.5%	2.1%
American Indian and Alaska Native alone, percent (a)	0.5%	1.1%
Asian alone, percent (a)	11.2%	20.4%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.3%	0.4%
Two or More Races, percent	3.0%	3.4%
Hispanic or Latino, percent (b)	39.1%	34.3%
White alone, not Hispanic or Latino, percent	45.8%	41.1%

Website Articles:

There are a number of articles from news outlets that dive into how this alternative model of education can be beneficial and equally educational. Articles from CNN, Huffington Post, The Atlantic and Voa News focus on Sudbury schools, but in particular, the Brooklyn Free School.

In the article published by the Huffington Post, “At Brooklyn Free School, A Movement Reborn With Liberty and No Testing For All,” they give the reader on what a class chosen by the students looks like. The students were, what would normally be chemistry at a normal school, coming up with a way to create an elemental version of the card game Magic. Discussion was led by students and the facilitator, or “teacher,” would occasionally chime in with questions for clarification. The article ended with a quote from the school’s founding principal, Alan Berger, “one of the joys of running a school like this is there are so many opportunities to get to know kids for ho they really are.”

In another article, “Unschoolers learn what they want, when they want,” you get an in-depth interview from a parent who sent their child to the Sudbury Valley School in Framingham, Massachusetts. It was a major risk on their part to ignore the standard education system, but her children have flourished and are one of the many examples of the Sudbury education model. The reporter also interviews a student who attended Sudbury Valley as a teen and was studying neuroscience at Harvard University at the time of the article. This article reinforces the idea that the traditional education system isn’t always the right choice for every child, but the Sudbury education model allows students to pursue and excel in their own interests.

No Teachers, No Class, No Homework; Would You Send Your Kids Here?

EMILY CHERTOFF

DEC 12, 2012

U.S.



TEXT SIZE



Chertoff, E. (2012). No teachers, no class, no homework; Would you send your kids here? *The Atlantic*. Retrieved from <https://www.theatlantic.com/national/archive/2012/12/no-teachers-no-class-no-homework-would-you-send-your-kids-here/265354/>

Unschoolers learn what they want, when they want

By **Jacque Wilson**, CNN

August 3, 2011 8:46 a.m. EDT



Wilson, J. (2011). Unschoolers learn what they want, when they want. *CNN*. Retrieved from <http://www.cnn.com/2011/US/08/03/unschooling.sudbury.education/index.html>

At Brooklyn Free School, A Movement Reborn With Liberty And No Testing For All



By Lucas Kavner

NEW YORK — On a recent Wednesday morning at the Brooklyn Free School, a class was in session. Ten students, ranging in age from about 12 to 16, sat around a table having a heated debate about chemistry. And superpowers.

Kavner, L. (2012). At Brooklyn Free School, a movement reborn with liberty and no testing for all. *Huffington Post*. Retrieved from https://www.huffingtonpost.com/2012/11/30/brooklyn-free-school-_n_2214263.html

USA

April 16, 2015 9:33 PM
Carolyn Weaver

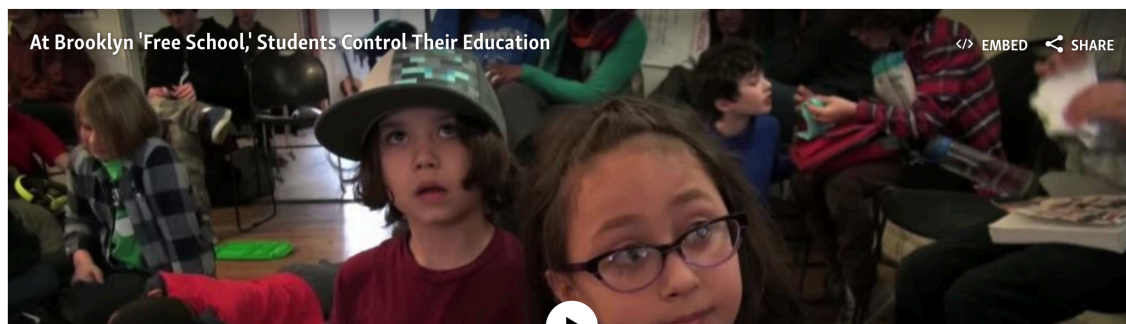
At Brooklyn Free School, Students Control Their Education

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See comments

Print



Weaver, C. (2015). At Brooklyn Free School, students control their education. *VOA*. Retrieved from <https://www.voanews.com/a/brooklyn-free-school-students-control-education/2723321.html>

Case Studies

A number of case studies were done on students who graduated from Sudbury modeled schools and were also referred to in a number of peer-reviewed articles mentioned above. Case studies have shown that a number of graduates pursue a level of higher education at some point after graduation in fields that they are interested in. Studies have shown that the level of education you receive from a Sudbury modeled education system are similar to the traditional model of education. There have been some instances of issues with transitioning from an open modeled school to a more formal and organizational style education.

The first school to use the Sudbury model was located in California's Central Valley called the Central Valley Sudbury School. Today, Sudbury schools already exist in other cities in the United States, such as New York and Massachusetts, as well as Ontario, Toronto, and there have been a handful of studies dedicated toward the founding principles of Sudbury schools. The research was conducted through a series of observations and used previous studies done on Sudbury schools to base their theories and observations on.

There was a study done in Russia that observed the Sudbury model as a model for reforming schools. The researcher looked at the school's theoretical foundations, the development of Sudbury Valley, specific organization features of education in Sudbury Valley School and came up with the conclusion that the study of Sudbury Valley School was a promising model for education due to a number of reasons. From staff training the children in their interests to the self-governed model the staff and students practice, this alternative model of education is promising.

Another study focused on Sudbury schools as a whole by referencing multiple studies and research articles. The main conclusion drawn from this scholarly journal was the follow-up portion of this lengthy entry. Those who pursued alternative schooling, like the Open School, found they had no difficulties getting into the university they chose or adapting to the academic requirements. There was even a participant who decided to take her interests in art and crafts as a career, which eventually led to her becoming a pattern maker in the high-fashion industry.

In This Article

Self-Directed Education—Unschooling and Democratic Schooling

Biological Foundations for Self-Directed Education

Self-Directed Education in Hunter-Gatherer Bands

Curiosity, Playfulness, and Sociability as Natural Motivators of Education

Unschooling: Home-Based Self-Directed Learning

Definition of Unschooling

Unschooling Families and "Graduates" of Unschooling

Schools for Self-Directed Education

The Free School Movement of the 1960s and Early '70s

Sudbury Valley and Other Democratic Schools

Self-Directed Education—Unschooling and Democratic Schooling FREE

Peter Gray

Subject: Alternative and Non-formal Education , Educational Theories and Philosophies Online Publication Date: Apr 2017

DOI: 10.1093/acrefore/9780190264093.013.80

[View PDF](#)

[-] Summary and Keywords

Education, broadly defined, is cultural transmission. It is the process or set of processes by which each new generation of human beings acquires and builds upon the skills, knowledge, beliefs, values, and lore of the culture into which they are born. Through all but the most recent speck of human history, education was always the responsibility of those being educated. Children come into the world biologically prepared to educate themselves through observing the culture around them and incorporating what they see into their play. Research in hunter-gatherer cultures shows that children in those cultures became educated through their own self-directed exploration and play. In modern cultures, self-directed education is pursued by children in families that adopt the homeschooling approach commonly called "unschooling" and by children enrolled in democratic schools, where they are in charge of their own education. Follow-up studies of "graduates" of unschooling and democratic schooling reveal that this approach to education can be highly effective, in today's world, if children are provided with an adequate environment for self-education—an environment in which they can interact freely with others across a broad range of ages, can experience first-hand what is most valued in the culture, and can play with, and thereby experiment with, the primary tools of the culture.

