

About the Migrant Education Program Brochures

The Migrant Education Program (MEP) brochures were developed in response to a suggestion from the field and were created with input from the Migrant State Parent Advisory Council members. The intention is to promote awareness of the program in order to better serve our migrant children and families in Texas. Our hope is that these brochures can assist Education Service Centers (ESCs) and Local Education Agencies (LEAs) in their recruitment and identification processes and outreach activities.

Design, Layout and Content of the MEP Brochures

The brochures' design, layout and content were created to target different groups. There are three versions of the MEP brochures:



- Parent Edition (Bilingual)
- School Edition
- Community Edition

Design: In general, brochures are designed to get attention, to give information or both. These bi-fold, tripanel brochures aim to do both through a simple, yet informative approach. A red and white color scheme was selected for the design to produce a clean, visual appearance. The program's logo and various images depicting the migrant and scholastic lifestyles were used to enhance the content's meaning.

Layout: The front cover includes the program's name, logo, an image and the edition's title. Panels two through five are the content sections which provide information on "What is the Migrant Education Program," "Who is a Migrant Child" and more. The last panel shows the contact information. On the back side of each brochure, there is a place holder to stamp or affix an adhesive label with the local MEP's contact information.

Content: The content of each brochure has a unified message about the Migrant Education Program. The brochures are tailored to address parents, schools and communities on how to help migrant children. **Note:** The content for the parent's edition is bilingual.

Requesting MEP Brochures

Local Education Agencies may request MEP brochures by contacting their regional Education Service Center.

Ways to use the MEP Brochures

Below are some ways in which the MEP brochures can be used in your area to promote the Texas Migrant Education Program. **Note:** The back side of each brochure has a place holder to stamp or affix an adhesive label with the local MEP's contact information.

Idea #1 – Parent Brochure:

Make arrangements with nearby employers to conduct on-site recruitment. This brochure is the perfect leave-behind after introducing yourself to potential migrant workers. One could say something such as:

"Good Afternoon, my name is _____. I work with _____ school district as a recruiter for the Migrant Education Program. Here's a brochure that explains how the Migrant Education Program can help migrant children and their families. If you or someone you know, would like to schedule an interview to determine eligibility for MEP services, please contact me. My contact information is on the back of the brochure. Thank you for your time."

Idea #2 – School Brochure:

When sending correspondence, to school personnel, a copy of this brochure could be included. As deemed appropriate, one may want to include a MEP brochure when sending an updated MEP contact list or an invitation to attend a MEP meeting to school staff such as superintendents, principals, counselors, PEIMS coordinators, school nurses and teachers.

Idea #3 – Community Brochure:

Brochures can be distributed and displayed to strengthen awareness of the MEP. Examples of great places to target and include the community brochure are:

1. Grocery stores
2. Laundromats
3. Churches
4. Health Clinics and Community-Based Organizations (CBOs)

Note: As a provision of a state-level Memorandum of Understanding, effective February 27, 2009, the Texas Department of State Health Services (DSHS) Texas Health Steps now supports efforts to distribute or publicly post in multiple settings MEP informational materials, such as brochures, flyers or posters, for identification and recruitment.

Additional ideas may be found from the recruitment strategies listed on pages 3.5 and 3.6 of the *2012-2013 Texas Manual for the Identification and Recruitment of Migrant Children* which can be adapted to these brochures.