

Vertus

Feb. Recruiting Update

Currently Enrolled: 322

Strong Leads: 3

New Students enrolled: 14

Applications for the 23-24 school year:

42 applications

Trends

- There is an uptick in transfer students from Franklin, Wilson, and School 58.
- Newly enrolled student Ivory (from Wilson). Has recruited two more students who enrolled at Vertus and one student who is currently a strong lead

Forecast

- Mid-year transfers will gradually decrease after February
- There will be an uptick in 23'-24' applications in the month of April as a result of the lottery, and Vertus call a thon

Recent Efforts

- Black History Month Celebration
- Vertus family sharing social media post-challenge.
- Dropped off flyers to local R-Centers
- Submitted FOIL request to the district
- Promotional table set up at the City Rock basketball tryout
- Social media posting

Upcoming efforts

- Call a thon
- Setting up a parent-based incentive that would encourage them to promote Vertus on their social media pages (at the Vertus Induction Ceremony)
- We are developing an updated Vertus brochure and merchandise to give out at Local R-Center and libraries.

New Connections

- Amanda from U of R Golisano Children's hospital- heard about Vertus from one of her co-workers who has children here. She is now looking to refer up to four families.

Reflections

