



2021-2022 Community Outreach

Coral Academy of Science Las Vegas

Friday, March 4, 2022

Background

To begin supporting CASLV's transformational change, I have been prioritizing these four focal points:

- Promoting the Weighted Lottery Policy for All Campuses
 - Executing the Community Outreach Plan to recruit a more inclusive student population to support educational equity
 - Bridging the language barrier by providing CASLV information written and spoken in Spanish
 - Arranging marketing projects to promote the open enrollment period
-

Weighted Lottery

To promote equity, diversity, and inclusion at every CASLV campus this is the weighted lottery message I have shared with the public:

All Free & Reduced Lunch (FRL) qualifying students will receive a weight of four times (4.0x) in the CASLV lottery. In other words, for every one chance, a non-weighted candidate has, a weighted candidate has four opportunities.

FRL-eligible students will also qualify for free CASLV uniforms, waived testing fees, and Champions scholarships for free before and after school childcare.

Please note: Any student who indicates they are eligible for the 4.0x weight in the lottery will be asked to provide supporting documentation. Any refusal to timely provide the required documentation will result in the application receiving a standard 1.0x weight in the lottery.

Application window deadline: February 28, 2022, at noon (PST)

Increasing Community Outreach Efforts

Goals:

- Foster community partnerships
 - Provide social resources to families in need
 - Support & give back to the community
 - Improve family outreach & engagement
 - Attending and supporting culturally diverse events throughout the Las Vegas valley, including weekends, holidays, and evening hours
 - Sharing information in both English and Spanish
 - Dropping off flyers to community organizations and small businesses
 - Visiting apartment complexes
 - Helping Spanish speaking families with the application process
-

Community Events:

Hispanic Heritage Events-

- Liberty Park
- Walnut Recreation Center
- Gary Reese Freedom Park

Trunk-or-Treat-

- East Las Vegas Community Center
- Cadence

Day of the Dead-

- Gary Reese Freedom Park
- Sammy Davis Jr. Festival Plaza in Lorenzi Park

Car show-

- Cadence Car Show

Holiday Event-

- Winter Wonderland and Toy Drive at the East Las Vegas Community Center

School fairs-

- School Choice Fair 2022

Valentine's Day-

- Valentine's Day parties with the local Boys & Girls Clubs
 - Mary & Sam Boyd Boys & Girls Club of Southern Nevada
 - Boulder Highway Boys & Girls Club of Southern Nevada
 - John C. Kish Boys & Girls Club of Southern Nevada
- Upcoming events (spring 2022)-
 - Cadence Block Party
 - Community Resource Fair
 - Community Clean-up Day

Community Events:



Targeted Marketing

CASLV understands that it must have targeted marketing strategies to attract new families that may not know about CASLV. With increased awareness, families will learn more about the educational opportunities that CASLV provides and the process for getting their student enrolled in one of its campuses through one of the following strategies:

- Digital content
 - <https://youtu.be/TttJebFarfo>
 - Updating the Cadence webpage:
<http://www.caslv.org/new-campus-plans/>
 - Zoom presentations & Eventbrite events
 - Shared content with the Social Media Specialist
 - Translating content from English to Spanish
-

Targeted Marketing continued...

- Branding
 - All community outreach giveaway items design with the CASLV logo and colors
- Bilingual Communication including translated flyers & postcards



Marketing Campaigns

- Las Vegas Billboard off of 95 and 215
 - Spanish advertisements aired on Fiesta Radio 98.1 FM
 - Live on-air interview
 - Spanish video ad promoting our new Cadence campus and weighted lottery policy: https://youtu.be/oIG_8mNoauY
 - Marketing with Galleria Mall and the Las Vegas Athletic Clubs (LVAC)
 - Our Public Relations company has also shared numerous press releases of our success stories and weighted lottery policy with English and Spanish media
 - Assisted Trosper with coordinating a student story feature on Telemundo Las Vegas
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Outreach with the City of Henderson

- Redevelopment department distributed flyers to all of their recreation centers
 - Tara, Education Initiative Officer, sharing the opportunity with neighborhood services and multi-family complex that receive educational funds
 - Collaborating with the Cadence Home Finding Center and home builder companies
 - 3 banners in Cadence (Galleria, Warm Springs, and Lake Mead)
 - Billboard (runs for 7 seconds, every 48 seconds)
 - Reposting our content on their social media accounts
 - Sending registration reminders through their Cadence eblast every Friday
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Small businesses

