



DENVER PUBLIC SCHOOLS
Multicultural
Language & Outreach
Services



We Are the

Multicultural Language & Outreach Services Office



DENVER PUBLIC SCHOOLS
Multicultural
Language & Outreach
Services



Servicios
Lingüísticos y Enlaces
Multiculturales
ESCUELAS PÚBLICAS DE DENVER



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ممارس نشر العلامه
خدمات
اللغات و التوعيه
متعدده الثقافات



အလှူဆောင်ရွက်ခြင်း
ယဉ်ကျေးမှုပေါင်းစုံ
ဘာသာစကားနှင့် ဗြိတိသေ့စာပေ
ဝန်ဆောင်မှုလုပ်ငန်းများ



丹佛 公立 学校
多元文化
语言和外语
服务



Services
Linguistiques et de Liens
Multiculturels
ÉCOLES PUBLIQUES DE DENVER



အထကကျောင်း
ဆေးလအိကလှိုင်
အကိုင်အိတ်တိုလ်တေးလ်မေ့တိုတ်
တိုမေ့တိုတ်မေ့



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DENVER PUBLIC SCHOOLS
बहुसांस्कृतिक
भाषा र आउटरीच
सेवाहरु



ГОСУДАРСТВЕННЫЕ ШКОЛЫ ДЕНВЕРА
МНОГОКУЛЬТУРНАЯ
лингвистическая и разноязычная
работа



ISKUULADA DAD-WEYNAMA DENVER
LUQADDANA DHAQAMADA
Kala Duwan & Gaarsintaa
Adeegyada



SHULE ZA UMMA DENVER
TAMADUNI MBALIMBAU
Lugha & Upatikanaji
Huduma



ዲ.ፒ.ሲ. የባህሪ ትስፋት ማዘጋጀት
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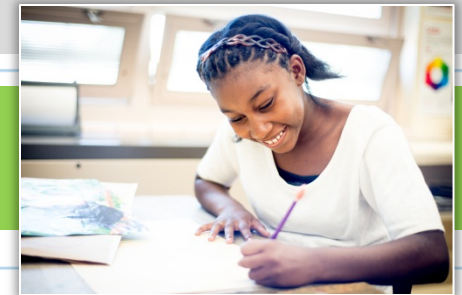


Các dịch vụ
ngoại tiếp và ngôn ngữ
đa văn hóa
HỌC KHU CÔNG LẬP DENVER



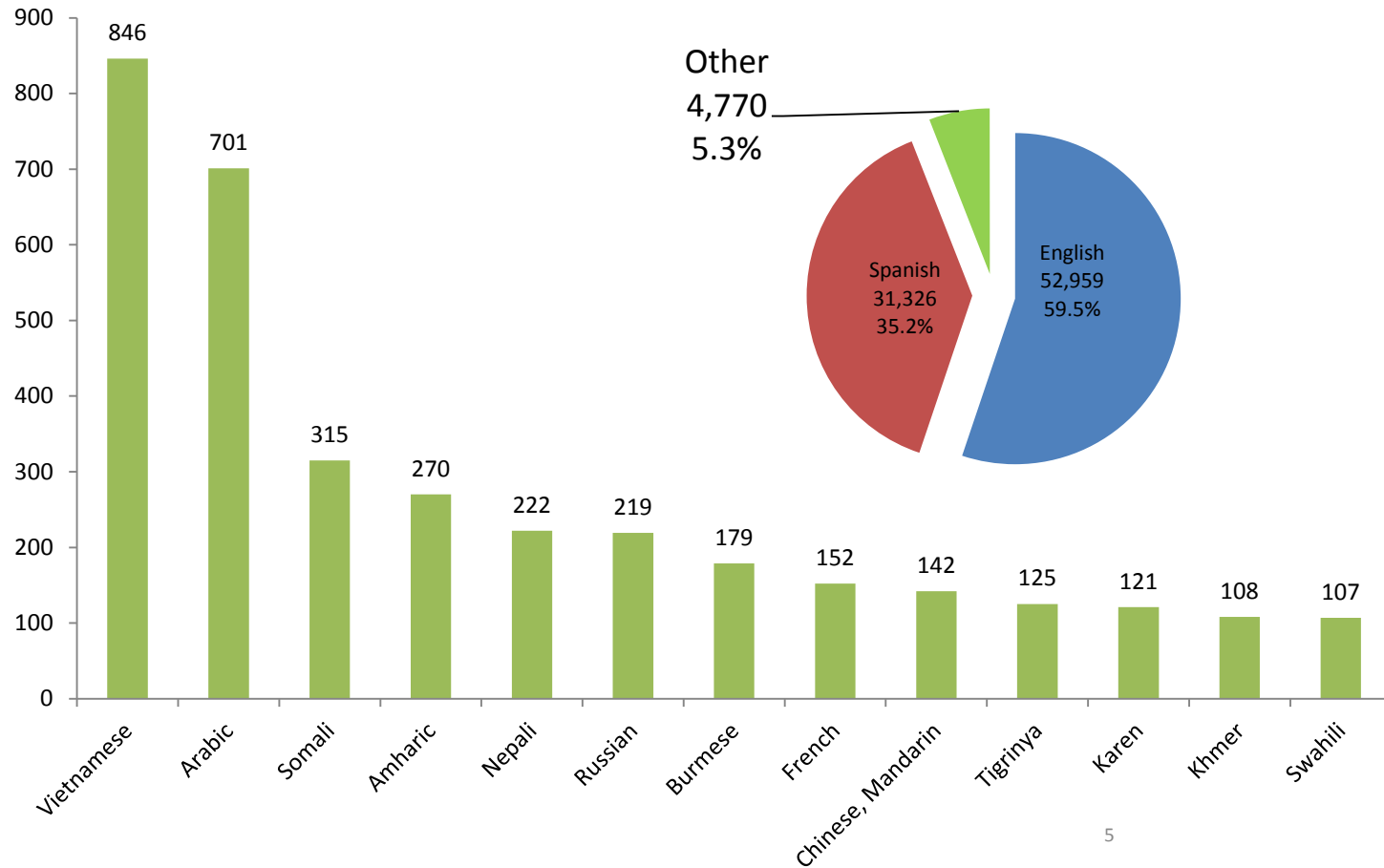
Largest District in the State: *Discover a World of Opportunity™*

