



**Vertus**  
HIGH SCHOOL

# March

## Recruitment Update

**Currently Enrolled: 325 ( as of 3/14)**

**Strong Leads: 5**

**New Students enrolled: 10 (since mid-Feb)**

**Applications for the 23-24 school year: 59**

### Trends

- In the past month, 4 transfer students personally called to enroll. They were seeking a change.
- There is an uptick in transfer students from Greece ( Athena & Arcadia) and RCSD (Wilson, Edison, Early College).
- Our current parents are beginning to promote more.
- School Safety is drawing students from RCSD and a desire for a more structured system.

### Forecast

- The mid-year transfer will slow down.
- 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

- Vertus family sharing social media post-challenge at family night
- Promotional table set up at EXPECT Regional Conference
- Social media postings and boost
- Reached out to local churches promoting the Gala and seeking partnerships

### Upcoming efforts

- Call a thon
- CBL Basketball league held at Vertus (From March-May) (This brought in a couple of new students last year)
- Giving out new invites
- merchandise to give out at Local R-Center and libraries.
- AAU City Rock games at Vertus

### New Connections

- Amanda from U of R Golisano Children's hospital- heard about Vertus from a co-worker with children here. She is now looking to refer up to four families.



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### Reflections