- Laundromats

- Las Vegas Coin Laundry #1
- Boulder Express laundry services
- Spin City Coin Wash
- Green Dragon Laundromat
- Las Vegas Coin Laundry #3
- Las Vegas Coin Laundry #4

- Grocery Stores

- Marketon Supermarket
- Smith's
- Joshan Filipino Oriental Market
- Cuevas Meat Market

- Restaurants

- Pepe's Tacos Boulder
- Los Olivos Ristorante
- Taqueria Estephanies Mexican Grill
- Mariscos Las Islitas
- Patty's Tamales
- La Original Michoacana
- Mangoneada Station
- Omelet House
- Alexander's Pizza
- Chile Caliente
- La Real de Michoacán
- Manhattan Pizza III
- Tacos & Miches Galleria
- Einstein Bros. & Bagels
- Harold's Chicken

- Santa Rosa Taco Shop
- Boxer's Pizza & Sandwich Shop
- Taqueria Guadalajara
- Straight from Philly
- No. 1 Boba Tea Social
- Water Street Pizzeria
- Las Vegas Kettle Corn
- Dina's Mexican Kitchen
- Fruit Palace
- Fratelli's Pizza Kitchen
- Public Works Coffee Bar
- Sunset Pizzeria
- Johnny Mac's
- Friendly Donut House
- Fausto's Mexican Grill

Valley Automall

Cara (Cadence registrar) and Alexis (Head registrar) visited the 24 car dealerships in the Valley Automall. 23 of the 24 allowed them leave CASLV flyers in their staff lounge so that any staff who may be interested in the new campus can apply. They also spoke to the greeters about the new the Cadence campus.



CASLV Door-to-Door Routes 1 & 2

- **Janelly & Anthony-Whitney/Henderson p.1**

- Simmons Manor Apartments
- Courtyards at Harmon
- Harmon Hills
- Durante Apartments
- Squire Village
- Tempo Apartments
- The Dresden
- Tesoro Ranch Apartments
- Aspen Peak Condominiums
- South Valley Ranch Apartments

- **Libraries**

- Whitney Library
- James I Gibson Library

- **Gym- LVAC- East Henderson**



- **Mustafa & Selim- Whitney ranch**

- Montego Bay Apartments
- The Marlow
- The Croix Townhomes
- Palm Villas at Whitney Ranch Apartments
- Galleria Palms Apartments

CASLV Door-to-Door Routes 2 & 3

- **Andrea, Janice, Priscilla, and Nick-Gibson Springs p. 1**

- Cornerstone Apartments in Henderson
- The Douglas Stonelake Apartments
- Alta NV Apartments
- The Edge at Traverse Point Apartments
- Dream Apartments
- #Spur

- **Bridget, Faruk, Zeynel & Yucel - Gibson Springs p.2**

- Verde Viejo Condominiums
- Cyan Green Valley
- Villa Serena
- Remington Canyon Apartment Homes
- Ventana Canyon Apartments



CASLV Door-to-Door Routes 5 & 6

- **Cara & Alexis-Pittman/Valley View/Black Mountain**

- Prelude at the Park Apartments
- Morrell Park Apartments
- Terracina Apartments
- Heritage Pointe Apartments
- Madison at Black Mountain
- Boulder Pointe Apartments



- **Cara & Alexis-Whitney/Henderson p.2**

- Desert Palms Apartments
- Biegger Estates
- Silver Creek Apartments
- Firenze Apartments
- Verona Apartments
- The Well
- The Aviary