- There are over 185 Denver Public Schools as of the 2013-2014 school year; 87,398 students are enrolled and 72% of our students qualify for free or reduced lunch.
- DPS serves over 29,192 English language learners from early childhood education to higher grade levels
- Spanish-speakers amount to 33,002 students
- The top languages spoken by students are Spanish, Vietnamese, Arabic, Somali, Amharic, Nepali, Russian and Burmese



Language Services

Top Languages at DPS by Number of Students



Source: DPS Enrollment, October 2012, Projections 2013; ELA Department 6.18.2013; Top 15 languages over 100 students.

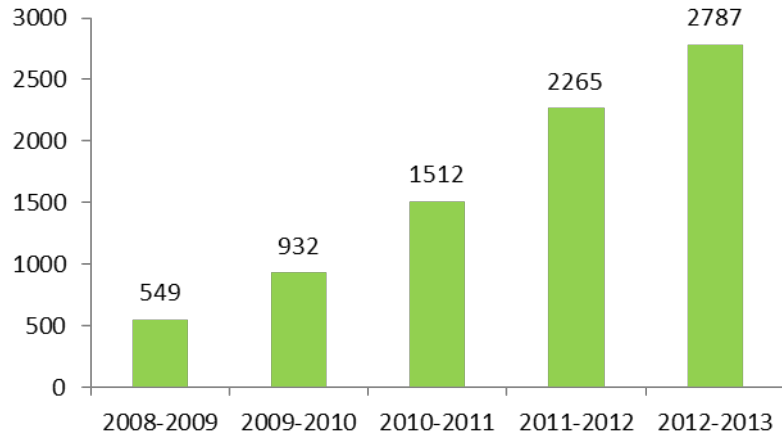
INCREASE IN REQUESTS SINCE 2008-2009

407% TRANSLATION & 450% INTERPRETATION

Nearly 6,500 Requests Serviced in 2012-2013

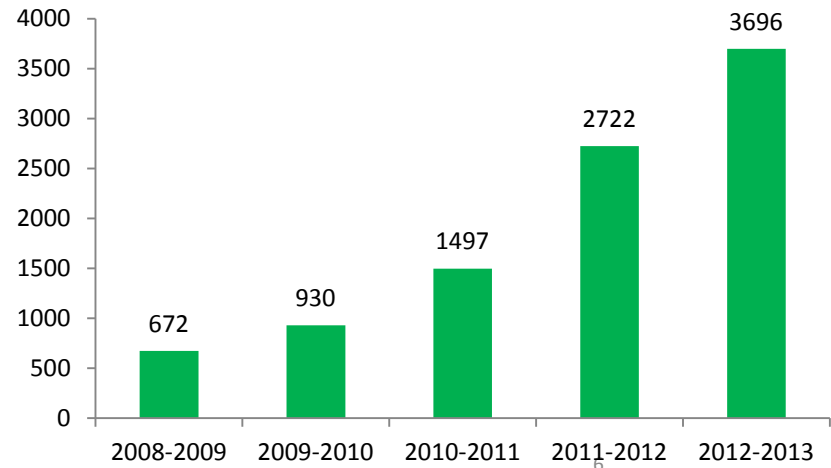
Translation Requests

	TOTAL	% over LY
2012-2013	2787	23%
2011-2012	2265	50%
2010-2011	1512	62%
2009-2010	932	70%
2008-2009	549	



