





Currently Enrolled (23-24 School Year): 337

17 Transfers since 9/6

Family School Tours Completed Since September: 8

Trends

- There are a few students from Franklin whose parents haven't sent them to school yet because of fear. They said that they are willing to wait for Vertus before sending them to Franklin. 
- Several students are 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 Vertus more via social media and word of mouth.
- There is an uptick in parents of 7th and 8th graders inquiring about Vertus. A few are looking to secure a spot for next year. 
- School Safety is drawing students from RCSD and those desiring a more structured system.
- 3 of the new transfers were bullied at previous schools (Penfield, Brighton, Northeast)

Recent Efforts

- Radio interviews at 103.9 WDKX
- School tours
- Parent Union Summit at Vertus
- Social media postings
- Marketing class with 16 Vertus Students. Using class to gain more insight into the student-aged market, create promotional content, and develop student ambassadors.

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

