
"Up, Up and Away" Campaign

DoDEA--Fort McClennan District

Fort McClellan, Alabama

Our "best practice for the SY 1997-98 was our "Up, Up and Away" campaign in conjunction with the nation-wide "America Goes Back To School" project.

For two weeks, beginning September 8, 1997, we asked that parents spend a minimum of thirty minutes an evening with their child on school-related activities, such as reading, homework, study skills, and organization/time management. We asked that distractions be kept to a minimum (no TV, stereo, phone calls).

During this two-week period, students turned in to their teachers hot air balloon cut-outs that their parents had signed-off on, indicating they had spent thirty minutes reading, doing homework, etc. These cut-outs were bright, neon colors and were displayed on large posters outside each classroom. The classes were not in competition for "most balloons", but the visual display was quite eye-catching. The students were excited about returning the balloons each day. At the end of the two-week period, the entire school was rewarded with an ice cream party, funded by the PTO.

Materials and resources that needed to be provided were minimal. The PTO volunteers were used to cut-out the balloons. Each child received an envelope with the balloons and a letter to their parents about the campaign.

A news release was sent to the base newspaper both prior to and following the campaign, telling of the success of the endeavor.

Patti Wood, District Key Communicator
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NEWS RELEASE:

"AMERICA GOES BACK TO SCHOOL"
"Up, Up and Away!!"

Dear Parents,

As a part of our school/home partnership, we plan to launch a two-week campaign for grades Preschool- 6th, September 8 - 19, 1997 entitled "Up, Up and Away." This is in conjunction with the national "America Goes Back To School" campaign. We encourage parents to spend at least thirty minutes of quality learning time nightly with their children reading, studying and discussing school-related topics. All distractions, including television and stereos, should be eliminated. Time dedicated to education spent together is critical to

your child's intellectual growth. We hope this two-week emphasis on families learning together will set a pattern for the entire year.

Your child will be given eight hot-air balloon cut-outs for the eight school nights (Monday - Thursday) of both weeks. You will sign one balloon per night when you were able to spend at least thirty minutes of quality learning time together. Classes will have displays of the colorful balloons outside each room, demonstrating student/parent participation. On Friday, September 19th, at 1:00 P.M., a school-wide ice cream party celebration will be held, co-sponsored by the P.T.O.

Suggestions for Success (from the Fort McClellan Parent/Teacher's Handbook)

- Provide a specific study area.
- Provide a specific time period for learning.
- Think positively.
- Call the teacher to clarify or solve homework problems.
- Watch for signs of difficulty.
- Participate in school activities.
- Admire and love your child - build on strengths and help improve weaknesses.
- Read with your child. Spend as much time reading together as watching T.V.
- Encourage hobbies and interests.
- Note your child's progress with verbal praise and a pat on the back.
- Talk about school, interests, friends, places you go and things your family does.
- Support your child.

You are a key factor to your child's success in school. We hope to have 100% participation in our "Up, Up and Away" program. Happy learning together!

Fort McClellan Elementary School/Home Partnership Committee
P.T.O.