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Educate! the weekly newsletter of  
The Swann Fellowship 1510 E. 7th St. Charlotte NC 28204 704-342-4330  
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Friday's Fellowship ad in The Charlotte Post:  
Remember all of God's children Tuesday when you go to the polls.

## SCHOOLS REACHING OUT TO SELL THEMSELVES

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Principal Joan Dunn needs her parents' attention, but says only 10% are routinely present at Oakdale Elementary. To make "choice" work, she must reach the other 90% too. Where do you begin?

The school system will use forms and flyers. A countywide "Showcase of Schools" comes Dec. 2. But to promote the system's choice school assignment plan for next fall, schoolhouses throughout the community are beginning to stage events like Friday's "Tea with Principal Joan Dunn." The message: Change is coming. Unfamiliar decisions must be made. Here's what this school has to offer.

Dunn's parents heard no conditional language: They were told that change is coming, not "change might be coming." And by the time most of these events occur over the next 10 weeks, the Court of Appeals will have ruled in the Swann case, and we will all know if assignment will likely be changing next August or not.

Initially, Dunn thought Oakdale would have no problem in a "choice" environment. The school serves a long-established northwest community. New subdivisions bring new children each month. But this week, the details arrived: Parents will have nearly two dozen ways to say "no" to Oakdale, where test scores are not high, classrooms are full and the computers kids need today will be delivered, well, a long time off.

On some levels Friday's "tea" was a success. A dozen or more parents and staff talked about corporate partnerships and safety. Dunn hammered on keeping children in class, encouraging the scheduling of doctor appointments after hours to maximize instructional time.

But the event, scheduled to overlap school closing, lured few parents out of the pickup line. It's hard to engage parents' attention these days. Dunn and her staff will keep trying. She even says she's rebudgeted to boost the school's advertising.

Below is the schedule of events for this week and next. Each week through January we'll do the same. The schedule is an opportunity, not just for you to visit your own children's school, but to go to one you've never been to. It could even highlight a community duty: The more you learn about the schools, the better they will become, benefiting all children in that place and the larger community. Your visits will also be a morale boost to staff!

#### THIS WEEK

##### Nov. 6 Monday

8:30 a.m. Hornets Nest Elementary magnet coffee and school tour  
9 a.m. Alexander Graham Middle meet with principal, school tour

##### Nov. 8 Wednesday

8:45 a.m. Bruns Avenue Elementary open house  
9 a.m. Alexander Graham Middle meet with principal, school tour

##### Nov. 9 Thursday

9 a.m. Beverly Woods Elementary tour  
9 a.m. Lansdowne Elementary tour  
9:15 a.m. Elizabeth Traditional Elementary school tour  
11 a.m. Albemarle Road Elementary open house  
7 p.m. Crown Point Elementary parents night out  
7 p.m. Lansdowne Elementary tour

##### Nov. 11 Saturday

9 a.m. Barringer Elementary. Countywide conference for parents of children in talent development program

NEXT WEEK: (send corrections and additions to SwannFello@aol.com)

##### Nov. 13 Monday

8:30-10:30 a.m. Blythe Elementary open house  
8:30 a.m. Hornets Nest Elementary magnet coffee and school tour  
8:45 a.m. Bruns Avenue Elementary open house  
9 a.m. Alexander Graham Middle meet with principal, school tour  
9:30 a.m. Elizabeth Lane Elementary school tour  
6:45 p.m. Blythe Elementary information meeting on choice plan

##### Nov. 14 Tuesday

7:45 a.m. Mallard Creek Elementary open house/tour  
9 a.m. Greenway Park Elementary family choice presentation  
9:30 a.m. Lincoln Heights Elementary coffee and school tour  
9:30 a.m. or 2 p.m. McClintock Middle open house  
5 p.m. Mallard Creek Elementary open house/tour  
6 p.m. Harding University High prospective student night  
6:30 p.m. Hidden Valley Elementary parent seminar

7 p.m. Coulwood Middle "Choice of Schools" meeting

Nov. 15 Wednesday

8, 9, 10 a.m. Blythe Elementary school tour

9 a.m. Alexander Graham Middle meet with principal, school tour

9 a.m. Collinswood Elementary - Spanish Immersion open house

9:15 a.m. Elizabeth Traditional Elementary school tour

9:30 a.m. or 2 p.m. McClintock Middle open house

Nov. 16 Thursday

9 a.m. Beverly Woods Elementary tour

9 a.m. Greenway Park Elementary family choice presentation

9:15 a.m. Morehead Elementary open house

9:30 a.m. or 2 p.m. McClintock Middle open house

11 a.m. Albemarle Road Elementary open house

12:30 p.m. Crown Point Elementary parent informance

6:30 p.m. Morehead Elementary open house

7 p.m. East Meck High open house

Nov. 17 Friday

8 a.m.-1 p.m. Huntingtowne Farms Elementary open house

8:45 a.m. Bruns Avenue Elementary open house

Nov. 18 Saturday

10:30 a.m. Lincoln Heights Elementary coffee and school tour

Source: Charlotte-Mecklenburg Schools

#### PREPARING FOR AN APPEALS COURT RULING...

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The period after the election and before this choice decision-making gets in full gear seems the likeliest time for the Appeals Court to hand down its ruling in the Swann case. Questions from the bench last June in Richmond made it clear that the judges had real doubts that resegregation would be constitutional, or result in equal education. No matter what the decision, an appeal to the Supreme Court is likely. For the community, one immediate question will be what will the schools be allowed to do about student assignment in the meantime.

The initial reporting on the ruling when it comes will, we suspect, leave some of your questions unanswered. The Fellowship will be pursuing those. Please let us know, now or in the days after the ruling, what your questions are.

#### INTERVIEWS BEING SCHEDULED FOR EXECUTIVE DIRECTOR

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Part-time position available: We're looking for a people-oriented self-starter to serve as the Fellowship's executive director. Applicants should have successful experience recruiting and supervising volunteers. Interest in working in the areas of public relations, programming, record-keeping and non-profit compliance also helpful. Some computer literacy required, and willingness to learn more essential. A track record of collaboration across institutional lines a plus. This is a contract position. Send resume and references to The Swann Fellowship at swannfello@aol.com or 1510 E. 7th St., Charlotte, NC 28204-2410.

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Send us e-mail addresses for people you think would like to receive  
this publication. Your comments and contributions are also welcome.  
To write about your school's activities, just do it -- then send it to us.  
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#### THE SWANN FELLOWSHIP

Lucy Bush, president

B.B. DeLaine, vice president

#### The name:

The Swann Fellowship was named for Darius and Vera Swann, who on behalf of their son James became the lead plaintiffs in Swann vs. Mecklenburg in the 1960s. Darius Swann was the first African American Presbyterian missionary ever assigned outside of Africa. His experiences in India led him to appreciate the value of an integrated society for human development.

#### The vision:

As people of faith, our vision is that all children in the Charlotte-Mecklenburg School System will have excellent educational opportunities which are both equitable and integrated.

#### The background:

Formed in 1997 out of several Charlotte religious congregations, the Fellowship focuses on being a witness to the value of diversity as an integral part of children's education, and educating the public on public school issues as they relate to this and allied subjects. The Swann Fellowship is a nonprofit organization exempt under Section 501(c)(3) of the Internal Revenue Code. A copy of the license to solicit charitable contributions may be obtained from the N.C. Department of Human Resources, Solicitation Licensing Branch. Registration does not imply endorsement, approval or recommendation by the state.