

# SCPAC Community Outreach Strategies



Marketing your Mission through  
Collaborative Partnerships

**VPSC Mid-Year Meeting  
July 11-12, 2011  
Florida Department of Education  
Office of Independent Education and Parental Choice**

# SCPAC Mission Statement

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*“All Florida parents will be informed about all educational options and opportunities.”*

# Local SCPAC Purpose

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- Local SCPACs will:
  - **empower members** through school choice parent education and advocacy training,
  - **work to educate their community** about school choice issues and options,
  - **gather community school choice concerns**, represent community school choice concerns and ideas to district staff and school board, and
  - **act as parent mentors.**

# Sharing the Message is Mission Critical

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- So, who are we reaching out to?
  - Parents and stakeholders with a positive choice message to share
  - Families in high-need areas with low-performing schools who need choice information and support
- Where can we find these families, and how can we reach them?

# Reaching Choice Families

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- Identify successful choice schools and programs in your area, such as:
  - magnets
  - charters
  - technical and career academies
  - International Baccalaureate
  - AICE
  - private schools, especially those accepting McKay and FTC scholarships
  - virtual programs
  - home schooling groups

# Reaching Choice Families

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- Contact the directors/principals and PTA or PTSO groups with the opportunity to share their successes by participating in L-SCPAC activities and events to “spread the word.”
- Maintain regular contact with these representatives. Let them know that you regard them as members of the choice community. Include them on informational e-mails, announcements and invitations.
- Active parents from these groups may be good candidates to join the L-SCPAC and/or act as parent mentors.

# Reaching Families Needing Support

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- Identify the high-need areas in your region, and the areas with low-performing schools.
- Target agencies and organizations that serve these families.
- Ask that event flyers be posted where parents can see them, and provide brochures in the waiting room.
- In exchange, they may wish to set up an information table at choice events, and their brochures may be made available at local PRCs.

# Locating agencies through DCF

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- DCF's **Access Network** is an excellent resource for identifying organizations that serve our target families.
- Go to:  
<http://www.dcf.state.fl.us/>



# Florida Department of Children & Families

SITE NAVIGATION ▾ REGIONS/CIRCUITS ▾ PROGRAMS ▾ ADMINISTRATION ▾ **YOUTH STUFF** ▾ NEWSROOM ▾ CONTACT US

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## News and Events

DCF Press Office  
**Florida\_DCF**

#FLDCF wants to thank everyone that participated in this morning's Press Conference with #CoreySimon!  
21 hours ago · reply · retweet · favorite

@Florida\_DCF #FL\_DCF has been awarded more than \$6 Million for Food Assistance Program excellence ... read more at  
<http://t.co/4GhNDgj>

Join the conversation

► **Upcoming Public Meetings** View upcoming DCF public meetings.....[view meetings](#)

**ACCESS**  
Florida  
APPLY ONLINE NOW!

**Statewide Task Force**  
on Human Trafficking



Rick Scott  
Governor

## Helping individuals and families through integrated services



David Wilkins  
Secretary



Protect the Vulnerable, Promote Strong and Economically Self-Sufficient Families, and Advance Personal and Family Recovery and Resiliency



- Click on the **ACCESS Florida** link.

**DCF Home**

**ACCESS Florida Food, Medical Assistance and Cash**



Use **Florida's Prescreening Tool** to see if your household might be able to get: Help Buying Food, Cash Assistance, Low or No Cost Health Care, or Help paying for Medicare Premiums.

- ▶ **Community ACCESS Network**
- ▶ **ACCESS Community Partner Search**
- ▶ **Report Public Assistance Fraud OR 1-866-762-2237**

- General Program Information
- Food Assistance
- Temporary Cash Assistance

**ACCESS Florida Food, Medical Assistance and Cash**



**Apply Online NOW**

**Click for Frequently Asked Questions**



Establish an account NOW to:

- View Benefit Status,**
- Complete your Reviews,**
- Apply for additional assistance,**
- Report a change**



The ACCESS Florida Program is responsible for public assistance eligibility determination and ongoing case management of **Food Assistance, Temporary Cash Assistance and Medicaid**.

**The Food Assistance Program** helps low-income individuals and families buy the food they need for good health. **The Temporary Cash Assistance (TCA) Program** provides short-term cash benefits to families with children under the age of 18, or under age 19 if full time secondary school students, as well as pregnant women during in their last trimester. **Medicaid** provides medical coverage to low income individuals and families through a variety of eligibility categories. Income and asset limits vary based on the eligibility category.

ACCESS Florida is the service delivery model for economic self-sufficiency

- Click on **ACCESS Community Partner Search**.

## Department of Children & Families



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Local community partner agencies help the Department of Children and Families provide access to public assistance services. To find locations in your area where you may apply for Food Stamps, Cash or Medicaid:

1. Select the radio button for Zip Code or County;
2. Enter a Zip Code or select a County;
3. Click on the Search button.

Search By County  Search By ZipCode (Select One)

Please select a County.

**Search**

**Clear All**



- Enter the **county** or **zip code** for your area.

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Search By County  Search By ZipCode (Select One)

Please select a County.

Citrus

Click the mouse on any Partner Name to view more details.

Partner Name	Customers Served	Address	Zip Code	City	Telephone
<a href="#">Beverly Hills Community Church</a>	General Public	82 Civic Circle	34465	Beverly Hills	352-746-3620
<a href="#">Carefree Insurance Services, Inc. Mobile Unit In Citrus County</a>	General Public	Mobile Unit	34452	Inverness	813-885-2200
<a href="#">Center For Independent Living</a>	General Public	3774 West Gulf To Lake Hwy	34461	Lecanto	352-527-8399
<a href="#">Central Ridge Library</a>	General Public	425 W. Roosevelt Blvd.	34465	Beverly Hills	352-746-6622
<a href="#">Citrus County Health Department At Inverness</a>	General Public	120 N. Montgomery Ave.	34450	Inverness	352-726-1731
<a href="#">Citrus County Health Department In Crystal River</a>	General Public	117 Nw Hwy 19	34429	Crystal River	352-795-6233
<a href="#">Citrus County Health Dept Lecanto N. Campus</a>	General Public	2804 W. Marc Knighton Ct.	34461	Lecanto	352-249-9258
<a href="#">Citrus County Health Dept In Lecanto</a>	General Public	3700 W. Sovereign Path	34461	Lecanto	352-527-0068
<a href="#">Citrus County Support Services</a>	General Public	2804 W. Marc Knighton Court Key #2	34461	Lecanto	352-527-5900
<a href="#">Citrus Memorial Hospital Public Assistance Center</a>	General Public	208 Grace Street	34452	Inverness	352-726-1551

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- A list of local agencies will appear with links and contact information.

# Wrap-up

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- Other strategies?
- Questions?