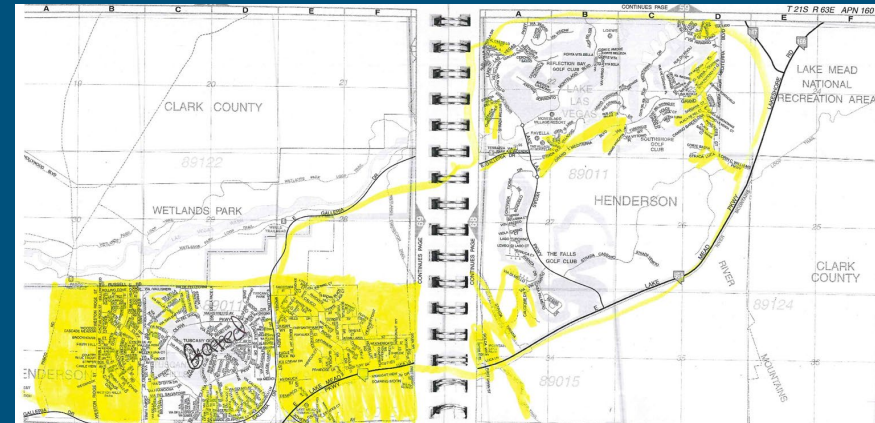
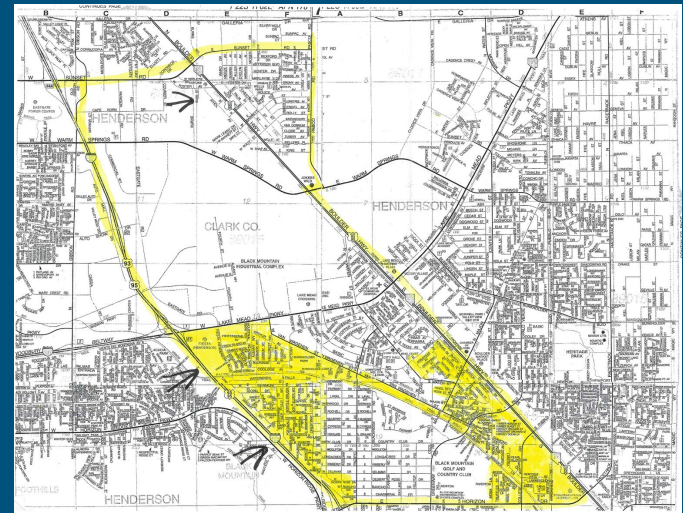
- **Daycares** (Coyote Kids, Gigggle Nest, Rising Star, and KidzHouse)

- WIC/Catholic Charities



National Flyer Distributor LV

The National Flyer Distributor LV personally delivered 15,000 CASLV-Cadence postcard to homes in the following target zip codes: 89122, 89011, and 89115 during 02/22-02/25.



Date: February 16, 2022
 Media Readership: \$2,000
 Ad Equivalency: \$595
 Subject: Triunfa en competencia "VEX IQ de Windmill"
 Issue: Number 7 – Volume 28

Triunfan en competencia "VEX IQ de Windmill"

La Academia de Ciencias Coral Las Vegas fue representada por el equipo de robótica Falcon Force

Triunfan en competencia "VEX IQ de Windmill"

La Academia de Ciencias Coral Las Vegas fue representada por el equipo de robótica Falcon Force



El equipo de robótica Falcon Force de la Academia de Ciencias Coral Las Vegas, obtuvo el tercer lugar en una competencia robótica patrocinada por el seguro de vida de la compañía de seguros de la ciudad de Las Vegas (Foto: Cortina, via iStockphoto / Shutterstock)

Agencia
 VEX IQ es un sistema de robótica educativa. Diseñado, diseñado, construido y ensamblado al estilo tradicional, el mismo concepto que pueden encontrar en un taller de carpintería o en un taller de metalurgia. Pero en este caso, el trabajo se realiza en un laboratorio de robótica. Los estudiantes de la Academia de Ciencias Coral Las Vegas, en un momento de la competencia entre el equipo "gopher" que ganó el primer lugar y el equipo "gopher" que ganó el segundo lugar, se ven trabajando en sus robots.

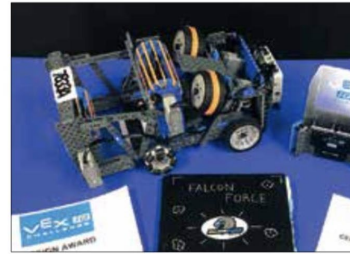


Urge prevenir la intoxicación

Se incrementan casos de envenenamiento por monóxido de carbono durante el invierno

Es importante tener dispositivos de alarmas y prevenir convertirse en una estadística más

Agencia
 Debido a una disminución por motivos de carbono. "La mayoría de los accidentes por envenenamiento de monóxido de carbono ocurren en el hogar que producen intoxicación de gas, vehículos que no funcionan correctamente o que se encuentran en el sótano o en la parte inferior del sótano. Los accidentes ocurren cuando se encuentran en lugares cerrados", indicó el portavoz de la Oficina de Salud Pública de la Ciudad de Clark, "El envenenamiento ocurre cuando el monóxido de carbono se acumula en la sangre. Cuando hay demasiado oxígeno en el aire y se respira en espacios cerrados."