Keywords: self-directed education, self-directed learning, unschooling, free schools, democratic schools, Summerhill, Sudbury Valley School, curiosity, play

Gray, P. (2017). Self-directed education - unschooling and Democratic schooling. *Oxford Research Encyclopedias*. Retrieved from <http://education.oxfordre.com/view/10.1093/acrefore/9780190264093.001.0001/acrefore-9780190264093-e-80>

Valeeva, R., Kasimova, R. S. (2015). Alternative educational system Sudbury Valley as a model for reforming school. *Science Direct*. Retrieved from <https://www.sciencedirect.com/science/article/pii/S1877042815030414>

Alternative Educational System Sudbury Valley as a Model for Reforming School ☆

Roza A. Valeeva , Ramilya Sh. Kasimova  

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<https://doi.org/10.1016/j.sbspro.2015.04.766>

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Abstract

General trends of innovations in Russian system of education are connected with the ideas of humanism, the priority of developing the child's personality, creative collaboration of teachers and students as equal subjects. In addition, the Russian school officials have nowadays possibilities to implement the variability of curricula, to open author schools. The existing experience of different countries in creation of multi-choice alternative schools, their successful activities and international recognition becomes a real basis for the development of Russian school and pedagogy. These points actualize the research of alternative education systems. The article is devoted to the historical development, and the experience of the alternative educational system Sudbury Valley School, founded in 1968 in Framingham Massachusetts USA. Alternative educational movement Sudbury Valley includes about 40 schools in the United States, Belgium, Japan, the Netherlands, Denmark, Germany, Israel and others. We consider this educational system a positive model for reforming school in Russia.



Peter Gray Ph.D.
Freedom to Learn



Children Educate Themselves IV: Lessons from Sudbury Valley

For forty years children have educated themselves at this school.

Posted Aug 13, 2008

Gray, P. (2008). Children educate themselves IV: Lessons from Subdury Valley. *Psychology Today*. Retrieved from <https://www.psychologytoday.com/us/blog/freedom-learn/200808/children-educate-themselves-iv-lessons-sudbury-valley>

OUTCOMES

by Daniel Greenberg

Since the beginning, almost thirty years ago, I have been wondering about the kinds of people the graduates of Sudbury Valley School (SVS) would turn out to be. More to the point, I wondered what kinds of people I wanted them to be -- a very personal judgment, to be sure, but something anyone interested in education places first among their considerations. Put another way, the question has to do with "outcomes", a very popular word these days: What outcomes do we look for, do we expect, do we want, and do we get in our schools in general, and in SVS in particular?

Every spring, as thesis defense season draws near, this question takes on a renewed urgency in my mind. I watch generation after generation of young people struggling to decide whether or not to go through the graduation procedure this year, trying to figure out what it all means, working their way through it, and then ultimately making their way into the world. Every spring, as our alumni news gets distributed to all our former students, I think again of the lives they have been leading after their years at SVS, and of the kinds of adults they have become. And I ask myself, over and over, "Is Sudbury Valley School doing a good job, as an educational institution, in preparing young people to go out into the world and lead successful lives?" This essay is an attempt to give an answer to this question, based on my very subjective and personal observations and thoughts, accumulated and refined and revised and reworked over the past three decades.

Let me start with an extremely broad, qualitative statement, that provides the setting for all that follows: What I have come to realize with greater clarity each passing year is that, by and large, SVS's graduates are fine human beings, who are well equipped to experience life to its fullest and cope with its uncertainties. That's it, in a nutshell. I will try to explain what I really mean by this statement, using a series of attributes that describe for me the predominant characteristics of our former students. These attributes are closely inter-related to each other and fundamentally not separable. They combine to form a coherent whole, and are listed individually only because of the limitations forced upon me by language. The

Green, D. (1996). Outcomes. *Education Futures*. Retrieved from <http://www.educationfutures.org/outcomes.htm>



Part II: Primary Research

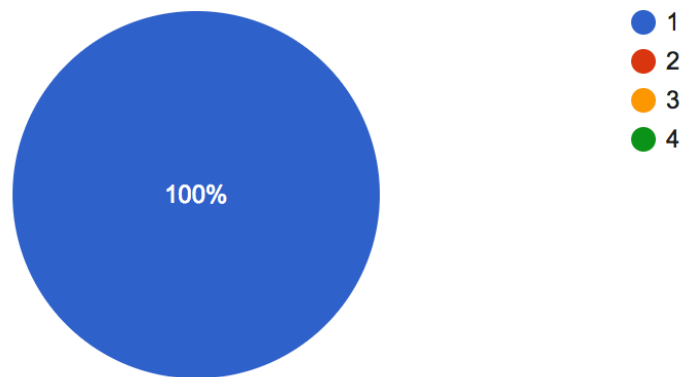
Online survey

I distributed a 14-question Google Form survey to the parents who have children enrolled in The Open School with the help of Casandra Clausen. My survey received five responses total. There was an option to opt-in for an interview with me, of the five responses, only two were interviewed.

The following graphs are the results of each question.

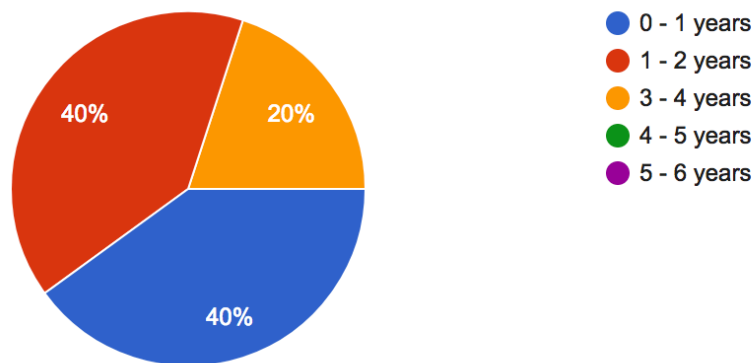
How many children do you have enrolled at The Open School?

5 responses



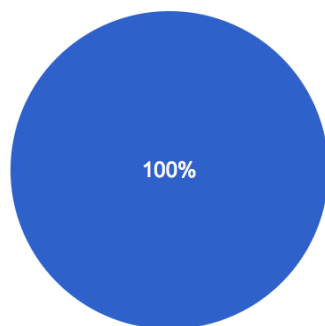
How long has your child(ren) been enrolled at The Open School?

5 responses



Since your enrollment, have you participated in any school fundraising events?

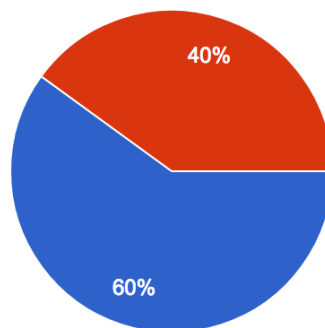
5 responses



- Yes
- No
- No, but willing to participate
- No, but willing to donate money

How would you rate your level of satisfaction with The Open School model of education?

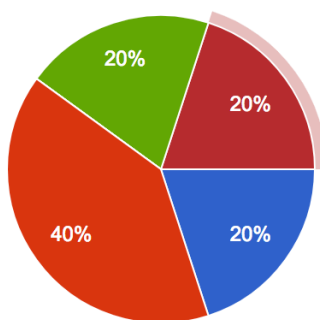
5 responses



- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

How did you hear about The Open School?

