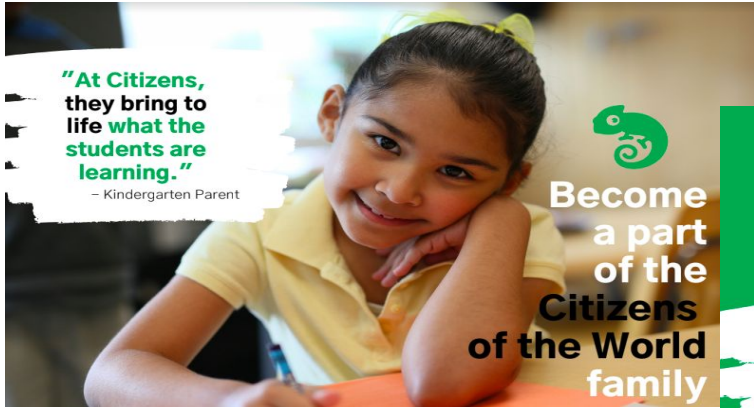


MAY RECRUITMENT UPDATE

Grade (percentage enrollment overage)	Total Enrollment as of 5/20	Current Status	Target Enrollment on August 24	Reenrollment Confirmed	New Enrollment Accepted	New Enrollment Offers	Waitlist
Pre-K (0%)	12	0	12	2	10	0	40
K (50%)	69	-27	96	6	63	16	0
1st (15%)	86	14	72	84	2	0	34
2nd (15%)	78	6	72	61	17	5	0
3rd (15%)	77	5	72	64	13	4	8
4th (15%)	71	-1	72	65	6	1	0
5th (15%)	68	-4	72	58	10	1	0
6th	5	-35	40	0	5	1	0
7th	46	-24	70	42	4	4	0
Total	512	0	578	382	130	32	82

POSTCARD MAILING



**"At Citizens,
they bring to
life what the
students are
learning."**

– Kindergarten Parent



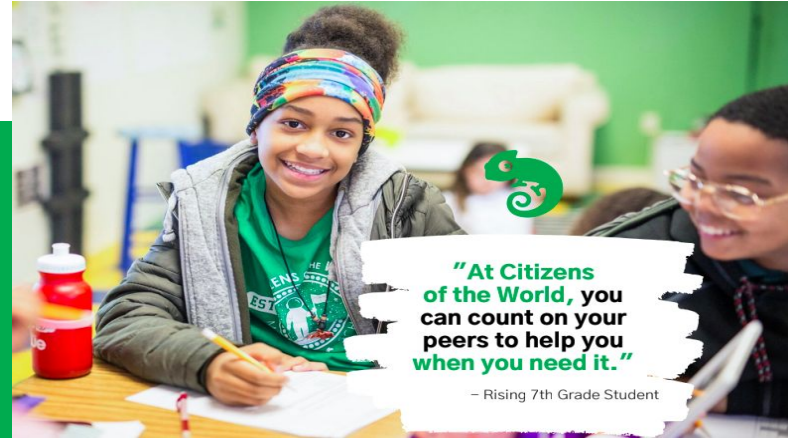
**Become
a part
of the
Citizens
of the World
family**

Citizens of the World
3435 Broadway Ave
Kansas City, MO 64111

**Become a part of the
Citizens of the World family
Enroll now for 6th & 7th
Grade at cwckansascity.org**

Interested in asking our
school leadership
questions about Citizens?

**Sign up for a virtual Q&A
with them at
cwckansascity.org/joinus**



**"At Citizens
of the World, you
can count on your
peers to help you
when you need it."**

– Rising 7th Grade Student



Postcards went out this week to 7,000+ households in key zip codes, targeting households with children. One postcard focuses on Kindergarten and the other on middle school. Postcards direct families to the website's new "Join Us" landing page. This is in addition to a SchoolApp mailer that went out to 14,000 households.

ONLINE MARKETING

We continue our digital ad campaign focused on 6th and 7th grade as well as a parallel campaign targeting Kindergarteners in key zip codes. Digital ads click thru to the “Join Us” page on the website.



Join us to learn more about Citizens of the World Kansas City through a virtual Q&A session with school leaders or a virtual school tour.

* Indicates required field

Name *

First	Last
First	Last

Student Grade(s) for 2020-21 *

The landing page for the digital ads and the postcards has a simple contact form for interested families to fill out, which triggers a follow up phone call from our recruitment team.

STUDENT & PARENT AMBASSADORS

Middle school teachers, parents, and students have contributed to video recordings and other collateral that they can share directly with interested families.

We are also offering an incentive of \$50 to students and parents for every new student they recruit and enroll by August. We are distributing flyers this week to all current families to encourage their participation in the recruitment incentives.

BANNERS AND YARD SIGNS



New yard signs have been distributed to nearly 100 current and new families, and new banners are in front of both campuses.

THE DREAM TEAM



For expanded recruitment efforts during summer, six of our current faculty members have joined our recruitment team to help us focus specifically on Kindergarten and middle school enrollment. We're excited to have such a great team!