



2020 RECRUITMENT & ENROLLMENT MONTHLY REPORT
Board of Directors Meeting - December 19, 2019

GRADE-LEVEL APPLICATION GOALS AND PROGRESS-TO-DATE

2020/21 Recruitment Report		20/21 Attrition Funnel				
Grade	Applications Received	Applied	Accepted	Enrolled	Seats Filled	Full Enrollment
K	91	312	156	107	96	96
1st	5	0	0	0	-2	72
2nd	5	38	13	7	7	72
3rd	10	22	7	4	4	72
4th	4	49	16	9	9	72
5th	3	38	13	7	7	72
6th	2	115	92	81	75	75
7th	6	48	38	33	31	75
TOTAL	126	622	335	248	227	606

REPORT ON NOV. 9th CITY SCHOOL FAIR

- Five in-person applications and 42 contact cards completed
- Three representatives from Citizens at the table for the entire Fair
- 15 students and their parents in CWC spiritwear at the Fair for the drum performance

CURRENT AND UPCOMING RECRUITMENT ACTIVITIES

- 36 elementary school tours since City School Fair
- 1 middle school tour since City School Fair
- PreK and Middle School introductions for speaking engagements, dropping off flyers, etc. planned for early January
- Continue Digital Marketing targeted ads
- Communication strategies on social media, e-blasts, and website featuring video testimonials and written profiles highlighting our four campaign themes (*Our Differences Make us Stronger, Core Values Matter, Let Children Discover Their Brilliance, Education that Goes Beyond Test Scores*)
- Recruitment Manager contacting all new applicants for introduction and follow-up
- Cultivating larger pool of current and potential applicants for weekly communication (current contact list size: 248)
- Outreach to families who did not apply last year because of grade gaps
- Outreach to newly applicants with a sibling in a grade we offer but did not apply

MID-YEAR TRANSFER ACTIVITIES

- Eight new elementary school students transferred-in
- Two new middle school students transferred-in
- Six new elementary school students potentially starting in January
- Four new middle school students potentially starting in January
- Digital marketing currently targeting mid-year transfers during the month of December

ADDITIONAL UPCOMING TACTICS THAT WE KNOW WORK WELL

- Boosts on social media and encouraging families to share posts on their personal pages
- In-person conversations and tours
- Begin tabling at early childhood development centers earlier in the recruiting year during dismissal time (2:30-4:30pm) to begin building relationships with families
- Parents volunteers dropping off flyers to early childhood development centers

REMINDER OF LANDSCAPE FOR 2020 RECRUITMENT

- Steady class size in upper grades (last year 2 classes of 3rd, now up to 3)
- No gaps with P K- 7th grades
- Pre-K pipeline now exists (9 seats)
- Middle school will be established and open during entire recruitment season
- MAP data will be available for the first time during recruitment season
- **Focus on 75 new 6th graders, 25 new 7th graders, and 96 new Kindergarteners**

IMPORTANT DATES FOR 2020 RECRUITMENT

Dec - Jan	Focus: Community & Pre-K outreach
February	Re-enrollment
March 4	SchoolAppKC lottery
March 27	SchoolApp Deadline for accepts
Apr - Jun	Focus: Community building events to retain accepted seats