

# Team Roosevelt' s Journey to 750



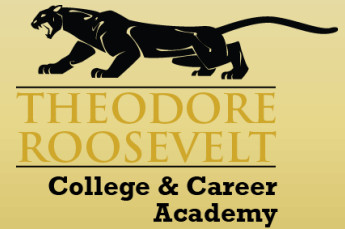
June – July 2012

# Immersion in the local community



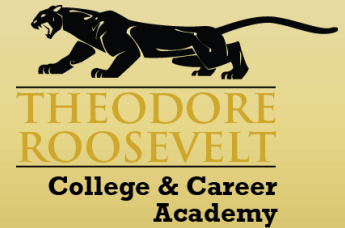
Darling & Tarry representing with smiling faces and a cheery disposition at County Market grocery store.

# Calling Campaigns



- 4/16 – Announcement of Student Information Meetings
- 5/30 – Block Party Announcement/Reminder
- 6/1 – Block Party Announcement/Reminder (2<sup>nd</sup> call)
- 6/17 – Mr. Little's Registration Announcement

# Web & Social Media



## Web Page

- [www.TheodoreRooseveltCCA.org](http://www.TheodoreRooseveltCCA.org)

## Social Media

- [facebook.com/TheodoreRooseveltCCA](https://facebook.com/TheodoreRooseveltCCA)
- Twitter: @TRCCAcademy



### WELCOME

The TRCAA Registration Center is now at School Building is now located at 730 W. 25th Avenue, in the former Parent Resource Center.

Stop by to get more information or fill out a registration form. The Center is open 8 am to 6 pm, Monday through Friday.

### Student Assembly July 23

**STUDENT ASSEMBLY!**  
for Roosevelt Students & Parents

You are invited on:  
**Monday, July 23**

11:00 am - 12:00 pm Grades 7-8  
12:45 pm - 1:45 pm Grades 9-12  
In the Louis Mallard Gymnasium

**COME & MEET:**  
Classmates  
Coaches  
Teachers  
Staff

**LEARN ABOUT:**  
classes  
clubs, sports  
plus fun, music and prizes

**Panther**

**THEODORE ROOSEVELT**  
College & Career  
Academy  
Inventor & Innovator

730 W. 25th Ave. • 219-886-6660

Theodore Roosevelt College & Career Academy will hold an assembly for students and parents at the Louis Mallard Gymnasium on Monday, July 23, 2012. There will be two separate sessions with students in grades 7-8 invited to attend from 11:00 a.m. until 12:00 p.m. and students in grades 9-12 from 12:45 p.m. until 1:45 p.m.

All students who have registered to attend Roosevelt CCA as well as those interested in enrolling are encouraged to come and meet new principal, Terrance Little, teachers, coaches and staff. Students and parents can also learn about class offerings, clubs, sports, exciting new improvements, and will enjoy lots of fun, music, and prizes.

### TO REGISTER FOR 2012-13

Thank you for your interest in Roosevelt CCA.

Registration for fall 2012 is open to any students entering grades 7 – 12

All students—even students who are currently enrolled at Roosevelt Career and Technical Academy must complete a new **registration packet**

The Theodore Roosevelt CCA Registration Office is open on **Monday through Friday from 9 a.m. to 5 p.m.** Please stop by for more information on registering! We are now in the school building in the former Parent Resource Center.

For more information, call 219-886-6660

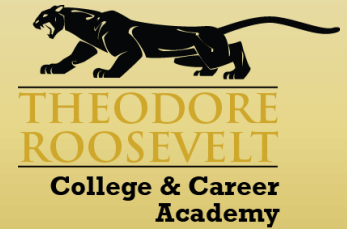
### Get the facts Handout (click on image to download pdf)

**CHOOSE ROOSEVELT!**  
Parents and Students  
did you know you can choose your school?

**Panther**

**THEODORE ROOSEVELT**  
College & Career  
Academy

# Signage



- Banners at Registration Sites
- Large Banners on the School Building conveying a new message: There are exciting things happening!





# June 2<sup>nd</sup> Block Party



**THEODORE  
ROOSEVELT**

College & Career  
Academy

**B L O C K**  
COME TO THE  
**PARTY**

**REGISTER**  
FOR HIGH SCHOOL  
FOR STUDENTS AND PARENTS

Noon  
4pm



**THEODORE  
ROOSEVELT**  
College & Career  
Academy

**SAT. JUNE 2**  
**@ FIRST BAPTIST CHURCH**

626 W. 21<sup>st</sup> AVENUE, GARY, INDIANA 46407

GIVEAWAYS | PRIZES | RAFFLES

FOOD | LIVE DJ

INFLATABLES

FUN STATIONS

& MUCH MORE!

