

# Vertus

## Recruiting

September 2022

**Currently Enrolled (Fall): 330 students**

**Strong Leads: 3**

## Trends

- There is an increase in applicants coming from RCSD who are unhappy with school placement. These parents don't feel like their kids will be safe at the schools where the district has placed them. (ie. Franklin, Douglass, and Wilson)
- Families who recently moved to Rochester from another state refuse to allow their kids to attend RCSD. (Florida (2), Georgia (1), Oklahoma (2), Alabama (1))
- 4 of the students who came from out of state were previously enrolled in private schools and wanted Vertus because it gave a private school feel without tuition.
- Most applicants come from RCSD and are unhappy with their current school environment.
- There is a growing number of students who are choosing Vertus.

## Recent Efforts

- Dropped off flyers (City Libraries, R-Centers,
- **School tours** (Since August): **33 school tours**
- **Home Visit Blitz**- Staff, did home visits to families who expressed interest in Vertus but hadn't yet enrolled ( 3 out of 15 finished enrollment paperwork)
- **Mailings**- Mailed personalized letters to 8th-grade and 9th-grade boys of Leadership Academy and Rochester Prep waitlist.
- Streaming service ads (Nueva era)
- Set up a table to promote and recruit at the Rochester Summer Soul Fest and The Mt. Olivet church community event
- Consistently submitting press releases to various news outlets. (Received coverage for the warrior challenge, Back2school event (WHEC), Varsity Football (WROC))
- Social media posts, boosts, and ads
- Sponsoring Rochester Youth Traveling team RMG Elites. This would include field access, cross-promoting, and opportunities to speak in front of incoming parents. The goal is to develop a feeder program for enrollment and the football team. Will be present at all of their home games.
- **Vertus Back 2 School event**

## Vertus Press

### Upcoming efforts

- **Hispanic Heritage event** at Vertus. (This event will celebrate and honor Hispanic culture in Rochester)
- **Coat Drive** with the City of Rochester. (Soccer team will be promoting Vertus at this gathering)
- **Submit press releases** to news outlets to help draw more positive attention to Vertus. *(Need help with getting News outlets to pick up stories)*
- **Vertus student social media challenge**

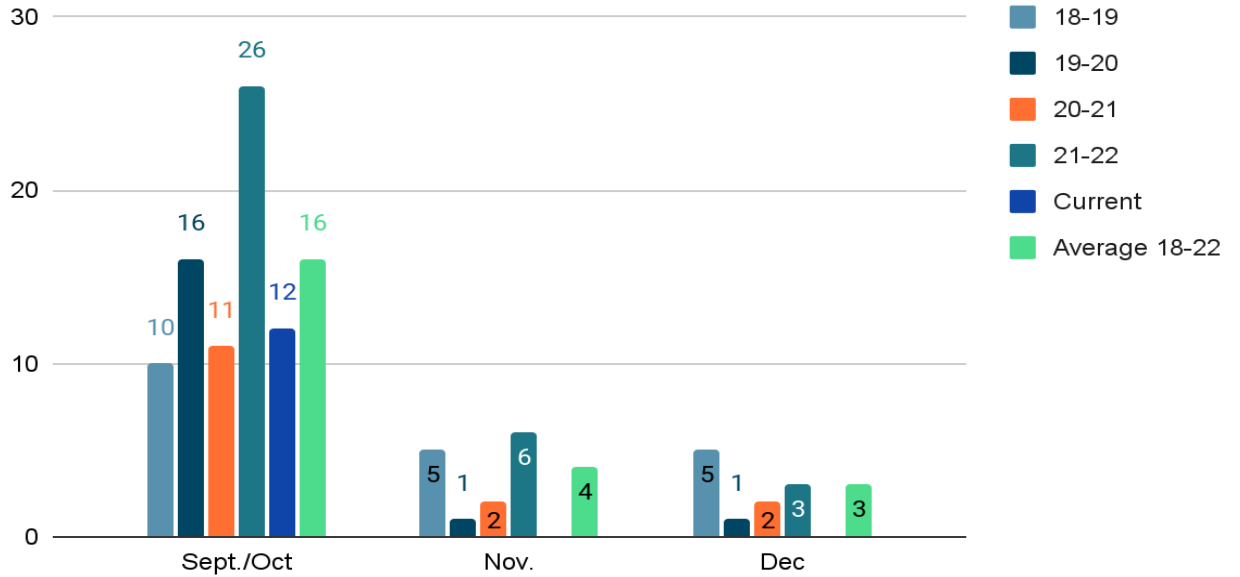
- **13Wham-** Vertus Latino Community event
- **Spectrum News** Feature story on Vertus electives (This led to 3 enrollments: an employee's Lyft driver, an Amazon truck driver delivering to Vertus, Rochester Prep mother saw the music production elective and immediately scheduled a tour and enrolled her son)
- Varsity Football story (WROC)
- Warrior Challenge Story
- Back 2 School event story
- **13Wham** Live interview with Lynette Adam (Featured Levi Bennett and David Thaxton)

### Where do they go if not Vertus?

- UPrep for athletics
- RCSD for coed and non-uniform reasons *(usually this is the student's decision)*

## Recap/Forecast

### Transfer Students



- Based on the previous year's averages, we can anticipate at least another 11 students to transfer before the new year.
- Due to a higher number of overall enrolled students this year, we can anticipate a decrease in transfer students after the new year