



Vertus
HIGH SCHOOL

August

Recruitment Update

Currently Enrolled (23-24 school year):

333 (7 spots remaining)

Family school Tours completed (since July

10): 18 Tours

Trends

- Several students coming in from out of state. Heard negative feedback about the district and believe that Vertus is a better choice
- Our current parents are promoting more.
- School Safety is drawing students from RCSD and a desire for a more structured system.

Recent Efforts

- School tours
- Vertus Latino Community event
- Vertus Teen Night
- Gospel Jubilee at Public Market

- Puerto Rican Festival
- Press releases- landed three news stories. The day after, we saw an uptick in applications and scheduled tours.
- Personalized letters sent to potential students
- City Rock's AAU basketball games at Vertus
- Social media postings and boost

Developing strong relationships:

-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.

Upcoming efforts

- Introducing a marketing and content-creating elective in the Fall
- Back to school event at Vertus
- Back to school event with Khadija Yawn
- 3 on 3 Basketball Tournament at Vertus
- Seeking to land a news feature story highlighting the barbering program.