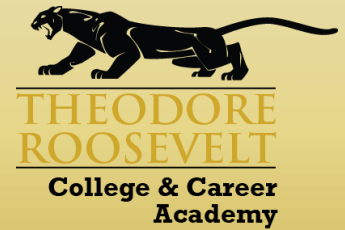


MORE INFO: [WWW.THEODOREROOSEVELTCCA.ORG](http://WWW.THEODOREROOSEVELTCCA.ORG) OR 219-886-6660

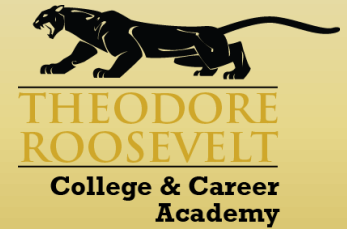




# Introducing the panther mascot and raffling prizes



# Print Ads



- Multiple ads running
  - Gary Crusader
  - 411
  - Post Tribune



  
**THEODORE ROOSEVELT**  
College & Career Academy

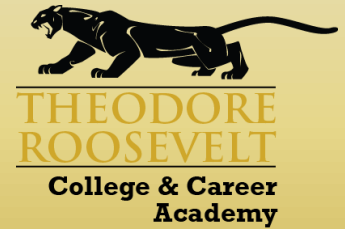
## REGISTER NOW.

- ➔ All new and current students of Roosevelt CTA must register for the fall.
- ➔ Visit the Registration Center at Gary Neighborhood Services.
- ➔ Open Tuesdays and Thursdays, 8 a.m. to 5 p.m. , 300 W. 21ST Ave.

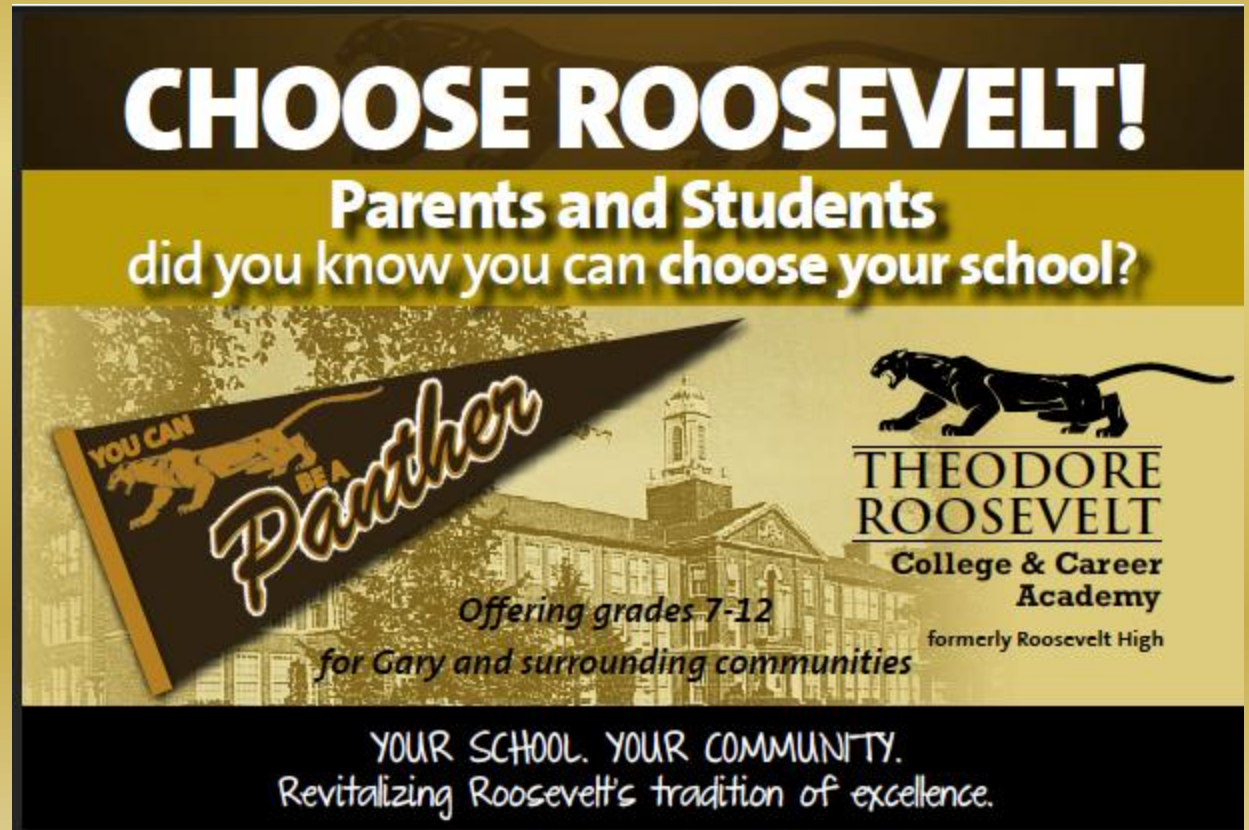
Call us at 219-886-6660 or visit [www.TheodoreRooseveltCCA.org](http://www.TheodoreRooseveltCCA.org)



