

Vertus

Recruiting Update

Currently Enrolled: 320

Strong Leads: 6

New Students enrolled: 12 new students
(since mid-December)

Applications for the 23-24 school year: 25 applications

Trends

- Boost of application coming in from RCSD, Franklin HS. in particular
- Parents are simply looking for a safe place for their kids to go to school
- Parent's coming from out of town are targeting Vertus because of our positive reputation and RCSD's negative one. (These students tend to be academically strong)
- More staff are beginning to refer students

Forecast

- We will see an increase in Latino students. (There has been an uptick in negative reviews coming out of Eugenio... and our current Latino families have been promoting Vertus to their families)
- Community events, parent engagement efforts, and community

cupboards are aiding in family satisfaction, which could boost student retention. These efforts also attract first-time visitors, which helps boost enrollment.

Recent Efforts

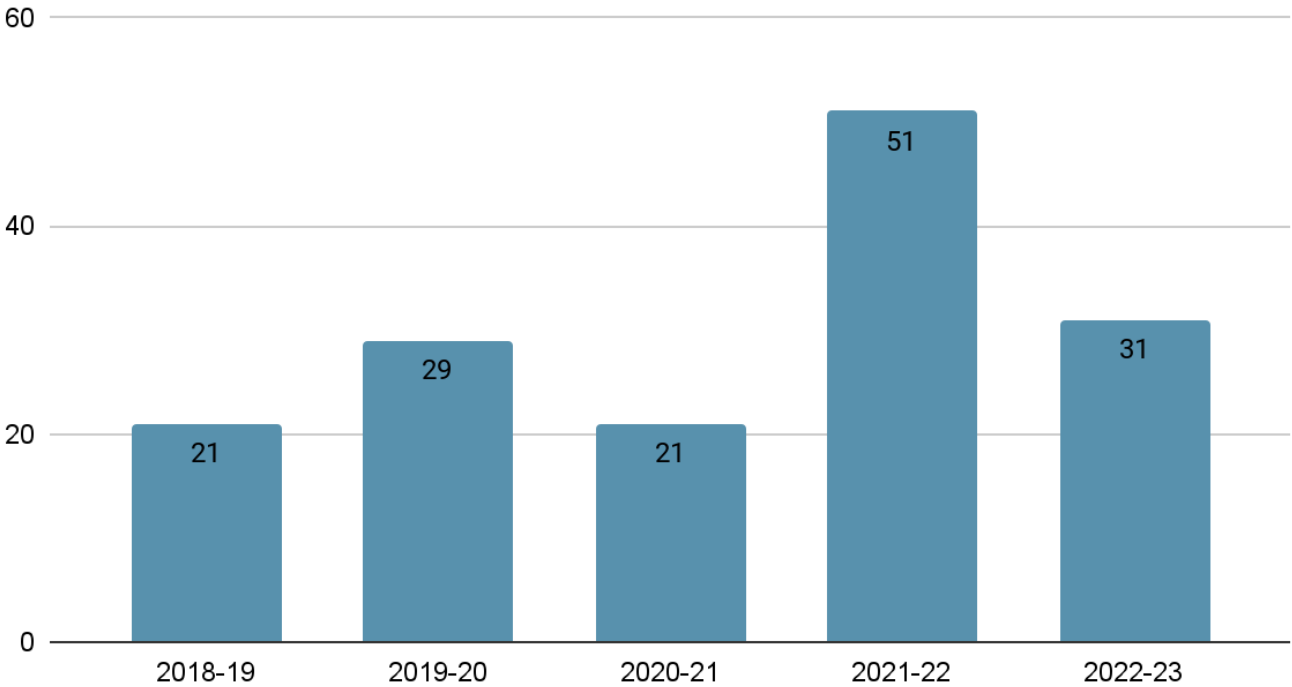
- **Mailing personal personalized letters to RCSD parents with 9th and 10th graders** (*Mailed 60 letters, resulted in 2 students enrolled*)
- Vertus Holiday celebration- brought in between 150-200 attendees
- Currently running ads with Nueva Era Music app. In efforts to boost ELL numbers
- Dropped off flyers to the local library and recs centers
- Social Media postings

Upcoming efforts

- Black History Month Celebration event
- Mass mailing to help recruit current and rising 9th graders
- Staff call a thon
- Invite families of 23-24 school year applicants for tours.
- Recalling the 9th-grade student who previously applied but chose a different school

Reflections

Mid-Year Transfers



2022-2023

