



2020 RECRUITMENT & ENROLLMENT PLAN

LANDSCAPE CHANGES FOR 2020 RECRUITMENT

- Recruiting for 3 K classes in 2020, decreasing from 4 in 2019
- 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 (10 seats + waitlist)
- 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 72 new Kindergarteners**

GRADE-LEVEL APPLICATION GOALS

2020/21 Recruitment Attrition Funnel

Grade	Applied	Accepted	Enrolled	Seats Filled	Full Enrollment
K	234	117	80	72	72
1st	0	0	0	-2	72
2nd	38	13	7	7	72
3rd	22	7	4	4	72
4th	49	16	9	9	72
5th	38	13	7	7	72
6th	115	92	81	75	75
7th	48	38	33	31	75
TOTAL					582

STRATEGIES TO SUPPORT 2020 GOALS

- STRATEGY #1: Leverage in-house events to showcase being part of the community
- STRATEGY #2: Utilize current Citizens families in recruitment efforts
- STRATEGY #3: Boost Citizens presence in the community
- STRATEGY #4: Develop monthly calendar of targeted social media and mailings
- STRATEGY #5: Establish monthly goals and track progress toward those goals

IMPORTANT DATES FOR 2020 RECRUITMENT

October 24	Citizens of the World KC Preview Night, 4-6 pm
October 28	Tours begin, two days and one evening per week
November 9	City School Fair & SchoolAppKC goes live
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

TACTICS THAT WE KNOW WORK WELL

- Referral bonus / incentive for both parents and students
- Boosts on social media and encouraging families to share posts on their personal pages
- Canvassing neighborhoods with high volume of students in the ages we are targeting
- Evening (3-6pm) open house and Recruitment Manager adding evening office hours once a week (at the school until 6pm) through the summer for parents to drop-off enrollment paperwork and take tours
- In-person conversations and tours
- Mailers
- 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

TACTICS THAT WE KNOW DO NOT WORK WELL

- Tabling at a bunch of smaller attended events across Kansas City -- rather than fewer higher attended events -- brought in a smaller amount of applicants each week and used up a lot of canvassing hours
- Weekly application quotas
- Small preschool fairs, there tended to be more recruiters than kids
- Names and contact information received from grocery store tabling were not easy to contact / did not produce a lot of applications

PRE- NOVEMBER RECRUITMENT PLANNING ACTIVITIES

- Focus groups and survey of new parents to draw out testimonials and branding ideas
- Create collateral for entire recruitment season
- Create videos, photos, and social media content
- Improve schools' web presence