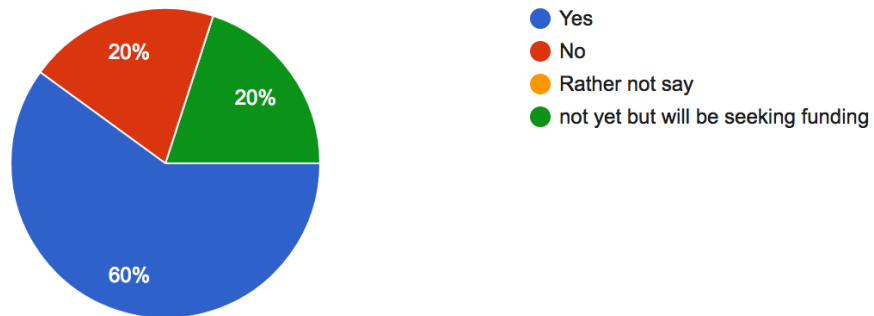
5 responses



- Online
- A friend
- Another parent(s)
- Social media (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.)
- An ad
- A Flyer
- The Open School Website
- From the book "Free to Learn"
- From our pre-school teacher

Did you receive any funding to help pay for enrollment at The Open School? (I.E. scholarships, financial aid, loans, etc.)

5 responses



If you selected "yes" above, how much funding (estimated) did you receive and the type of funding?

5 responses

N/a

not yet

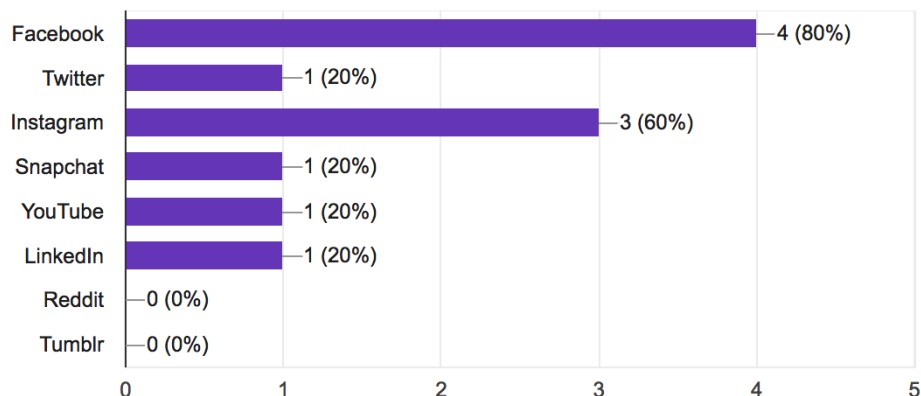
Financial aid

We raised 500ish on go fund me and we used the funds from Inspire Charter school to go towards open school April- \$2800

\$2600 this year only from Inspire Charter school

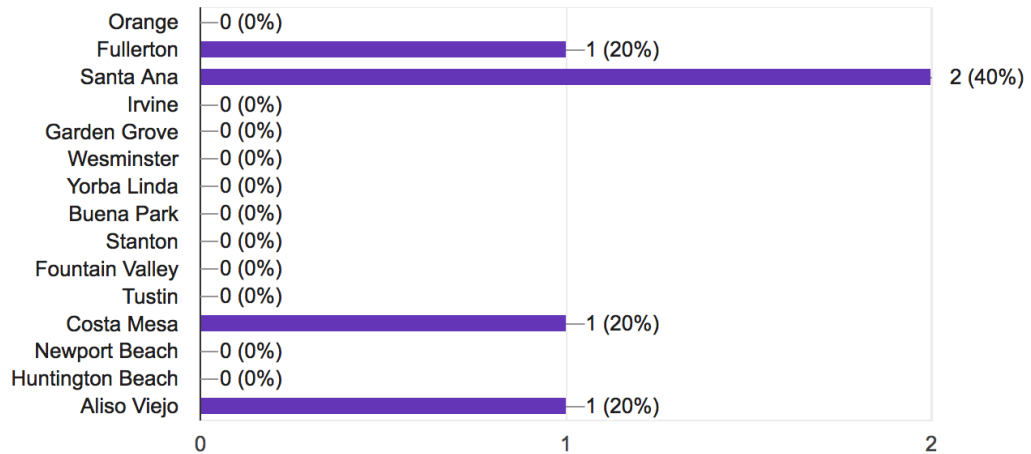
Which social media channels do you use on a regular basis? Check all that apply.

5 responses



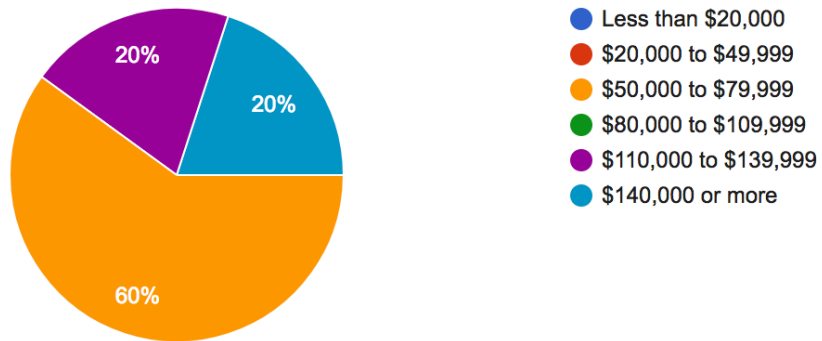
Which city of Orange County do you reside in?

5 responses



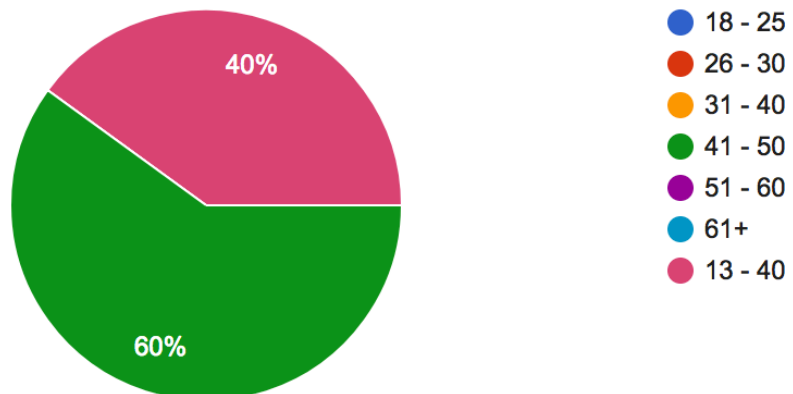
Which of these figures best represents your household income?

5 responses



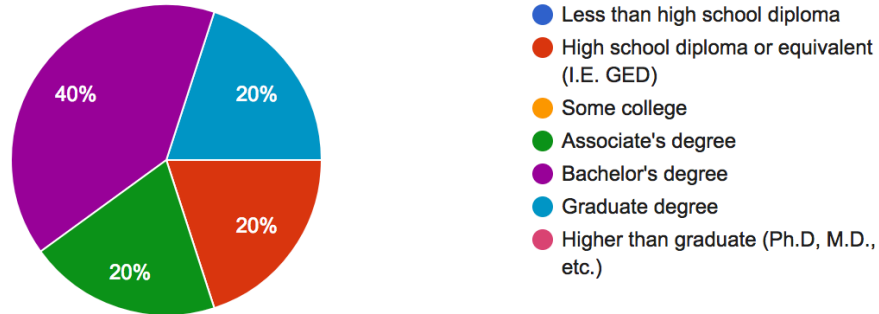
What is your age?

5 responses



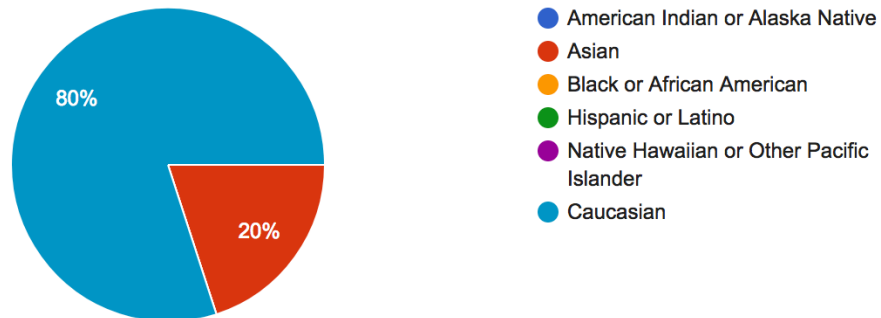
Which of these best represents your level of education?

