



Currently Enrolled (23-24 School Year): 340

Family School Tours Completed Since August: 18

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.



Upcoming Efforts

- Developing a student-promoting team through a Vertus elective class.
- Seeking to land a news feature story highlighting the barbering program and strength and conditioning program.
- Seeking to find contacts and or connections at closing RCSD schools
- Develop a system for the upcoming waitlist

Recent Efforts

- Family restored community event at Parcel 5
- 3 on 3 Basketball Tournament at Vertus
- Sponsored at a back-to-school event at Rochester Community Sports Complex
- Vertus Back to School Jam
- Radio interview at 103.9 WDKX- (Memory Lane)
- School tours
- Puerto Rican Festival
- Press releases- landed four news stories. There has been an uptick in phone calls since
- City Rock's AAU basketball games at Vertus
- Social media postings
- Cold Calls