



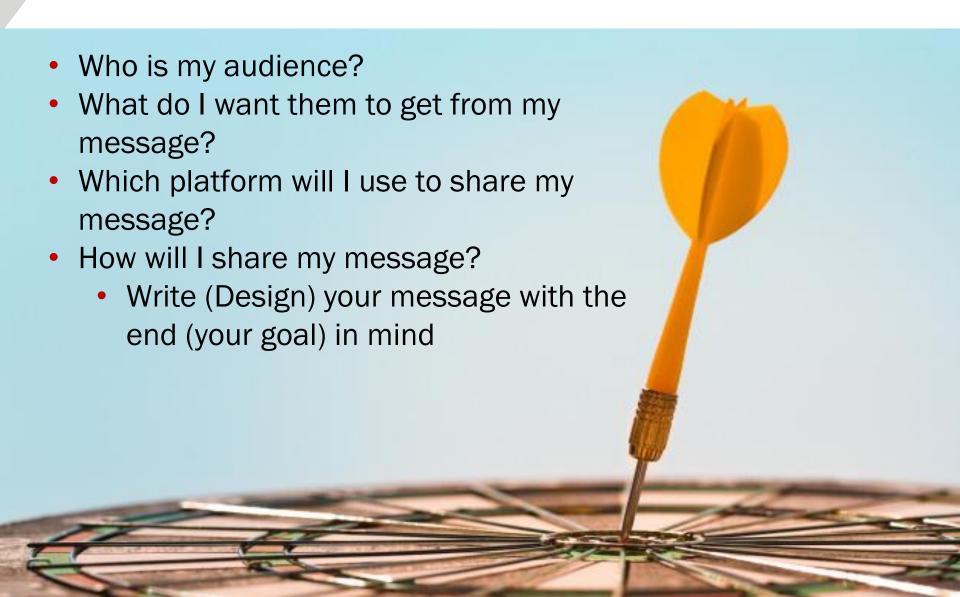


Daisy Shah Linda Fermo-Garcia Brian Heisler





Message



Message

Print

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

Video

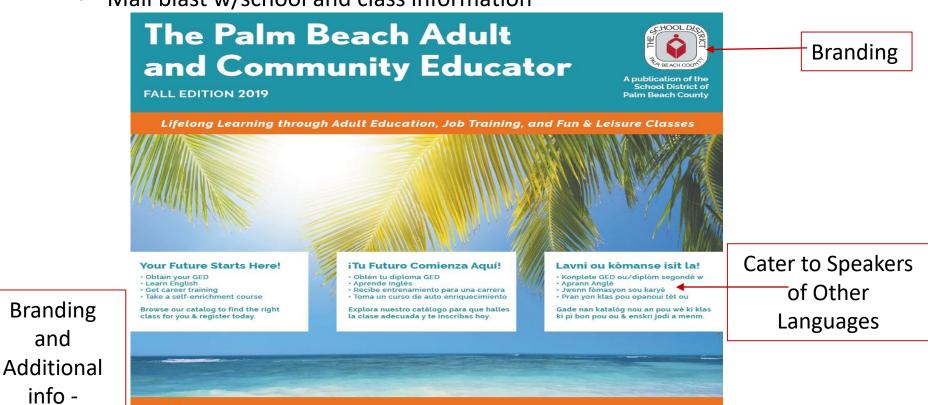
- Message should mirror other delivery methods
- Branding is important
- 10 sec, 30 sec, 60 seconds, etc...

Communication Tools

ParentLink

website

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



Classes begin August 12, 2019

REGISTER TODAY!

www.pbclearn.org

For a complete school listing

download our mobile app

Social Media



- Social Media
 - Build community
 - Target advertising
- YouTube
- Events
- Advertising
- Print
- Display
- Digital
- Site-Specific Marketing

Promote your program



Adding the ESOL Description



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.



Registration & Testing

हिन्दी

कृपया यह फॉर्म खुद भरें।

आज की तारीखः

नाम:

जन्म तिथिः

आपका जन्म कहाँ हुआ था?