5 responses



What is your ethnicity?

5 responses



Interviews

Interviewee #1: Tomo and Scott Swan

Can you expand on how you heard about the Open School?

-Free to learn by Peter Grey PHD, his son went to the free school, Sudbury Valley. It's about the practices and his son's experience in public school. After reading, he was impressed and started to look for Free Schools. Wanted his son to go to one of those school's

What are your thoughts about the Open School?

-Happy with the school. Step son is very happy and always wants to go to school everyday. The son is eager to get to school. The school makes it easy to deal with the school days. The step mom wishes she went to a school like this.

Scott: He wishes every child had the opportunity to go to a school like this. It removes a lot of unnecessary anxiety as a curriculum crazed in the public schools. The children are free to be themselves. His son's mother died from cancer in Paris, so the son jumped from school to school in Paris and in Texas. Father's mother is a retired teacher. What is real and what is important in life. Soecity says one thing is important and every one sweats the system and their students.

What fundraisers have you participated in?

-Last year, the Heritage House in Orange County. Murder Mystery night for the adults. Silent auction for the adults. Provided meals and drinks. Parents brought something different to the event. The money goes to the school in general.

What made you want to enroll your child into the Open School?

-The Free Book

What have been some of the highlights during your time at the school?

-The sense the father gets with the sons safety and happiness is an ongoing highlight. Called it a low vibe. Excited to go back to school after break. Tomo likes the exposure of the little kids and uses it to toward her friends children. Learning how to be a guide for younger kids. Little one love him a lot.

Do you think his behavior or attitude change drastically after being enrolled?

-Scott notices education is something that someone is doing to you and demanding to do certain things. Its an inaccurate and skewed about learning and research. No research supports learning. Learning and creativity happens spontaneously. Open School gets out of the way for students. The school gets out the way and lets them be. The children are learning all the time and they don't see it as learning ends at school. There are times his son will be playing video games like a teenager, but there are times where he does spontaneous tasks or activities like writing a script. The Open School does teach the children a lot, but it teaches in a very different.

Colin, the son, is trying to raise some money with a friend that doesn't attend the Open School. The friend learned what they do in the school, examples, and sharing the experience with his friends.

Colin does take initiative in certain things, but sometimes does not. The Open School are free to pursure what they want to pursue, and no matter how crazy it looks, it can thrive. They are driven because it's something they like.

Do you know what clubs your child is a part of within the school?

-Civics club.

What ways do you think the school can improve on?

-The location has been an issue and come up frequently. The school is doing the best they can given the circumstances. The school should be centrally located. The school starts late which is nice for the student. The book is consistent to the hunting and gathering. Their son takes the public transportation home after school. Freedom and responsibility are the principles of the school.

How does your child like the school?

-He took to it immediately. Done his own research for the school after being introduced to it. He met with Casi and made the decision to attend there He liked it from the very beginning but was upset with the younger kids who annoyed him. He has learned to be more tolerant and developed ways to avoid them.

Was there anything you or your child would like to see at the school? i.e. new programs, new facilities, etc.

-Just a facilities and more students. Would like to see more kids. Would like to see more teenagers.

Have recommended the school to friends. Friends are interested in the school because of business. The learning process from creating a budget to planning, translates to a business mentality. Friends say they could send their own children to the school. Realistic to make a living after finishing the school.

FACTS management for financial aid. They handle the money. It's not too difficult to apply for financial aid. Mainly just tax documents.

Mainly Instagram but Facebook as well. Shares blog posts.

Any final thoughts?

-Think that Open School, or free schools, will probably see a lot of popularity in the coming decades more so than now. Quietly bubbling above the education system. People who don't think abstracting shares their concerns. Alternatives will begin to emerge and because the education model has been going on, there is research and long-term studies on graduates. These schools will start to surge in popularity or expand.

Mentions of documentaries based in Finland.

Fundraisers: Many fundraisers for both adults and kids. Chipotle fundraisers. Open School is always doing something. More students would broaden the fundraising network. Kids will do their own fundraisers for kid run things.

Describe The Open School in one word

Tomo: Responsibility

Scott: Spontaneous

Interviewee #2: Heidi Reid

Can you expand on how you heard about the Open School?

-A long time friend went to college with Casi and been hearing about the school through mutual friends, as kids started having school the concept was something on her mind. They were at a lunch and started talking to Casi about the school and the kids experiences.

What are your thoughts about the Open School?

-She loves the idea and theory of the school, the idea of a younger age being able to explore and learn what they are passionate about. She feels there are so many adults who don't know that about themselves. She mentions experiences in high school that she loved, but she realized people her age. The idea to have the time, while their young, to discover those talents and not be getting out of college and having no idea what they want to do or what they like.

What fundraisers have you participated in?

-The two big annual events – they do a silent auction with murder mystery dinner. Not a huge fan of fundraisers. Heidi is more introverted and doesn't enjoy the large atmosphere. Hard to invite your friends to something they have to spend money on. Scooter-a-thon was a kid based fundraiser.

Do you think tuition is a difficult situation?

-The Open School has been able to help with financial aid and assistance, but it's a struggle trying to come up with money for that.

Applied for financial aid through the school and enrolled in a charter home school program. When you enroll in that program, the state gives you money to homeschool your kid and use it for different vendors. The Open School is the



vendor and they receive about \$2,800 through the charter school.

What made you want to enroll your child into the Open School?

-If her kids hadn't struggled in public school, they would still be there. The fact that she was learning more about how their brains worked differently at the Open School and how it doesn't fit the mold of the current system. It could be a challenge for people to be creative and if they don't want to do math. She liked the idea that the kids could use their time to figure out things they loved doing. They could do whatever they loved. Her daughter has a hard time focusing in something she's not interested in. She felt her spirit was being squashed in the public school setting because she doesn't fit the mold.

Son went to Open School and now at Foothill high school. Left to go with people his age.

What have been some of the highlights during your time at the school? Positive or negative

-Negatives are the newness and smallness of the school. The lack of peers or older kids for someone with an older parent. Because it's a new school, the rented space feels so frustrating not to have our own space. Not being able to leave things out and to where the kids can leave something and come back to it. It's hard to have a space where you can't be inspired.

Last year, the highlights for Dahlia was trying a bunch of new things. Tried being on the boards and committees, she wasn't involved in the voting processes and enjoyed it. She did a snack bar and really enjoyed it because she was learning how to handle money and the food industry tactics. One of the staff members was playing a ukulele and began to get into it and sang for the first time at a end of the year picnic.

Do you think your child's behavior or attitude change drastically after being enrolled? Can you provide examples?

-For the son, he was excited but went downhill. As he got older, he became more stubborn in the process of boredom and trying new things. He was bored and annoyed by the younger kids and so they put him in public school. Dahlia went from stressed out in public school to being really happy with the freedom of the Open School.

Do you know what clubs your child is a part of within the school?

-On the civics board but saw that sometimes the kids would get mad at her because she was part of the justice process. She got tired of the kids blaming her. She is not sure if Dahlia is part of the Vision committee. She was interested in the committees and getting the exposure to the roles.

How does your child like the school?

-She likes that there's not this homework load weighing on her and she enjoys the freedom to explore things she interests.

Heidi had a meeting with Casi and discussed the facilities. She does feel limited on the tools to do things she wants to do. However, she could do something about the things she wants to do but doesn't have the tools to do so.

What ways do you think the school can improve on?

-Besides the facilities and more teenagers, the staff being full time instead of part-time. Only two full time staff members and they sometimes they aren't as available to do certain things. If the other staff were full time they would be available to be more engaged with the students.

