

# April

## Recruitment Update

Currently Enrolled: **322**

New Students enrolled: **5**

23-24 school year:

- **32** students accepted our offer to attend Vertus next year.
- **10** have fully completed their enrollment packets.
- **3** additional applicants are a couple of items away from being fully enrolled.

### Trends

- There has been an uptick in students personally inquiring about enrollment (mostly from Wilson and Franklin)
- There is also an uptick in transfer students from Greece (Athena & Arcadia) and RCSD (Wilson, Monroe, Edison, Early College).
- Our current parents are beginning to promote Vertus more and recommend it to other parents.
- School Safety continues to draw students from RCSD, and these parents are seeking Vertus because of its structure.

### Forecast

- Due to the urgency for many families to leave the district, Vertus families will complete registration paperwork faster than in years past.

### Recent Efforts

- Vertus family sharing social media post-challenge at family night
- CBL basketball league (1 student enrolled from here so far)
- Social media postings and boost
- Reached out to local churches promoting the Gala and seeking partnerships



## Upcoming efforts

- Call a Thon as soon as we receive an updated FOIL list
- merchandise to give out at Local R-Center and libraries.
- AAU City Rock games at Vertus
- Run ads on streaming series and radio (one being Spanish-speaking)
- Social Media advertisements
- Summer kick-off event
- Pitching a cover story to a few news outlets (i.e., Spectrum, WROC, etc.), highlighting a couple of our electives.
- Speaking to students at Discovery charter school and Urban Choice. I will also extend an invitation for them to visit Vertus on a field trip.
- Mass mailing for potential families

## Connections

- Amanda from Golisano Hospital. She has scheduled two different family tours, resulting in one new enrollment.



# **Vertus Enrollment Recap**

**A=applied    E=Enrolled**

Time of applying	18'-19'		19'-20'		20'-21'		21'-22'		22'-23		Average	
Applied vs. Enrolled	A	E	A	E	A	E	A	E	A	E	A	E
Pre Lottery	49	20	53	24	54	18	54	23	75	25	57	22
April	4	2	12	8	2	0	8	2	20	6	9	4
May	6	6	7	4	5	3	18	13	34	21	14	9
June	11	10	19	12	5	2	26	20	20	14	16	12
July	23	15	18	10	9	8	18	17	29	17	19	13
August	30	19	24	16	10	6	21	12	72	54	31	21
September	10	8	10	8	7	4	17	13	30	17	15	10
Total	133	80	143	82	92	41	162	100	280	154	162	91

## **Projected End Year Enrollment**

- 320 **Before Graduation**
- 230 **Projected Enrollment post spring semester** (Post graduation (-65), Potential attrition (-25))



### **Mid-Year transfers**

<u>18'-19'</u>	<u>19'-20'</u>	<u>20'-21'</u>	<u>21'-22'</u>	<u>22'-23'</u>	<u>Average</u>
21	29	21	51	61	37

**61** mid-year transfers for the 22-23 school year as of 4/11