

**2019 Recruitment and Enrollment  
January Report**

**STRATEGY #1: LEVERAGE IN-HOUSE EVENTS TO SHOWCASE WHAT IT MEANS TO BE A PART OF THE CWCKC COMMUNITY**

- Launched tours on Sign Up Genius and offered tours three days per week beginning October 22. Gave four tours to 8 families in December (35 families toured to date). Personal follow up emails sent with application link and invitation to Sing.

**STRATEGY #2: UTILIZE CURRENT CWCKC FAMILIES IN RECRUITMENT EFFORTS**

- Recruiting parents to participate in future open houses and offsite school fairs, and collecting testimonials from current parents willing to share their family's Citizens story for use in social media, SMKCS profile, and more.
- Emailed current families with location update, highlights of model, sponsor approval, and ways for them to support recruitment. Particularly for MS recruitment we are requesting that current parents share news and updates with their friends, neighbors, and networks.

**STRATEGY #3: BOOST CWCKC PRESENCE IN THE COMMUNITY**

- Press release distributed on Tuesday, January 8th to KC media outlets.
- 41 Action News ran stories at 5pm and 6pm on January 8th:  
<https://www.kshb.com/news/local-news/charter-school-opening-new-middle-school-in-response-to-need-in-midtown>
- Attending monthly MainCor and Broadway Westport Council meetings.

**STRATEGY #4: DEVELOP MONTHLY CALENDAR OF TARGETED SOCIAL MEDIA & MAILINGS**

- Dec. social media: 10 posts. 1 paid boost. Reach: 4,750, Clicks: 419, Reactions: 253.
- Alisha and Andrew developed social media calendar, target demographic groups, and updated our ES flyer to be used in MS recruitment.
- Drip communication going out to applicants beginning in January.

**STRATEGY #5: ESTABLISH A CLEAR SET OF MONTHLY ENROLLMENT GOALS AND AN ACCOUNTABILITY PROCESS TOWARD REVIEWING PROGRESS TOWARD THOSE GOALS**

	Grade: K	Grade: 1	Grade: 2	Grade: 3	Grade: 4	Grade: 6	TOTALS
Dec Goal	30	2	0	0	2	30	64
Jan Goal	30	2	0	0	2	30	64
Received 1/7	100	5	4	4	4	5	122

**UPCOMING OPPORTUNITIES**

- Share our news coverage, tour announcements, and job postings with your networks
- Open Houses scheduled for February 19th and March 14th at 4:30 p.m. for elementary school, and February 12th and March 12th at 4:00 p.m. for middle school
- SchoolAppKC open houses tentatively scheduled for February 23rd at 10:00 a.m.