# Direct Mail Post Card



- 10,000 households



**CHOOSE ROOSEVELT!**

**Parents and Students**  
did you know you can choose your school?

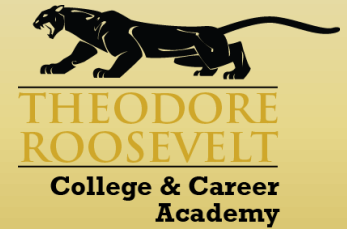
**YOU CAN BE A Panther**

**THEODORE ROOSEVELT**  
College & Career  
Academy  
formerly Roosevelt High

*Offering grades 7-12  
for Gary and surrounding communities*

**YOUR SCHOOL. YOUR COMMUNITY.**  
Revitalizing Roosevelt's tradition of excellence.

Billboard – Two locations beginning  
June 21



*Mayor Karen Freeman-Wilson, class of '78  
Ashley Anderson, valedictorian, class of '12*

**“Follow in my  
Footsteps”**

**- Mayor Karen Freeman-Wilson '78**

**REGISTER**

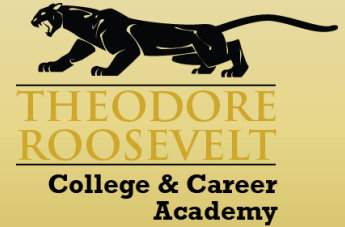


**THEODORE  
ROOSEVELT**

College & Career  
Academy

**219-886-6660**

# Television Outreach



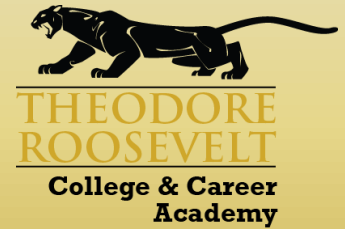
## Summary:

The following details the format for a 30-minute public access television program to promote registration for Theodore Roosevelt College & Career Academy. The program will be taped on Tuesday, June 5, 2012 at 2:00 p.m. at the Gary Access Center located in the basement television studio at 839 Broadway. Camera operators and studio engineers will be provided by the City of Gary at no cost. Roosevelt CCA signs will be used to decorate the set. Please note program is unscripted.

Program Title:: GET READY FOR ROOSEVELT CCA

## Participants:

Mayor Karen Freeman-Wilson  
Vanessa Ronketto  
Terrance Little  
Audrey Bartholomew  
Ben Clement (producer/floor director)



# Radio Ad Ran through June

“Future Now”

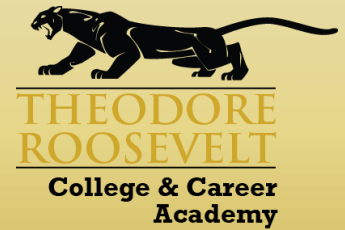
A wise man once said the future belongs to those who prepare for it I appreciate good advice and firmly believe it's never too early to start heeding it. I'm Terrance Little, principal of the all new Theodore Roosevelt College and Career Academy. The job market today is tough for everyone. Times are even more difficult for high school dropouts and the uneducated. Getting a good job or competing in a global economy starts with a quality high school education. Of course parents and students need to choose carefully and I encourage you to choose Roosevelt CCA!

Roosevelt CCA offers a broad, balanced curriculum and the rigorous classroom instruction students need to succeed in today's world. With new technology, online courses, student engagement and enrichment programs, Roosevelt students are well prepared to achieve their goals and aspirations. Best of all, I guarantee they'll be in a healthy, safe, orderly, and caring learning environment, but you need to register now.

Registration is open to returning students and others throughout the Gary area, including those relocating from Chicago. For more information visit me at Gary Neighborhood Services every Tuesday from 4:30 to 5:30 pm. Or call (219) 886-6660. That's (219) 886-6660. Your future starts today at Roosevelt CCA!



# TRCCA is a major sponsor of the Mayor's Independence Day Parade

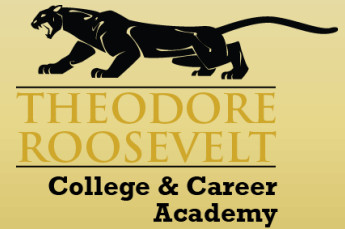


# Principal Little explains to future TRCCA students...

You'll be able to attend TRCCA in about 4 years...



# Friends of Ted Advisory Council



- Two meetings have been conducted with the next scheduled meeting for July 26<sup>th</sup>
- Initiatives the Friends of Ted are pursuing:
  - An electronic sign for the school
  - Wish of items to support the school including football equipment and scoreboard with a minimum target of \$100,000
  - The Mayor agreed to send a letter to local companies seeking donations to underwrite the initiatives
  - The entire team supporting the ground effort to secure Alumni emails in an organized fashion
  - Looking to engage a reliable corporate partner for the Friends of Ted going forward



# Jackson Brothers Alumni



The Jackson brothers encourage registration at Roosevelt CCA. (Left to Right; Tito, Marlon, Jackie, Jermaine, Ben Clement, Mayor Karen Freeman-Wilson, Councilwoman Kimberly Robinson, Roosevelt CCA Principal, Terrance Little) Gary, IN June 22, 2012



# The results?

Grade level	Total Registrations
7th grade	46
8th grade	79
9th grade	85
10th grade	85
11th grade	136
12th grade	115
Total	546

# Upcoming events

- Two assemblies for parents and students on July 23rd
- Student orientation dates set
- Continuing door to door canvassing by the dedicated recruitment team! One student at a time!
- Goal: 200 more students!