Was there anything you or your child would like to see at the school? i.e. new programs, new facilities, etc.



-Being able to have a space for the arts and sewing, designated spaces for interests, would be great. Casi also mentioned having school activities like traveling to other cities. Opportunities to do something outside of OC would be great.

Uses IG more.

Can you describe the school in one adj.?

-Inspiring or inspirational

Any final thoughts?

-N/A

Part III: Timeline Gantt Chart

	May	June	July	Aug	Sept	Oct	Dec	Jan 2019
Reach out to spokespeople	X							
Contact Village Sudbury	X							
Scout potential relocations		X						
Scout for videographers		X						
Hire social media intern or Student committee		X						
Create social media calendar	X							
Finalize flyers	X							
Email blast		X						
Host fundraiser/attend networking events		X	X	X	X	X	X	
Handout flyers		X	X	X	X	X	X	
Table networking events		X	X	X	X	X	X	
Post social		X	X	X	X	X	X	
Connect with interested parents			X	X	X	X	X	

Part IV: Budget



The Face Cutout Company
Build-A-Head
@BuildAHead

Instagram Selfie Cutout

Do you love Instagram? What about selfies? If you answered yes to both of these questions you will LOVE these Instagram Selfie Cutouts! Perfect for events, parties, and social media posts. Customize it as you would a regular Instagram post, the best part is you get to choose how many likes you get! Gather all of your friends and have fun. Start your order below.

From: \$19.99

Pick a Size

\$39.99 ea. 2ft - (22w x 28"h)

Clear

Instagram selfie cutout (Buildahead): <https://buildahead.com/product/instagram-selfie-cutout/>

Home & Kitchen > Furniture > Game & Recreation Room Furniture > Folding Tables & Chairs > Folding Tables



VIDEO

Best Choice Products

Best Choice Products Folding Table Portable Plastic Indoor Outdoor Picnic Party Dining Camp Tables, 4'

★★★★☆ 672 customer reviews
| 99 answered questions

7 Price Changes

Price: **\$49.94** ✓prime

Get 2% back W.+

Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

In Stock.
Want it Friday, May 18? Order within 4 hrs 39 mins and choose Two-Day Shipping at checkout. [Details](#)
Ships from and sold by [BestChoiceproducts](#).

Size: **4 Foot**

4 Foot \$49.94	6 Foot \$64.99	8 Foot \$85.99
--------------------------	-------------------	-------------------

Share

Qty: 1

\$49.94 + Free Shipping
In Stock. Sold by **BestChoiceproducts**

Add to Cart

Turn on 1-Click ordering for this browser

Deliver to Drew - GARDEN GROVE 92843

Add to List

Other Sellers on Amazon

New (5) from **\$49.94** ✓prime

Have one to sell? Sell on Amazon

Folding table (Amazon): https://www.amazon.com/Best-Choice-Products-Folding-Portable/dp/B00D491T2W/ref=sr_1_11?s=furniture&ie=UTF8&qid=1526450108&sr=1-11&keywords=folding+table&refinements=p_36%3A1253524011

8' Table Cloth - Black SKU: SD8STBLK

Displays2go > All Products > Trade Show Displays & Supplies > Table Top Models > Table Covers > Plain Table Covers > SKU: SD8STBLK



[Email](#) [Pin it](#) [Share](#) [Tweet](#) [G+ Share](#)

Color: Black

Table Size: 96 inches (8')

- Made to Fit 8 Foot Long Tables
- Has 4 Corners Sewn Into Fabric
- Fabric is Flame Retardant

[CUSTOMIZE IT](#)

IN STOCK
Order in the next **12 hrs 43 mins** and this item will **ship today**.

Quantity	Price Each (USD)
1 - 3	\$28.86
4 - 11	\$27.23
12 - 39	\$25.88
40 - 104	\$24.39
105 - 315	\$22.90
316 +	Request a Quote

Select Customization Option

Table cloth (Displays2Go): <https://www.displays2go.com/P-2550/Table-Cover-8ft-Deluxe-Black?st=Search&sid=table%20cloth>

Video camera (Los Angeles Camera Rental): <http://www.losangelescamerarentals.com/product/canon-c300-mark-ii>

Canon C300 Mark ii



Daily Price	Weekly Price
\$350	\$850

The C300 Mark ii has a super 35mm CMOS sensor, shoots on the following formats- 4K, 1920x1080 60/50i, 23.98/25p True 24p. The body also has a rotating 4" LCD monitor, 2 x 3G-SDI Output, 2 CFast Card Slots.

 **310 502 3060**

Lighting kit (Los Angeles Camera Rental): <http://www.losangelescamerarentals.com/product/lowel-light-kit-rental>

Lowel DV Creator 44 Kit



Last minute rental special for Tuesday, April 10 2018: \$40

Daily Price	Weekly Price
\$50	\$100

The Lowel DV Creator includes a collapsible 300w max softbox, a 500w max focusable Omni-light, a 250w focusable Pro-light and a 750w max Tota light. The kit is in a compact hard case and includes all kind of accessories and stands.

Pricing Summary	Billing Unit	Component Price	Count	Price
Paper	Per Sheet	\$0.42	500	\$210.00
				Total \$210.00
The count field may be the job quantity but may be calculated from a record set or the billing unit.				

Printing costs (Staples)

Printing costs for pamphlets (Staples)

PRICING INFORMATION		PRODUCT SPECS
Brochures Same Day Brochures		
Quantity	Price	Glossy Paper Stock: : INCLUDED
25	\$24.99	
50	\$44.99	
100	\$79.99	
250	\$194.99	
500	\$229.99	
1,000	\$359.99	
1,500	\$459.99	
2,500	\$559.99	
5,000	\$709.99	

BEEF, PORK, LAMB:

- *Chilled Filet Tenderloin of Beef on Toasted Ciabatta with watercress butter or Horseradish Cream----- - \$3/pp
- *Mini Beef Wellingtons with a Dijon Cream Sauce----- -\$3/pp
- *Chimichurri Steak Bites in Phyllo----- -\$2.25/pp
- *Smoky Boneless Shortribs on Creamy Whipped Gouda Potatoes----- \$3/pp
- *Angus Beef Burger Sliders with Tillamook Cheddar- -- \$3/pp
- *Mini Shredded Pork or Beef Tacos with Chipotle Cream----- --\$2.5/pp
- *Mini Pulled BBQ Pork or Beef Silver Dollar Sliders-----\$2.5/pp
- * Bitesized Beef Meatballs (Swedish or Sweet & Sour)- .75/pp
- *Marinara Meatballs----- .75/pp
- *Italian Sausage and Grilled Sweet Pepper Skewers--- \$2.5/pp
- *Slow-Cooked Pulled Pork Sliders with Creamy Slaw on a Sweet Hawaiian Roll----- \$3/pp
- *Pork Loin Medallions with Fruit Chutney on Harvest Grain Crostini ----- \$3/pp
- *Rosemary Encrusted Lamb Lollipops with 2 dipping sauces ----- \$5.95/pp

POULTRY:

- *BBQ Chicken Quesadillas with Caramelized Onions - \$2.75/pp
- *Mini Shredded Chicken Tacos with Chipotle Cream----- \$2.5/pp
- *Mini pulled Chicken Silver Dollar Sliders----- \$2.5/pp

June 2018						KEY:
						Holiday
						Facebook
						Twitter
						Instagram
						Blog Post
						YouTube
						Experiment/Contest
						Other

Sunday 7/1	Monday 7/2	Tuesday 7/3	Wednesday 7/4	Thursday 7/5	Friday 7/6	Saturday 7/7
	Introduce Education Monday videos [1]		4th of July Post [2]	Staff/student Spotlight [3]		
	Introduce Education Monday videos [4]		4th of July Post	Staff/Volunteer Spotlight [5]		
	Introduce Education Monday videos [6]		4th of July Post	Staff/Volunteer Spotlight [7]		
	Introduce Education Monday videos [8]			Staff/Volunteer Spotlight [9]		
			4th of July			

* | YouTube should utilize playlists for Staff/student Spotlight, Education Mondays, Campaign events, Organization highlights, etc.