Media Coverage

1. Windmill's VEX IQ Robotics Team, Falcon Force was featured on the RJ affiliate in Spanish "El Tiempo."

1. Fox 5- Las Vegas Coral Academy Cadence Campus and weighted lottery system:
<https://youtu.be/V9k14udruYg>

Celebre el Mes de la Historia Negra @ the Library District

ART NIGHT GALLERY RECEPTION
 RESERVA EN LA GALERÍA DE ARTE
 16 de febrero a las 11 a.m.
 Biblioteca West Las Vegas
 Biblioteca West Home de Erica Vidal-Lazary y Gret Schaefer, "Have a Soul in My Chair" de New Vista y Heidi van Boven de Lost Luster.

SUPREME DIVA
 DIVA DIANA ROSS TRIBUTE A DIANA ROSS
 18 de febrero a las 7:00 p.m.
 Biblioteca Katherine
 Alycia Harris rinde homenaje a una de las más extraordinarias reinas más exitosas de la música.

BLACK WEEKEND 2022
 KEMEL IN THE DESERT SERIES
 FIN DE SEMANA NEGRO 2022
 SERIE KEMEL EN EL DESIERTO
 18 y 19 de febrero a las 7 p.m.
 Teatro de la Biblioteca West Las Vegas
 Concierto de presentación de música popular en español, africana y jamaicana.

WITNESS LIBRARY LEACY - LAS VEGAS COMMUNITY
 LEACYS DE LA BIBLIOTECA VIVA - VEGAS
 VOICES OF THE COMMUNITY
 LAS VEGAS
 24 de febrero a las 5:00 p.m.
 Biblioteca West Las Vegas
 Una noche de historias, reflexiones y voces de la historia de nuestra propia comunidad con actores invitados locales, incluido el Sr. y la Sra. Joseph, miembros de la familia Lewis, Morris, Green y miembros que por la instalación de año "San León, American Hero."

CONTEMPORARY WEST DANCE THEATRE
 TÍTULO DE DANZA CONTEMPORÁNEA DEL OESTE
 25 y 26 de febrero a las 7 p.m.
 Biblioteca West Las Vegas
 Distrito de herencia
 Incluye coreografía y ballet de los coreógrafos afroamericanos Bernard R. Gault, James Fisher, Dyanne Davis y Milton Myers.

VOICES OF WOMEN: MAYA ANGELOU - CAGED BIRD
 ANSELOU - "PUNTO CANALIZADO"
 26 de febrero a las 3 p.m.
 Biblioteca West Las Vegas
 27 de febrero a las 2 p.m.
 Biblioteca West Charleston
 West City Opera ofrece una introducción sobre el arte de la interpretación de la Sra. Maya Angelou para conmemorar sus escritos de memorias y poemas de sus décadas vividas.

PROGRAMAS ADICIONALES PARA NIÑOS GRATUITOS
AFRICAN AMERICAN HERITAGE MONTH INTERESTING INVENTIONS!
MES DE LA HERENCIA AFROAMERICANA (INVENTORES INTERESANTES)
 Biblioteca Sunrise
 Actividades sobre los inventores afroamericanos para celebrar el Mes de la Historia Negra.

STORYTIME EXPLORERS WITH MR. BILLY
EXPLORADORES DE LA HORA DEL CUENTO CON EL SR. BILLY
 12 y 29 de febrero a las 11 a.m.
 Biblioteca Whitney
 Comparte historias que inspiran a los niños con libros de autores negros para niños!

STREET ART PORTRAITS
RETRATOS DE ARTE CALLEJERO
 22 de febrero a las 10 p.m.
 Biblioteca West Las Vegas
 Celebrar el Mes de la Historia Negra haciendo estos autorretratos únicos!

Celebre el Mes de la Historia Negra
 Biblioteca West Las Vegas
 Biblioteca West Las Vegas
 Biblioteca West Las Vegas
 Biblioteca West Las Vegas

Open House

CASLV-Eastgate hosted their open house on Saturday, February 26. Prospective CASLV-Cadence families were also invited to attend. There was a long for the entire two hours at the Cadence table. The head registrar, AP, and Community Outreach Coordinator were present to answer their questions and assist them with their application. Overall it was a great event!