Interpretation Requests

	TOTAL	% over LY
2012-2013	3696	35%
2011-2012	2722	82%
2010-2011	1497	61%
2009-2010	930	38%
2008-2009	672	



Source: (As Dated) Translations: '08-'09 & '09-'10, DPS Web Portal, '10-'11, '11-'12 Share Point database

Outreach Services

FOCUS GROUP: Spanish-Speaking Parents

- Average age is 37 (1)
- 89% are from Mexico; 7% are from Guatemala; 1% are from Peru; 1% are from El Salvador; and 1% are from Colombia (1)
- 80% of parents have been in the U.S. longer than eight years (1)
- 90% of parents said they speak or understand English “less than well” (1)
- 75% of parents never attended high school; 43% never finished middle school; and 32% never even finished elementary school (1)
- Spanish-dominant parents have limited access to computers and internet at home.
- Average Spanish-dominant Latino spends six to nine hours a day listening to radio or watching TV (2)



2013 Hispanic Radio Today



- 95% of Hispanic consumers tune to the radio in an average week, which is bigger than other ethnic groups measured by ARBITRON
- Radio's reach among 25-54 Hispanic listeners is even better, reaching nearly 97% of women 35-44 weekly.
- "TSL" or Time Spent Listening to radio among Hispanic persons is holding steady (and in some cases, increasing) in key demographics.

Source:

<http://www.allaccess.com/net-news/archive/story/121329/nielsen-s-new-hispanic-radio-study-released>

Educational Opportunities Information Booth (VOE)



In December of 2012, the Mexican Consulate in Denver gathered community leaders for an exploratory meeting to gauge interest for an Educational Opportunities Information Booth modeled after the successful Health Information Booth, which is currently located within the consulate building.

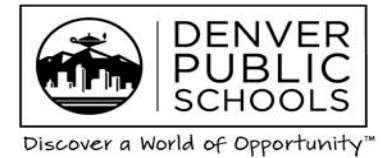
Similar Educational Opportunities Information Booths are located in consulate buildings in Chicago, Los Angeles, and Houston.

Independently funded DPS partnership with the Mexican Consulate (BBVA Compass Bank, Bank of the West)

DPS Parent Portal Kiosk next to the booth inside the consulate

Printed collateral, preferably in Spanish,

Mondays, Wednesdays, and Fridays from 10 am to 1pm



Goal

The goal for the project is to assist Spanish-speaking members of the community with navigating the educational systems in Denver and the higher learning institutions in Colorado and possibly other states. Parents will be able to ask questions and leave with information in Spanish to assist them in deciding the best possible pathway for their children's academic futures.



"Best City Policies of 2010"

DRUM MAJOR INSTITUTE

On Average 18,700 Different People Tune In to EDUCA Radio on a Weekly Basis



ESCUCHA tu programa: **EDUCA** RADIO

en las voces de:
Chava, Julieta y Beto

Únete y sé parte de la solución

por **MARIA 1090AM** Siempre Romántica

de lunes a viernes de 9 a 10 a.m.

Escucha el programa grabado los domingos por las mañanas en:

educaradio.org

Teléfono en cabina:
303-265-0656

The **EDUCA Radio** show airs
Monday- Friday
9 a.m. to 10 a.m. on



And repeats on
Sundays 6:30am-7:30am on



and Sundays 9am-10am on



Nuestros patrocinadores



Cume Persons: The total number of *different* persons who tune to a radio station¹²

4.5 STAR Facebook Page

The screenshot displays the Facebook profile for Educa Radio Denver. At the top, the navigation bar includes the Facebook logo, a search bar, the page name 'Educa Radio Denver', and 'Home'. Below this, tabs for 'Page', 'Activity', 'Insights', and 'Settings' are visible, along with 'Build Audience' and 'Help' options.

