Connect and Collaborate: Strategies to Boost ESOL Enrollment and Retention
Daisy Shah
Linda Fermo-Garcia
Brian Heisler
1. Outreach
2. Registration & Testing
3. Orientation
4. Retention
Community Outreach
Who is my audience?
What do I want them to get from my message?
Which platform will I use to share my message?
How will I share my message?
  • Write (Design) your message with the end (your goal) in mind
Message

- Print
  - Maintain consistency with brand
  - Flyers, brochures, postcards, email, etc..

- Video
  - Message should mirror other delivery methods
  - Branding is important
  - 10 sec, 30 sec, 60 seconds, etc...
**Communication Tools**

- ParentLink
  - Email, Text, Robocall
    - Pre-registration, Upcoming Events, Class information
    - Can send in different languages
- Palm Beach Educator
  - Mail blast w/school and class information

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**Branding**

Cater to Speakers of Other Languages

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**Branding and Additional info - website**
Social Media

- Social Media
  - Build community
  - Target advertising
- YouTube
- Events
- Advertising
- Print
- Display
- Digital
- Site-Specific Marketing
Promote your program
ESOL (English for Speakers of Other Languages) Classes

Do you need to learn English?

We offer interactive, hands-on classes that helps you learn how to speak and write the English Language.

Learn English so you can:

✔ Get a GED®
✔ Become a U.S. Citizen
✔ Start your own business
✔ And so much more

Add website and contact information here.
[हिन्दी]
कृपया यह फॉर्म खुद भरें।

आज की तारीखः

नामः

जन्म तिथिः

आपका जन्म कहाँ हुआ था?

अपने परिवार के बारे में एक कहानी लिखिए।
What were you thinking?

How did you feel?
Registration and Testing

- Signs
- Greeters
- Student volunteers
- Translators
- Welcome bag
  - Classroom supplies with site logo
- Incentives
  - Registration raffle
WHAT IS CASAS?
- An assessment to determine what levels of instruction you need in Reading and Listening skills in English.
- Not a pass/fail test

WHAT TYPES OF QUESTIONS WILL BE ON THE TEST?
- Multiple choice
- Oral questions, Reading and Listening questions

HOW CAN I PREPARE?
- Bring photo ID
- Leave all phones, electronics, watches, and personal items outside of testing area.

HOW LONG WILL IT TAKE?
- A maximum of 2 hours.

¿QUÉ ES CASAS?
- Una evaluación para determinar el nivel de instrucción que usted necesita para la lectura y la audición en inglés.
- No es una prueba para aprobar / reprobar.

¿QUÉ TIPOS DE PREGUNTAS TENDRÁ EL EXAMEN?
- Selección múltiple.
- Preguntas orales, lectura y preguntas de audición.

¿CÓMO ME PUEDO PREPARAR PARA EL EXAMEN?
- Presente una identificación con foto.
- Deje su teléfono, reloj, electrónicos y objetos personales fuera del, área de examen.

¿CUÁNTO SE VA A DEMORAR?
- Un máximo de dos horas

KISA CASAS YE?
CASAS se yon tès ki la pou detèmine nan ki nivo ou se nan zafè li ak konprann anglè. Tès sa se yon etid li ye. Sa vle di pagen pase oswa pa pase ladanl.

KIJAN DE KESTYON YAP POZEW NAN TES CASAS?

TOUT SAW DWE KONNEN LEU WAP VINN PRAN TES LA?
Vini ak foto idantitew. Telefon ou, mont ou, zafè pèsonèl ou ak kinenpòt lòt aparèy electronic ou posede, ou pap gen dwa antre avèw yo nan kote wap pran tès la.

KOMBYEN TAN TES LA AP DIRE?
Tès la dire pou pi plis 2 zèdetan.

WHEN AND WHERE WILL I TAKE THE TEST?

Date _________________________
Arrive no later than ___________
Report to Room ________________
Date ________________________________

Student Number ____________________________

Last Name, First Name ____________________________

☐ Locator
☐ Level A
☐ Post-Test
☐ Re-Test  ____Reading Only _____ Listening Only _____ Both
First Day of Class
First Day of Class - DFSS

- Welcome signs
- Student List
  - Name, room number, teacher name
- Translators in the hallways
- Instructors
  - Outside classrooms to greet and welcome students
  - Student list to direct students
- Welcome and introductions
- Review basic classrooms rules and school policies
- Fun icebreakers
- Remind App and class list
First Day of Class - PBCHS

- Brief orientation
  - Welcome, housekeeping, and expectations
- Instructors and class rosters
- Later arrivals
  - Student volunteers
- Classroom rules in the classroom
Orientation - DFSS

- **Week 1**
  - Review classroom rules
  - Attendance
  - Campus map and campus tour
  - Data chats and goal setting
- **Week 2**
  - Official orientation by levels
  - Translators
  - Student handbook
  - School policies
  - Safety procedures and drills
  - Contract signature
Orientation - PBCHS

- School policies and procedures
- CASAS assessment
- Attendance
- Burlington English
- Community Ed and Citizenship
- Faculty contact information
Gallery Walk
Retention
Retention Strategies

• Know your students
• Student-centered education that is relevant
• Incentives and rewards
• Establish new friendships, opportunities, and a sense of community
• Alumni as mentors
• Celebrate
• Listen
  • Collect student feedback
• Data trends
Retention Strategies

Palm Beach County
- Adult Ed pre-registration
- District’s attendance initiative

LCMS
- Call students from prior terms that did not register
- Phone call
  - 3 consecutive absences
- Perfect attendance
  - Monthly ice cream social
- Perfect attendance
  - Laptop raffle
Retention Strategies

PBCCHS
- Weekly prefect attendance snacks
- Break/conversation time
  - Twice a month
- Bingo night
- Cultural potluck celebration
- End of the term promotion celebration
- Burlington English usage
- Class with most gains
Retention Strategies

DFSS

- Remind app
- Phone call - 3 consecutive absences
- Perfect attendance
  - Biweekly prizes and a picture with the principal
- Volunteers
  - Small group instruction
- Tutoring service
  - Before or after school
- Alumni as mentors and guest speakers
Retention Strategies

- Fairs: College, career, friendship, and resource
- Business and Community Partners: PD, Food Bank, Library, Banks, Colleges, PBTESOL
- Field Trips: Colleges, stores, restaurants, local conferences, GED ® testing centers
- Saturday: Burlington English open lab and additional tutoring
- Accommodations Specialist
- Food and prizes
Four Corners
WIN A PRIZE!

Bring me for a chance to WIN A PRIZE!

Session: Connect and Collaborate – Strategies to Boost ESOL Enrollment and Retention

Date: Thursday, October 3
Time: 11:30 am – 12:40 pm
Room: 2A

Name:
County:
Questions?
• Daisy.shah@palmbeachschoosl.org
• Linda.fermogarcia@palmbeachschoosl.org
• Brian.heisler@palmbeachschoosl.org
Join the crowd

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- Receive important alerts
- Access school and staff info
- Access Fun & Leisure course catalog
- Register for Fun & Leisure classes
- View news stories
- View latest social media updates
and more!