



LLEGANDO A LA META

Juárez and Associates is pleased to announce the availability of *Llegando a la meta*, a Spanish-language CD designed to provide parents with ideas for participating in their children's education.

Llegando a la meta is a 17-minute video narrated by Manuel López Ochoa, a well-known Latino artist.

This parent-involvement video provides information that parents must have to enroll their children in a primary grade. It depicts, in soap opera style, two

families as they struggle to guide the education of their children. And it proposes activities and situations that parents may find helpful in demonstrating interest in their children's education.

Including this video in your presentations to Hispanic parents will make issues more relevant and interesting by ordering a professionally-produced Spanish-language video designed to encourage parent involvement. We all know that parent involvement is vital to children's academic success. But often, the tools are not available to help implement such a program. *Llegando a la meta*, a Spanish-language video, is just such a tool. It provides a short and clear explanation of the important role that Hispanic parents should play in the education of their children, and helps you make more relevant and interesting presentations to them.

The challenge of drawing busy parents into a broader role in the education of their children is not easy. Our video was specifically designed to meet this need. All the ideas presented are simple and easy to understand, and are widely accepted by educators and administrators. You will be able to discuss with parents the topics they have just seen in the video. Topics include:

- Communication with the children regarding schoolwork and upcoming events at school
- The value of reading with children in Spanish or English
- The benefits of a healthy diet and regular exercise

In addition, the video can help you build rapport with parents by presenting pertinent material to them in their native language. Language differences can inhibit communication between teachers and parents. Therefore, we carefully tested with parents the scripts and language used to ensure their clarity and appropriateness. Furthermore, bilingual/bicultural presentation shows parents that you, the school representatives, understand their often-difficult positions.

Llegando a la meta is based on market research with parents, teachers and school administrators. Juárez and Associates conducted extensive market research before producing it to ensure the relevance, credibility and appropriateness of the concepts, language and situations portrayed. As a result, the video has won acceptance from diverse audiences from California to Texas.

The DVD is available for \$24.50 plus \$4.00 shipping and handling. (California residents, please add 9.75% for taxes.) Make checks payable to Juárez and Associates Inc.

To order, please print out the following form:

Fax to: (310) 479-1863 or

Mail to: Juárez and Associates Inc.

12139 National Boulevard, Los Angeles, CA 90064.

Order Form LLEGANDO A LA META



Please send _____ *Llegando a la meta* DVD(s) to the following address. Please forward your check, made payable to Juárez and Associates Inc., for \$24.50 plus \$4.00 for shipping and handling for each DVD. (California residents, please add 9.75% for sales taxes.)

Name: _____

School or Business: _____

Address: _____

City, State and Zip Code: _____

Fax to: (310) 479-1863

Mail to: Juárez and Associates Inc.

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Thank you for your order.