



July

Recruitment Update

Currently Enrolled (23-24 school year):

324 (16 spots remaining)

Enrollment forms pending for the 23-24 school year: 10 families are in the process of enrolling.

Family school Tours completed (June 10- July 10): 21 Tours

Trends

- An uptick of students transferring from Monroe (a few of them have been athletes)
- Our current parents are beginning to promote more.
- School Safety is drawing students from RCSD and a desire for a more structured system.

Recent Efforts

- School tours
- Call a thon- This resulted in **10 student's enrolled**
- Mass mailing for potential families.
- Personalized letter and invited to potential students
- Summer Kick off event @ Vertus (Resulted in 4 school tours and 2 enrolled students)
- 19 Ward Square Festival- set up a table (Results= 3 new applicants and one new enrollment)
- Passed out recruiting flyers at graduation.
- Social media postings and boost

Developing strong relationships:

-Howard Grossman- lead a mentoring program for young men in the inner city. He has brought in two students for school tours and will be enrolling one.

-Amanda from Golisano has brought in 4 different families for tours. (All have enrolled)

-Michael Johnson has connected us with two students who enrolled and is currently working on getting more transfers.





Vertus HIGH SCHOOL

Upcoming efforts

- Latino Community Day event
- Vertus Teen Night
- Back to school event at Vertus
- 3 on 3 Basketball tournament at Vertus
- AAU City Rock games at Vertus
- Seeking to land a news feature story highlighting the barbering program.

Students Enrolled