CORAL ACADEMY OF SCIENCE LAS VEGAS

CASA ABIERTA



**Sábado, 26 de febrero del
2022 10:00 am - 12:00 pm**

¡Todas las familias están invitadas a nuestra casa abierta de CASLV-Eastgate! ¡Visítenos para recorrer nuestro campus y conocer algunos de nuestros estudiantes, administradores y maestros actuales! ¡Este es el momento perfecto para visitarnos y aprender más sobre nuestra escuela galardonada! Nuestra registradora y coordinadora de alcance comunitario estarán presentes para responder cualquier pregunta sobre nuestra nueva academia CASLV-Cadence y ayudar con la solicitud en línea.

**Coral Academy of Science Las Vegas Eastgate Campus
7777 Eastgate Rd. Henderson, Nevada, 89011**

Para obtener más información, envíenos un correo electrónico: cadenceinfo@coralacademylv.org



CORAL ACADEMY OF SCIENCE LAS VEGAS

Open House!

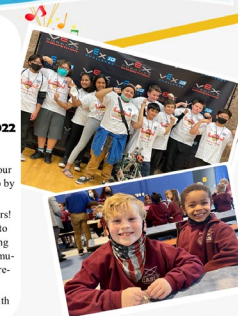


**Saturday, February 26, 2022
10:00 a.m. - 12:00 p.m.**

Prospective families are invited to our CASLV-Eastgate Open House! Stop by to tour our campus meet current students, administrators, and teachers! This is the perfect time to stop by to learn more about our award-winning school! Our head registrar and community outreach coordinator will be present answering any CASLV Cadence questions and assisting with the online application.

**Coral Academy of Science Las Vegas Eastgate Campus
7777 Eastgate Rd. Henderson, NV 89011**

For more information, please email us: cadenceinfo@coralacademylv.org



Phone Calls

Residents from Pittman that provided their signatures and phone numbers were contacted and reminded of the application deadline.



One-on-one Spanish Enrollment Support

Meeting with Spanish-speaking families at Starbucks in East Las Vegas to support through their enrollment process.

Networking

- Leaders in Training (LIT)
- Puentes Las Vegas

Admissions Office

Enrollment Efforts

Dates when communications sent to families about FRL. On some days there were multiple communications going out to families based on the 10-day deadline that the registrars were using.

| | |
|-----------|---------|
| 11-1-2021 | 1-21-22 |
| 11-8-21 | 1-24-22 |
| 11-9-21 | 1-25-22 |
| 11-12-21 | 1-28-22 |
| 11-15-21 | 1-31-22 |
| 11-16-21 | 2-1-22 |
| 11-18-21 | 2-2-22 |
| 11-29-21 | 2-4-22 |
| 12-2-21 | 2-7-22 |
| 12-3-21 | 2-10-22 |
| 12-29-21 | 2-15-22 |
| 12-31-21 | 2-21-22 |
| 1-4-22 | 2-25-22 |
| 1-9-22 | |

Cara has been in constant communication with FRL families through SchoolMint, CASLV's admissions, and Cadence's info emails.

Hello Future Falcons!

When you applied, you selected yes for FRL (Free and Reduced Lunch) status. As of today, we have not received any income documentation for FRL validation. Students who qualify for FRL can get extra entries in the enrollment lottery. All families that select yes for the FRL status, will be asked to complete an income verification prior to the end of the open enrollment period. **Families without income verification will not receive the additional entries in the enrollment lottery.**

Acceptable documents for validation:

Paystubs for everyone in the household

Tax returns

Students' current FRL status at their current school district.

Please submit one of the above-accepted documents to admissions@coralacademylv.org, no later than **4:00 pm, February 11, 2022**.

Please be sure to include:

The name of the campus you are applying to

Your student's name(s),

The number of people living in your household

Thank you for your continued support of Coral Academy!

CASLV Admissions Office

admissions@coralacademylv.org

CASLV-Cadence

Number of Applications Before the Lottery

- Total number of applicants: **1793**
- Since Cadence Campus has 1850 open seats, ALL 1793 applicants received offers for enrollment for Grades K-8.
- Top 4 zip codes & number of applicants per zip code:
 - ◆ 89011 - 448
 - ◆ 89015 - 146
 - ◆ 89074 - 158
 - ◆ 89122 - 111

- **607 new** applications did we receive since February 15 SPCSA Board Meeting.

Thank you!