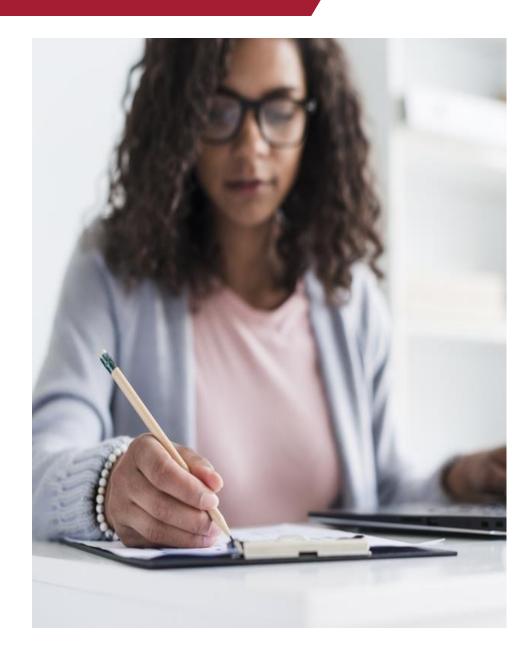
अपने परिवार के बारे में एक कहानी लिखिए।





Registration and Testing

- Signs
- Greeters
- Student volunteers
- Translators
- Welcome bag
 - Classroom supplies with site logo
- Incentives
 - Registration raffle



Assessment for ESOL Instruction



CASAS

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

· 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 ye 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?

Kestyon yo ap gen plizyè repons pouw chwazi youn nan yo. Ap gen kestyon a loral, kestyon pouw li epi yap pozew kestyon tou.

TOUT SAW DWE KONNEN LEU WAP VINN PRAN TES LA?

Vini ak foto idantitew.
Telefòn 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-TestReading Only Listening Only E	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

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



- 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

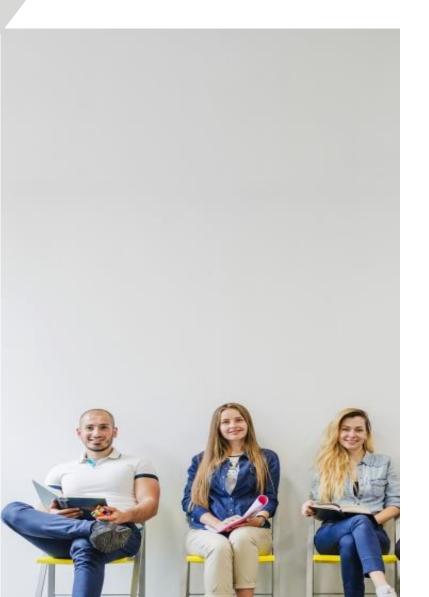
Palm Beach County

- 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



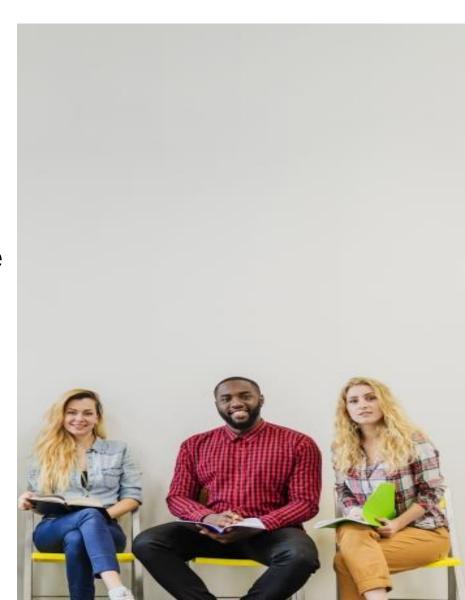


PBCCHS

- 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

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



- 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

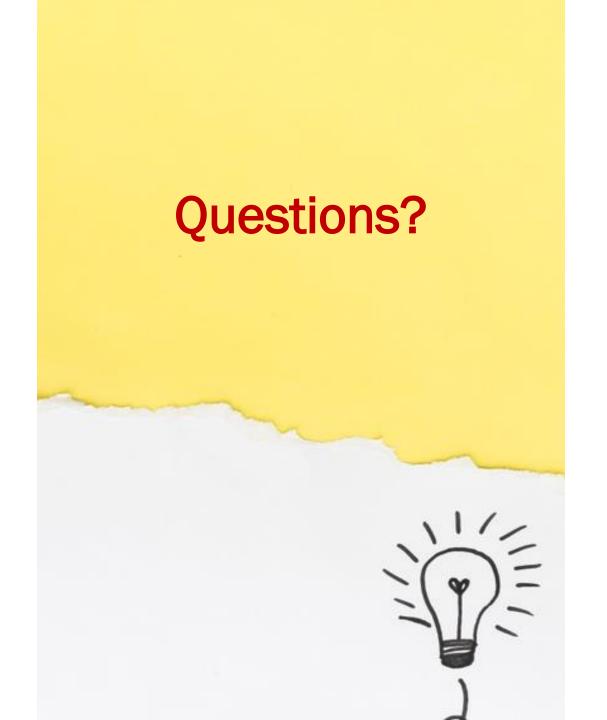


Four Corners









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Download the ACEofPBC Mobile app

- 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!