The main cover image features the 'EDUCA RADIO' logo with a microphone and pencil graphic, and a photo of three hosts: Chava, Julieta, and Beto. Text on the cover indicates broadcast times: 'Lunes a viernes de 9 a 10 am' and 'Domingos de 6:30 a 7:30 am'. Logos for 'MARIA Educa Radio Denver 1090 AM' and 'TRICOLOR 96.5' are also present.

On the right side, a 'THIS WEEK' summary shows 4 Page Likes, 3,801 Post Reach, 7 Notifications, and 0 Messages. Below this is a 'Recent' list of dates from 2014 to 2012.

The 'PEOPLE' section on the left shows a 4.5 star rating circled in red, with 2,555 likes and 46 visits. Below it is a 'Promote Your Page' button with a megaphone icon and the text 'Reach up to 1,100,000 people near Denver'. The 'ABOUT' section provides contact information: 'http://educaradio.org | educa@dpsk12.org | Escucha EDUCA Radio de lunes a viernes de 9 a 10am por Maria 1090AM! ¡Llámanos en VIVO al 303-265-0656!' and a 'Promote' button.

The main content area shows a status update from Educa Radio Denver, posted by Salvador Carrera, asking 'What have you been up to?'. The post includes a call to action: 'Ayúdanos a compartir (SHARE) esta información y quizá te puedes ganar una tarjeta pre-pagada de gasolina. ¡Comparte la gráfica y escribe en el mismo muro COMPARTIDO! Gracias por tu ayuda ¡Las Bibliotecas Públicas de Denver ofrecen programas gratis! ¡Aprovéchalos!'.

At the bottom, there is a '2014 SUMMER PLAZA' event announcement with a graphic of three interlocking circles and a pair of scissors. The text describes the event as a meeting place for people to connect, share information, and experience new mediums of self-expression through art.

EDUCA NEWSPAPER & NEWSLETTERS

Hispanic Newspapers are Read and Shared



- 74% of Hispanic newspaper readers have read three or more of the last five issues.
- 82% of respondents read Hispanic publications and the same number of readers report sharing their copy with at least one other person.
- 26% of readers share their paper with at least four others.
- 53% have been reading their favorite Hispanic newspaper for three or more years.

Source: 2009 Alloy Access Report



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Newsmagazines



Discover a World of Opportunity™



EDUCA

EDUCAradio.org Website



Inicio Nuestro Equipo Podcasts Periódico Educa Ventanilla Contactar



El autismo en los niños

EDUCA online:

- Listen LIVE link
- Podcast of previous shows
- Ventanilla TAB
- EDUCA Newsletter Archives
- Team Bios
- Pictures
- Guest links and information



Ahora tú puedes
aprender inglés
y cómo
integrarte a tu comunidad



Inscríbete hoy llamando al
720-423-2555



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Lingüísticos y Enlaces
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www.dpsk12.org/maestroencasa www.educaradio.org

Bridging links with parents and the community.....

DPS Initiatives

- Over 22,000 face-to-face interactions with community members while attending city-wide events in '12-'13
- Mexicans and Americans Thinking Together – 5,000 MATT Maestro en Casa English Courses for FREE
- Ventanilla de Oportunidades Educativas at the Mexican Consulate in Denver (est. 52,000/yr)
- EDUCA Radio M-F 9-10am (see slide)
- EDUCA Spanish Newsletter
 - Minimum of 50,000 copies printed quarterly
 - Delivered to parents via VivaColorado insert and Vietnamese Newsletter
- EDUCA Website (3,000 unique visits/mo)
- EDUCA FACEBOOK -1,345 Friends
 - A 468% Increase in Friends
- Colorado African Organization partnership
 - Navigators in Arabic, Somali, Tigrinya, Karen/Burmese, Congolese, Amharic





DPS Health Strategies Nov 2013 – Sep 2014

EDUCA Radio Maria 1090am	
LIVE 3 Segment Interview (+ Sunday Repeat) on 96.5 fm or 92.1 fm	22
PSA :60 sec	220
Tricolor 96.5 FM PSA :60 sec	55
Jose 92.1 FM PSA :60 sec	55
Maria 1090AM PSA :60 sec	55
EDUCA Newspaper	
Half Page Ad Full Color (50,000 circ.) EDUCA Vol 14-17	4
Social Media - SHARE POST	
EDUCA Radio Denver - Facebook (est. > 2,550 followers)	107
Website -	
educaradio.org banner w hyperlink	11

- DPS Medicaid
- School-Based Health Centers
- Asthma
- Dental Services
- Suicide Prevention
- Bullying/Safety
- Substance Abuse
- Sound Body Sound Mind fitness centers
- Sexual Health/Teen Pregnancy prevention

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