Sunday 7/8	Monday 7/9	Tuesday 7/10	Wednesday 7/11	Thursday 7/12	Friday 7/13	Saturday 7/14
	Promote campaign event post [10]		A post of daily operations [11]		Create a post about other Democratic schools in the US [12]	
	Promote campaign event post [13]		A post of daily operations [14]		Create a post about other Democratic schools in the US [15]	
	Promote campaign event post [16]		A post of daily operations [17]		Create a post about other Democratic schools in the US [18]	
			A post of daily operations [19]		Create a post about other Democratic schools in the US [20]	

*

Sunday 7/15	Monday 7/16	Tuesday 7/17	Wednesday 7/18	Thursday 7/19	Friday 7/20	Saturday 7/21
	Education Monday: Fun facts about The Open School [21]	Promote campaign event post [22]	Staff/Volunteer Spotlight		Promote campaign event post [23]	Campaign Event [24]
	Fun facts about The Open School [25]	Promote campaign event post [26]	Staff/Volunteer Spotlight		Promote campaign event post [27]	Campaign Event [28]
	Fun facts about The Open School [29]	Promote campaign event post [30]	Staff/Volunteer Spotlight		Promote campaign event post [31]	Campaign Event [32]
	Fun facts about The Open School [33]		Staff/Volunteer Spotlight			

* | For the campaign event, if you do a raffle and you draw the name on a different day, that can be a separate post throughout the channels or the same-day.

Sunday 7/22	Monday 7/23	Tuesday 7/24	Wednesday 7/25	Thursday 7/26	Friday 7/27	Saturday 7/28
	Thank you & raffle prize winner [34]		A post of daily operations [35]		Village Sudbury School [36]	
	Thank you & raffle prize winner [37]		A post of daily operations [38]		Village Sudbury School [39]	
	Thank you & raffle prize winner [40]		A post of daily operations [41]		Village Sudbury School [42]	
	Campaign event highlights [43]		A post of daily operations [44]		Village Sudbury School [45]	

* | I would like the "Homeless Spotlight" to be a positive thing for the target community. I want to celebrate small victories they have as a way to reinforce positive change for them and for everyone else.

Sunday 7/29	Monday 7/30	Tuesday 7/31	Wednesday 8/1	Thursday 8/2	Friday 8/3	Saturday 8/4
	Misconceptions of Sudbury education modeled schools [46]					
	Misconceptions of Sudbury education modeled schools [47]					
	Misconceptions of Sudbury education modeled schools [48]					
	Misconceptions of Sudbury education modeled schools [49]					

[1] Link YouTube video so thumbnail pops up. Make sure to include a short blurb about the web series.
POST @ 9 am

[2] Create a graphic celebrating 4th of July. If The Open School held a party or an event, post pictures or videos!

[3] Create a post with the staff/student with multiple photos. Two or three photos. One should be of the person, professional or looking straight into the camera, second should be them interacting with the community, and third can be something they love (i.e. their dog, family, volunteering, hiking, etc).

[4] Link YouTube video for thumbnail. Include a blurb about the series. Post @ 12 pm

[5] Create a 30 sec video on the staff/student member. Should be able to pull useful footage from the YouTube video, or you can create a whole new video series for Twitter on why they chose to volunteer.

[6] Create a post or a 30 sec clip from the YouTube video. Link the video in your bio (include that in caption "Link in bio"). POST AT 8-9am. Utilize story by showing the video uploading, recording a clip with your phone or you can have someone announcing the video.

[7] Post the image of the staff/student member, but use IG Stories to introduce them.
For example: John Smith IG post. Stories: 5 Fun Facts about John! #1 I like turtles. (Turtle emoji)

[8] Create a new playlist dedicated for "Education Monday" videos.

[9] Create a 1 min to 1 min 30 sec video on the staff/volunteer member. Create a new playlist on YouTube channel dedicated to Staff/volunteer spotlights.

[10] Create a FB Event page and post that to the Campaign page. Invite followers and important city leaders.
Make sure to include Location, Date, Time and any other information needed for the event (i.e. volunteer sign up page, items they need to bring, parking, etc.)

[11] This is where you can showcase some of the happenings around The Open School. Field trips, random photos, or celebrations work here!

[12] Create a graphic that highlights one school that is excelling or highlight some of the great things about this school.

[13] Share FB event page, date, time, location. "More info? Click the link for all your answers!"
Or you can create a video with Casandra announcing the big event with event details. Keep it short, 30 sec or less.

[14] If you make a video, you can link it here for a thumbnail. Make sure you include hashtags.

[15] Link the school you want to highlight so an image pops up. Highlight the different programs, trips and/or environment.

[16] Post flyer about the event. Use IG stories to promote event. Can use the event flyer as background image for multiple posts, but each post can have different info on it. Like a flip book.
For example: one story can have the flyer. The next can have the flyer and location. Next can be the flyer, location and time. So on and so forth.

[17] If you do a video, announce the video via stories. If not a video, post the photo with the caption: "Just another day in The Open School courtyard! (Emojis)"
#WeAreTheOpen #WATO #TheOpenSchool #Sudbury

[18] Utilize stories. Like the flip book, showcase a program a school offers on different story images. For example: Use their logo or image. One image saying "xyz school has xyz programs..." Next image, logo with "Field trips!" Another, logo with "Programs!" So on and so forth...MAKE SURE TO USE EMOJIS!

[19] If you create a video, showcase a "day in the life" type of video. Focused around a student and showing their daily activities.

[20] Create a 1 min to 1 min 30 sec video showcasing the school. Talk about their mission, interview a student or staff (difficult, but worth a shot) and show the events that go on for the school.

[21] Link YouTube video so thumbnail pops up. Caption: "Check out the five reasons why WE love The Open School! Check out our latest video on how YOU can give back to those in need. (emojis)"

[22] Create post announcing an upcoming fundraising event!

[23] Create a post that has a "countdown" until the event! Any last minute announcements or information that needs to be shared, SHARE!

For example: if you need more volunteers include that in the post or create a graphic focusing on more volunteer sign-ups.

[24] Utilize FB Live footage. Can show your followers all that's happening. Link event page. Make sure you reiterate the fact that the event is happening today. Post it a couple of hours before the event start time, just to give people some time to see it and take action.

[25] Link YouTube video so thumbnail pops up. Add caption: "Want to be a part of a school that has no homework?! Watch our latest video on why WE love The Open School!(emojis)"

[26] "This weekend..." Create a post that shows the event is this weekend. Make sure your followers know what the event is, where it is, what time it's at, etc. Make sure they know it's this weekend!

[27] Share FB event page and if you want to share the same countdown graphic here, do that.

[28] Post a live video of setting up to show your followers that the event is happening today! Post details about the event (time, where, etc.)

[29] Post a clip from the video used on YouTube. Link in the bio. Utilize stories here with an intro linking the video. For example: (1) The Open School, democratic education. Five reasons why WE love this place (2) Reason 1 (3) Reason 2 (so on and so forth).

[30] Utilize stories to reiterate the event is happening this weekend. Need more volunteer? Post that on the stories.

Also, create a post with, "THIS WEEKEND!" on it so people know. Include other new info or info you think people should know on the graphic. Use relevant hashtags, #WeAreTheOpen #WATO #TheOpenSchool #WeAre #Community

[31] Share the same "countdown" flyer on IG. If you're looking for more volunteers then utilize the IG stories.

