



COVID Education Innovation in Florida

Spanish Hotline (Manatee County)

With a Hispanic student population of over 35%, Manatee County School District recognized that an efficient communication method was paramount to reopening schools and keeping Hispanic families informed of their array of concerns. Collaboration and cooperation with community stakeholders was key in launching a comprehensive communication platform.

In collaboration with the Manatee Community Foundation's grant program, they established a "Spanish Hotline" that addresses district changes concerning bus registration, mask usage, school protocols, and more. With an easy-to-remember phone number in Spanish, many families made use of this valuable resource. The grant leveraged social media presence and sponsored several weeks of radio advertising and one full-page ad in La Guía, a popular Spanish newspaper, with details about Back to School information on the new Spanish Hotline.

The District also created a Soar in 4 Community Facebook page. This interactive multi-language page provided families a much needed centralized location to have access to state, community, agency, faith-based and neighborhood resources. This virtual interaction provided families with social and emotional reassurance, academic resources for their child and financial assistance so everyone could "be on the same page" with the same information no matter the home language.

Because of the success of this initiative, the District is expanding access for the program with broader communication strategies to continue to provide access and information to all.

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The Consortium elevates the impact of Florida's local education foundations through advocacy and providing a collegial community for ongoing learning, shared resources and support. These nonprofit organizations are aligned with nearly every school district in our state and collectively they raise more than \$80 million annually to innovate learning, power potential and celebrate success.

We believe strong collaboration is essential to ensure school success. Our effort to capture, elevate and share education innovations discovered amid the disruption of the pandemic is offered in that spirit.

Our **Top 10 Takeaways: COVID Education Innovation** report can be accessed at educationinnovationspotlight.com