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| **Brooks Fine Arts and Technology Magnet** |  | **Welcome to Brooks** |
| School |  | Event Name |

**Purpose**

Because Brooks Fine Arts and Technology Middle Magnet is a city-wide magnet, it is nearly impossible for the counselor to get to every elementary school to enroll students for fall classes. After the school receives a list of incoming 6th graders, the school has an enrollment night where students and their parents/guardians come and enroll during the month of May. The school’s counselor, family engagement team, administration, 6th grade team, Exploratory team, Leadership, and parent/volunteer organizations came together and planned an evening that allowed families to experience what is available for them at Brooks in addition to enrolling for classes.

**Promotion**

The principal mailed an invitation letter to families welcoming them to the event. A sample of the enrollment form, explanation of the exploratory choices, and an agenda for the evening was included with the letter. Reminder postcards were mailed a week before the event. A Parent Link call was made the weekend prior to the event as a reminder.

**During the Event**

* Fine arts were highlighted during the welcoming reception with student performances and/or information tables manned by current students and staff.
* The Leadership cadets sold and served a low price meal so that families could eat at the event. They also conducted tours of the building.
* Technology was present throughout the evening. The welcome program was technologically rich, using video and slide shows to convey information about the school and the enrollment process.
* The sixth grade teachers were present to answer questions from parents during the tours.
* The Spanish teacher had students available to translate for non-English speaking parents.
* The Special Education teachers were available to answer questions and conduct tours of their classrooms, if requested.
* Everyone was available during the enrollment process to answer questions and assist in the completion of forms.
* Students received a bookmark to encourage them to read and log five books over the summer which can be exchanged for a prize in the fall, and parents received a card with important dates, such as enrollment and the first day of school, and the school phone number and web site.