

AVOIDING STIGMATIZATION

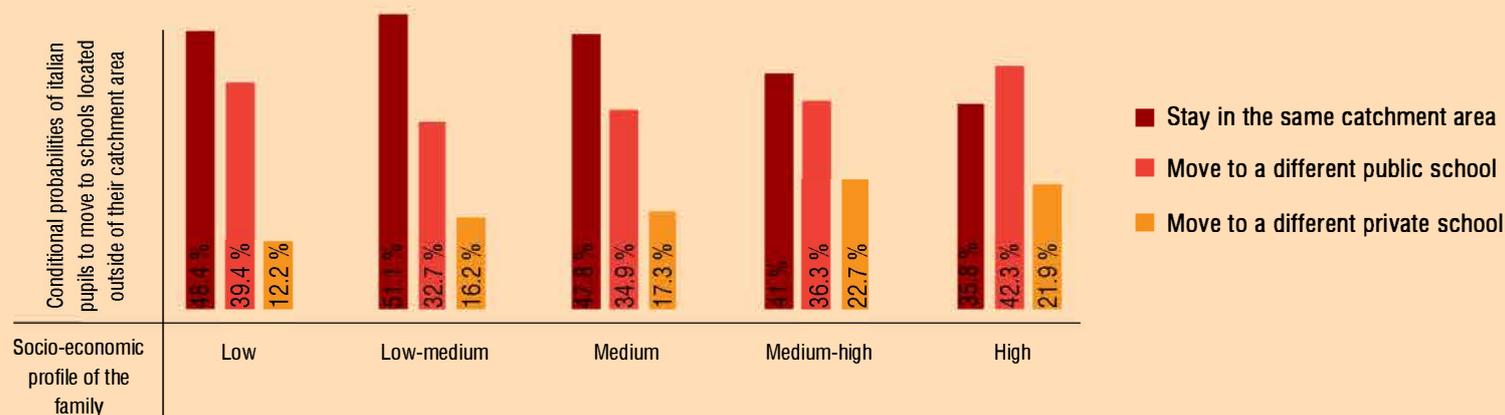
“Good” or “bad” reputation influences the choosing of schools, particularly among the professional middle class. To prevent the “white flight” of this group, it is essential to prevent stigmatization of particular schools. Several mechanisms and factors produce a positive or negative reputation:

1. parent perspectives on schools, which are primarily based on word-of-mouth flows and social networks;
2. information originating from marketing actions by schools and tools of institutional information (primarily websites and open days);
3. information disseminated via mass-media or social-networks. In general, information on the social mix of schools is the most important factor considered by middle-class families when selecting a school. In addition, a number of professional middle-class families are extremely concerned with test scores and academic performance. To prevent the stigmatization of certain schools, it is essential to carefully select the type of information offered by schools and institutions and the intended audience.

FAQs

- In order to prevent stigmatization and “white flight” what kind of school-related information should be provided/not provided?
- What type of information should be provided to schools that have been destigmatized?

DATA AND EVIDENCE - FROM THE CONTEXT OF MILAN -



Data refers to the first grade of the secondary schools in Milan, academic year 2015-2016. Source: [Ranci, C. \(2019\). Separati a scuola. La segregazione scolastica a Milano. Osservatorio Internazionale per la Coesione e l'Inclusione Sociale](#)

EXAMPLES OF POLICIES AND PRACTICES

Barcelona

- 📌 Communication and marketing support provided to all schools for improving their attractiveness, mainly in the Open-days events.
- 📌 Informative sessions in each district for families entering the school system where all the educational resources and governance spaces are presented
- 📌 Anti-rumours strategy, training “anti-rumour agents” cutting the -false- information cascades regarding stigmatized schools

Milan

- 📌 “Discover your closest school” campaign to strengthen the relationship between residency and school

Oslo

- 📌 Displaying homogeneous information about local schools

GENERAL GUIDELINES

- 📌 To avoid mentioning specific schools or neighborhoods as “vulnerable”, “poor” or “segregated”
- 📌 To provide information on specific programs/ opportunities that may be appealing to the entire population at schools affected by white flight.
- 📌 To avoid releasing data on the social composition or performance of schools

REFERENCES TO KNOW MORE ABOUT