

Vertus

Recruiting

Currently Enrolled: 319 students

Strong Leads: 3

New Students enrolled (since 11/14): 14 new students since the last update

Trends

- Our current parents are beginning to promote more. (*The parent of newly applied student Steven Johnson heard about Vertus from their Dentist, who has a son attending Vertus.*)
- *A few students haven't attended school at all this year, due to parents not liking where RCSD placed them ie. Franklin*
- *Community events have help continues to help boost Vertus' brand recognition*
- A couple of newer students were bullied at prior schools
- Staff diversity is drawing students from suburban and private schools
- School Safety is drawing students from RCSD, as well as a desire for a more structured system

Forecast

- We will see an uptick in transfer students once the marking period ends (Late January)
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Recent Efforts

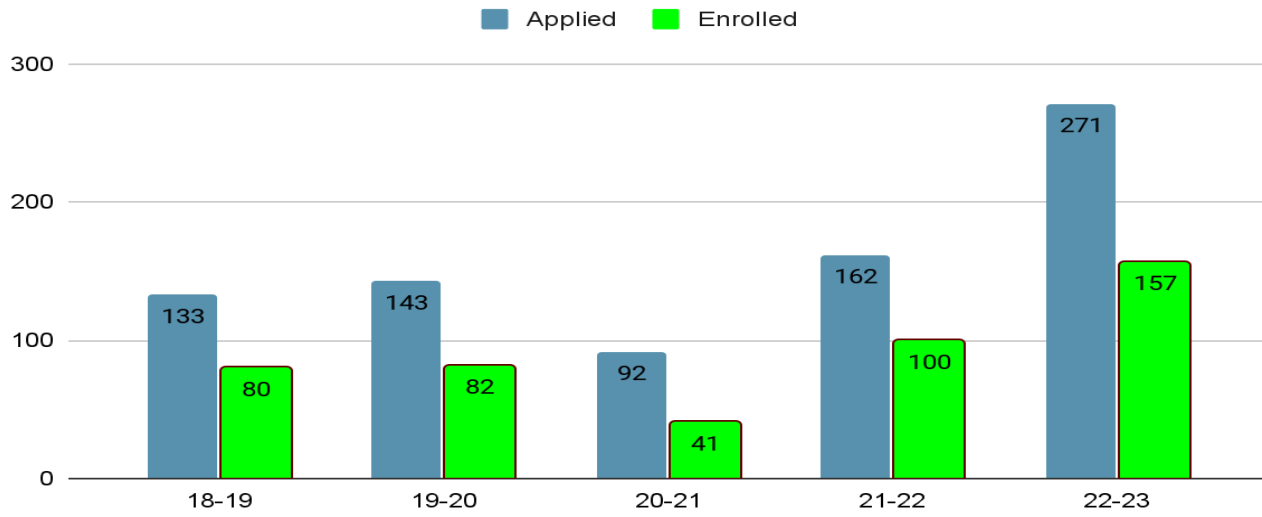
- **Mailing personal personalized letters to RCSD parents with 9th and 10th graders** (*Mailed 60 letters, resulted in 2 students enrolled*)
- *Cold calls/re-calls from previous FOIL list*
- Day of Thanks Giveaway community event
- Dropped off recruiting Flyers to a couple local libraries and R-Centers
- We consistently submit press releases to various news outlets.
- Regular Social media postings, ads, and boost.

Upcoming efforts

- Vertus student social media challenge
- Vertus Table at Home Basketball Games- The basketball games have been very well attended, so we want to capitalize on that traction
- December to Remember- Winter Celebration Dec 21- (*Voices of Valor Concert*)
- Transfer Now Campaign- This will target RCSD families as this first marking period is close. (*will drop off flyers to local libraries, R-Centers, mailing, and cold calls*)
- Will tour and speak to kids at Discovery Charter. Will provide a Vertus field trip for their oldest students.

Reflections

2022-2023



Mid-Year Transfers