[32] Utilize Live IG stories. This is where you can show your followers all the fun happening or to simply show your followers the event. Can also create a post with the event flyer saying "TODAY! The event is here! Come one, come all!"

[33] Create a 2 to 3 min 30 sec video that goes over the the five reasons why the students and staff love The Open School. Use of b-roll and images works here!

[34] Shoutout to the raffle prize winner and big thank you to those who came out. You can showcase the prize or you can tag the winner, if their on FB or if they want to be tagged.

[35] This is where you can showcase some of the happenings around The Open School. Field trips, random photos, or celebrations work here!

[36] Create a social media post using Canva or an image with a shoutout to Village Sudbury School, another SoCal Democratic school. Link their website and how to enroll!

[37] Announce the winner of the raffle prize and create a post thanking those who came out to the event. Or link the YouTube video, but make sure to highlight the raffle prize winner and THANK YOU. Can use their FB profile image, it's a public image.

[38] If you make a video, you can link it here for a thumbnail. Make sure you include hashtags.

[39] Link their website so the image pops up.

"Want to enroll in a Democratic free school in the Los Angeles County? Click the link in our bio for more info!"

[40] Create a post thanking those who came out to the event and maybe create a multiple picture post announcing the winner of the raffle prize. Can use their FB profile image, it's a public image. IG Story: record Casandra thanking everyone who came out to the event. (2) Share how much you raised from the event. (3) Thank sponsors or partnerships. (4) Thank the volunteers, staff and those who came out, again! Once is never enough.

[41] If you do a video, announce the video via stories. If not a video, post the photo with the caption: "Just another day in The Open School courtyard! (Emojis)"
#WeAreTheOpen #WATO #TheOpenSchool #Sudbury

[42] Image or graphic used for FB can be used in IG. "Come one, come all! Village Sudbury School is enrolling now! Check out their website now! Link in bio. (emojis) #WeAreTheOpen #TheOpenSchool #VillageSudburySchool #Sudbury #Education

[43] Create a 1 min to 1 min 30 sec video highlighting the event! Show the event in all its glory and success! Interviews with students and parents, can even interview Casandra. End with maybe a group shot?

[44] If you create a video, showcase a "day in the life" type of video. Focused around a student and showing their daily activities.

[45] Create a video that showcases some of the best that Long Beach Rescue Mission has to offer. Interview director, volunteers or homeless that visit. Almost like an infomercial but make it more fun. Use plenty of B-roll!

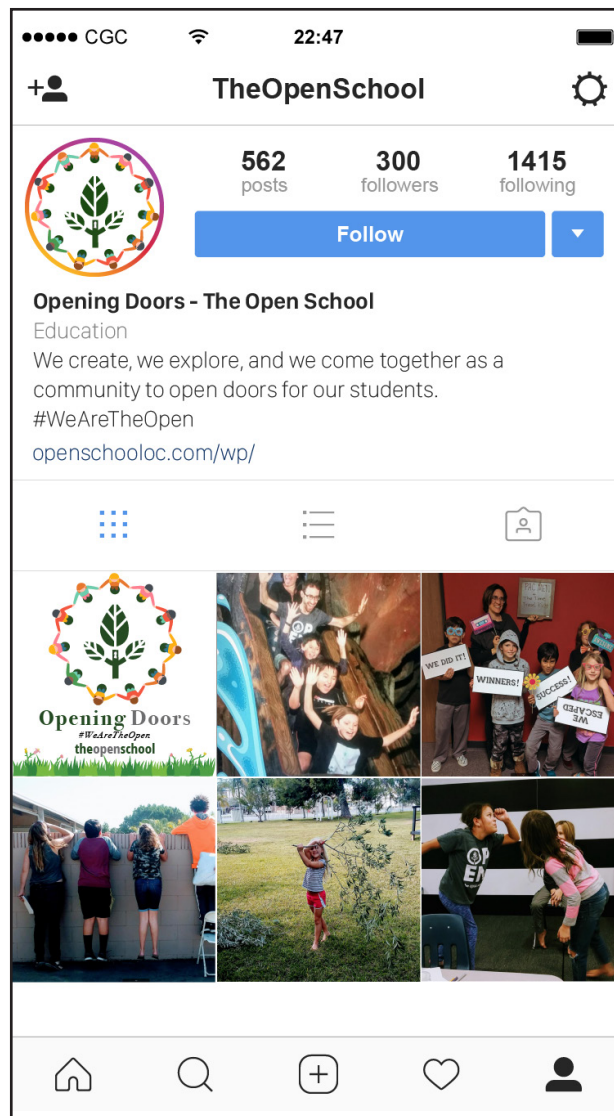
[46] Link YouTube video for thumbnail. Create a caption about the video.

[47] Link YouTube video for thumbnail. Caption: "It's Education Monday time! This week we are here to talk about the misconceptions of Democratic free schools! Stay tuned for the next Education Monday!" Can even create a poll asking if your followers would like to enroll in a school like this.

[48] Use a 30 sec clip from the YouTube video or create a short one highlighting what a director said. Use stories: have someone announce the video, have the audience guess what the video is going to be about, take a poll. For example: someone (students or Casandra) talk to the phone saying "We've got a new video coming out in about 3 hours for Education Monday! Stay tuned for it!" (2) story showing what quick b-roll clip (3) Poll: Do you think it's good to donate to nonprofit orgs?

[49] A 2 to 3 and 30 sec video about the misconceptions about Sudbury education modeled schools.

Instagram:



Instagram photos should be clear, clean and should showcase some of the best The Open School has to offer! Showcasing feild trips, program, activites, day-to-day activites are just some of the posts you can create for the Instagram account!

Facebook:



Storyboard:

Intro: The Open School logo with a questions or topic of the day. For example, a day in the life of. (15-20 secs)

1 minute: sped up time of someone wearing a GoPro to see what it's like it in the life of _____. (1 min)

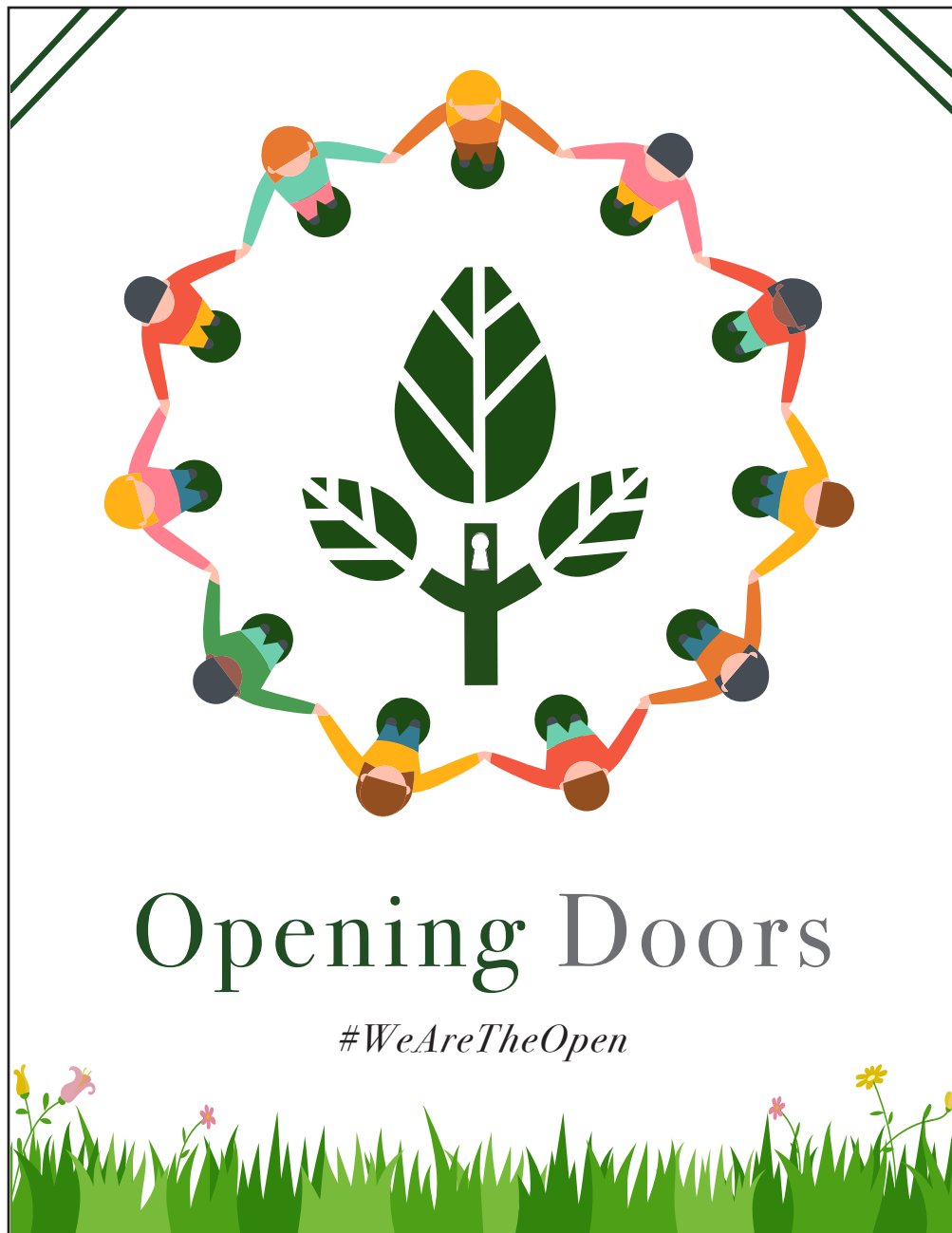
1:30 - Fade into closing remarks or The Open School logo with website underneath.

