

Fort Smith Public Schools strives to make enrollment a smooth and welcoming experience for new families each year. In July 2024, the district launched the Welcome Center, a pilot program housed at one of our elementary schools. This one-stop shop allowed families to enroll their students, complete a free and reduced meal application, and even take home some FSPS swag. A key component of the Welcome Center was the creation of individual welcome brochures for each school. These brochures are essential marketing tools, offering families a snapshot of what to expect at their new school. Each one features a school photo, a mission statement, a welcome message from the principal, the bell schedule, and key facts. These readily available materials help families feel informed, prepared, and connected to their new school community from the start. A well-designed brochure can ease the transition, answer common questions, and provide a sense of belonging?helping students and parents feel confident joining FSPS. Our team carefully designed and translated every brochure into Spanish, ensuring accessibility for our diverse community. With 36% of our student population identifying as Spanish-speaking, providing materials in their language is vital for fostering an inclusive and informed school environment. The brochures were shared with each school digitally, printed, and displayed at each campus for potential families visiting our campuses to take home.