

# YOUTH AND COMMUNITY OUTREACH

To build support for your program and encourage younger students to get involved now and when they attend Mira Costa, your SCO is encouraged to participate in and/or host community outreach programs.

## **THIS IS COSTA NIGHT – at Mira Costa for incoming 9<sup>th</sup> Graders**

This event happens in the fall, generally in late October. It is an opportunity for Mira Costa High School to present itself in a favorable light and discuss in detail to incoming freshmen and parents what the school has to offer. The event is organized by the Mira Costa PTSA. It includes a “fair” at which parents and students representing all of the MCHS sports, extra curriculums and Visual and Performing Arts are available to meet potential incoming students. Each SCO will be contacted to staff the event with students and a few parents. Please ensure that your contact information is current to allow for clear communication on the events.

Participation is simple – students man their sport/program table and discuss the SCO with the parents and students. The students working your table should wear their jersey, uniform, or other organization related apparel, to represent their team/organization.

*Note for Sports: Coaches are not allowed to attend this event due to CIF rules regarding recruiting.*

## **PROMOTE YOUR SPORT/PROGRAM TO MBMS AND THE ELEMENTARY SCHOOLS**

If you have an event, clinic, big game/tournament or performance you can promote it through other MBUSD schools by preparing an announcement and/or flyer.

- You will need to get permission from MBUSD before sending an announcement to other schools. Announcements should be sent to the Executive Assistant to the Superintendent’s office who will forward your information to the other sites for publication in newsletters and websites. Contact Heather Hoffman, [hhoffman@mbusd.org](mailto:hhoffman@mbusd.org).
- You may also post banners promoting your event at other MBUSD sites. Banners must be approved by MBUSD and meet guidelines. [You may access the MBUSD Board Policy on Banners here.](#) The [Banner Placement Request form can be accessed here.](#)
- Do NOT go directly to the Principal, they cannot post, send or distribute anything that has not been reviewed and approved by the district.

## **MBX AND COMMUNICATIONS**

MBX compiles and distributes a biweekly newsletter focusing largely on the news and activities of Mira Costa SCOs. MBX also maintains a blog driven website, which is updated regularly with news and information. Content is provided by the SCOs. It is recommended that one person be designated to send photos and news blurbs regularly to MBX. Submissions can be emailed to [mbx.foundation@gmail.com](mailto:mbx.foundation@gmail.com). Photos should be high resolution and be at least 1600px wide X 760px tall in order to be used on the website banners. Smaller photos can be included in the newsletter and in blogs.

## **YOUTH OUTREACH**

Prepare a program for the community in order to encourage younger students to participate in your sport or activity. An example of a successful youth outreach program is the Girls Soccer Boosters who have created a mentor program for interested HS players to help as assistant coaches for AYSO Girls Under 12 teams. This has been very successful and well received by the AYSO coaches, players and the HS girls soccer players. AYSO players in turn are recruited to “work” as the honorary “field crew” shagging balls during HS games. The AYSO players get an up close exposure to the HS game, get to root on their AYSO student coach, receives an MCHS Girls Soccer “Field Crew” t-shirt, and, with the HS coach’s approval, participates (at the back of the line) in the game’s concluding handshake line.