

Initially, we began our community outreach by scheduling events at local libraries. We quickly realized that this was not the most effective method of communicating with families.

We focused on meeting parents where they were already headed – beginning with local parks and playgrounds.

Initially, we focused on the Women’s Park in the South Loop. We developed a parent survey that addressed concerns and desires related to a choice of school. This method was very effective in increasing engagement, growing our network and meeting prospective founding families.

To ensure that we answered any questions parents had, we followed-up with *Coffee, Chat & Play* dates at the park. Parents were free to bring their kids, the conversation was less formal.

One such meeting was with Katarzyna Fulkerson. Katarzyna is an educator herself and is closely familiar with the classical model – her sister homeschools and follows the Classical Conversations program. We had a wonderful first meeting with Katarzyna. We talked about our philosophy, our emphasis on language mastery (including the study of Latin), our approach to content and more traditional teaching methods.

This initial meeting led to a growing relationship. Katarzyna organized and helped host another intimate meeting for South Loop moms via the South Loop Moms & Tots Facebook group, she continues to spread the word and tell families about the school and has submitted a letter of support – both as a future parent and as a seasoned educator.

We have been blessed to meet so many energetic, enthusiastic and inspiring families throughout this process. We are extremely excited to bring them all together under one roof.

Please see attached emails as reference.

Events Posted!

1 message

Katarzyna Fulkerson <[redacted]> Sat, Jun 3, 2017 at 10:39 AM
To: Alice Epstein <[redacted]>, Heidi Schroeder <[redacted]>

Hello Ladies,

I attached a couple screenshots of the posted events. Each member also received an email with an invitation. I was able to paste the first flyer on to the June 22nd event and can still add it to the July post when it's ready. Please look them over and let me know whether there is anything you would like me to change (wording, grammar, etc.) I won't be offended and always appreciate a good editor. Haha!

Kasia

Sponsors Photos Pages Discussions More Grou

What About a Classical Education for Your Child?

Edit Cancel Copy Print ticket Export Tell a friend Share

Thursday, June 22, 2017
7:00 PM to 8:00 PM

The Spoke & Bird (South Loop)
205 East 18th Street, Chicago, IL (edit map)

Come in the lobby area, and we will point you in the right direction.

Join me with Alice Epstein and Heidi Schroeder of ChiClassical (https://www.chiclassical.org) to learn about the school's educational philosophy and how you can become a founding family. Feel free to tell your friends to join, just be sure to RSVP them. We love kids, so if you could use childcare, do let us know, and we will joyfully provide!



EDUCATION FOR YOUR CHILD?

Chicago Classical Academy

Join us! Learn about our educational philosophy and how you can become a founding family.

The South Loop needs school choice, and ChiClassical needs YOU to make it happen!

SOUTH LOOP MOMS & TOTS (and friends)

EXCLUSIVE INFO MEET UP

JUNE 22ND, 7-8PM

SPOKE & BIRD (18TH/INDIANA)

For any questions, please contact Katarzyna Fulkerson at kasia0981@gmail.com or Heidi Schroeder at heid.ross.schroeder@gmail.com / 231-301-2588



EDUCATION FOR YOUR CHILD?

Chicago Classical Academy

Join us! Learn about our educational philosophy and how you can become a founding family.

The South Loop needs school choice, and ChiClassical needs YOU to make it happen!

SOUTH LOOP MOMS & TOTS (and friends)

EXCLUSIVE INFO MEET UP

JUNE 22ND, 7-8PM

SPOKE & BIRD (18TH/INDIANA)

For any questions, please contact Katarzyna Fulkerson at kasia0981@gmail.com or Heidi Schroeder at heid.ross.schroeder@gmail.com / 231-301-2588



Get the app

meetup

South Loop Moms n' Tots

ponsors Photos Pages Discussions More ●

What About a Classical Education for Your Child?

Edit Cancel Copy Print ticket Export Tell a friend
 Share



Saturday, July 29, 2017

10:00 AM to 11:00 AM



The Spoke & Bird (South Loop)

205 East 18th Street, Chicago, IL ([edit map](#))

Come in the lobby area, and we will point you in the right direction.

Join me with Alice Epstein and Heidi Schroeder of ChiClassical (<https://www.chiclassical.org>) to learn about the school's educational philosophy and how you can become a founding family. Feel free to tell your friends to join, just be sure to RSVP them. We love kids, so if you could use childcare, do let us know, and we will joyfully provide!

Hey Kasia, get the conversation started!



Ask a question, share something, or leave a comment...