1:45 - Thank you slide, subscribe.

Part VI: Design

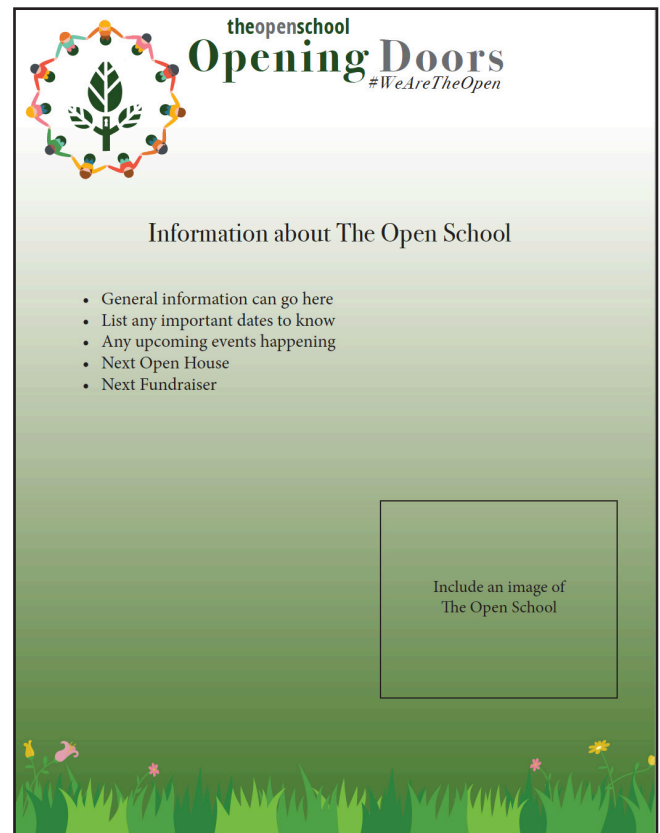
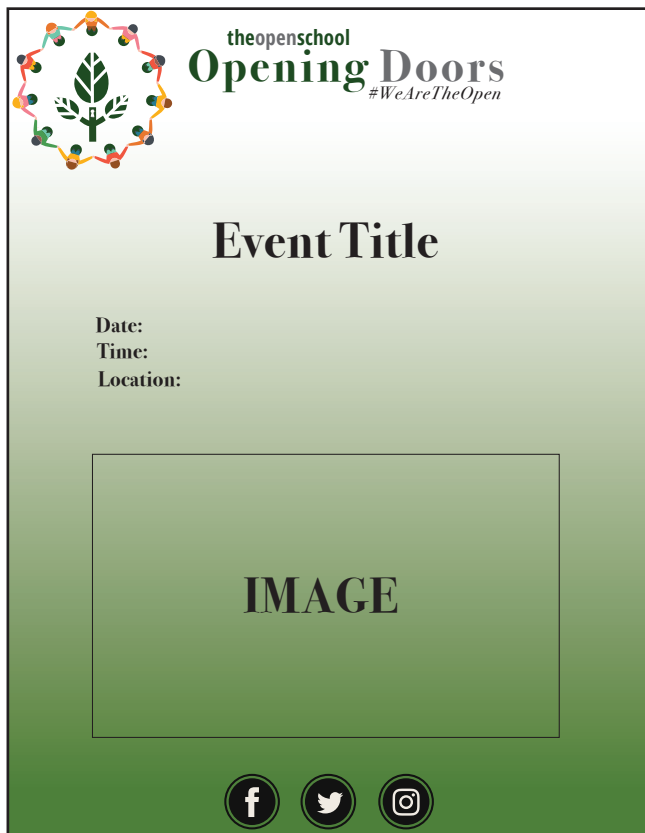
Logo

I designed the logo to be used universally throughout the social media channels. I think each channel should have one consistent profile picture so it can be easily recognizable. I noticed each channel had a different image and it got confusing when trying to navigate. The logo represents The Open School by having the logo in the middle but surrounded by children holding hands because it is a school that is run by children. You get a sense of community when you walk on to The Open School grounds and I wanted to represent that with the logo.



Part VII: Documents

Flyers



Press Release

Contact: Casandra Clausen

714 – 123 – 4567

681 N Rancho Santiago Blvd

Orange, CA 92869



Opening Doors – The Open School

FOR IMMEDIATE RELEASE

The Open School launches campaign targeting donors and teenagers

ORANGE, Calif. (DATE) – Since opening back its doors back in 2012, The Open School is the only school in Orange County that allows its students to choose how they spend their day at “school.” Being one of the only Democratic schools in Orange County, funding and the number of enrollment is not where Casandra Clausen, founder of The Open School, wants to be.

“Being one of the only Democratic schools in Southern California is challenging,” said Clausen, “and with this new campaign, we are hoping to educate the public about schools like The Open School and potentially get more funding and teenage applicants.”

The campaign will be heavily social media based and will be putting focus on getting funding and enrollment for children between the age of 12 – 18. The campaign will begin in June and projected to finish toward the end of the year.

For more information about the campaign or The Open School, visit

<http://www.openschooloc.com/wp/>.

###

Program Fees

Tuition.....\$0.00

Supplies.....\$0.00

Field Trips.....\$Varies



Important Dates

Applications Due: January 2019

Tuition Due: First Day of School

Open House: September 28, 2018



The philosophy of The Open School comes from a long tradition of democratic education, beginning with the Sudbury Valley School, which opened in 1968. The Sudbury Valley School has been running for nearly 50 years, has graduated hundreds of students who have gone on to live successful, fulfilling lives, and has thoroughly proven that free, democratic, non-coercive education is a viable model in the 21st century. Currently there are roughly sixty schools around the world that follow the Sudbury Model of education.

- Education for the 21st Century
- Free Play
- Screen Time
- Unsupervised Time
- Worldschooling
- Learning + The Brain
- Democracy

<http://www.openschoolloc.com/wp/>



#WeAreTheOpen

The Open School

Opening Doors

2018