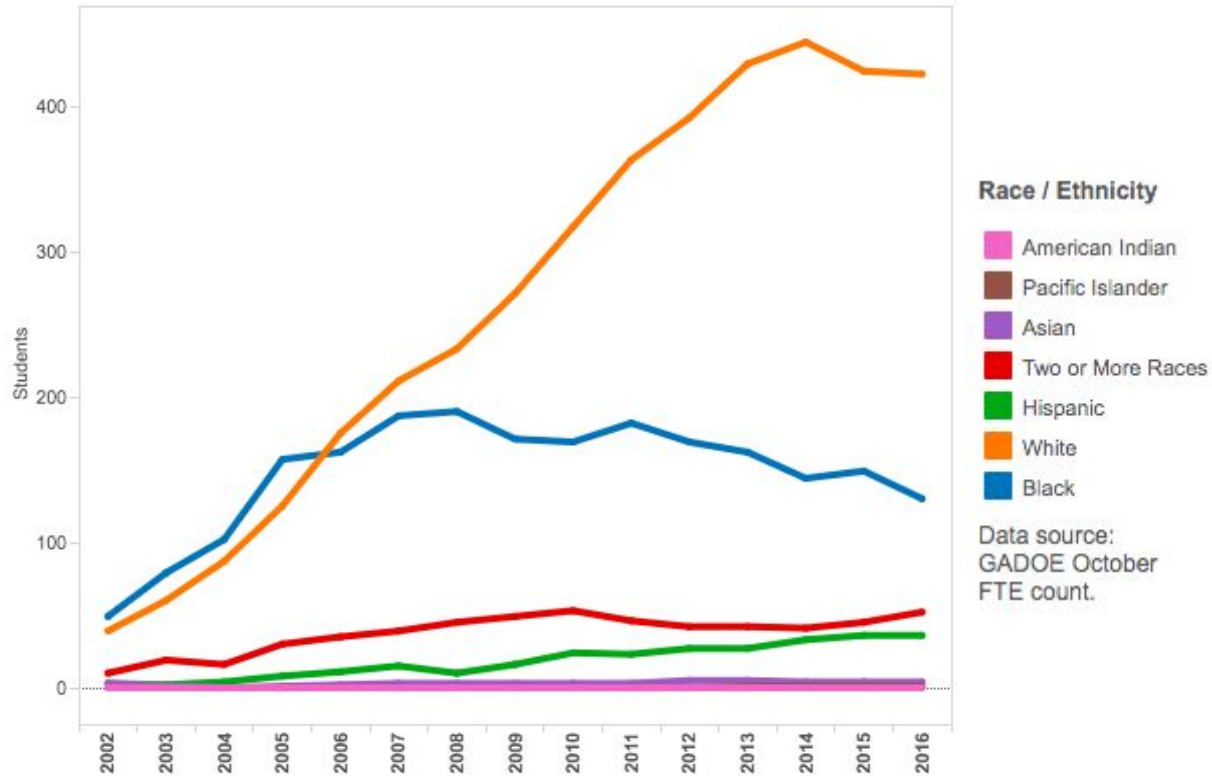


Student Recruitment

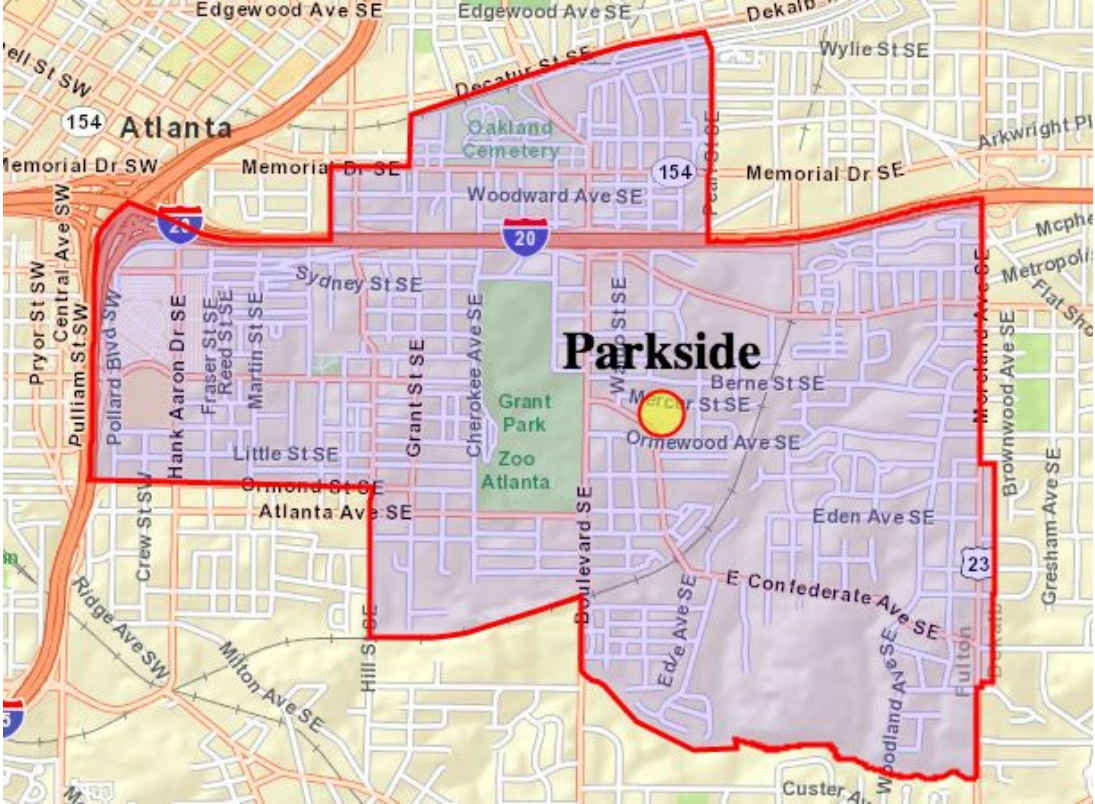
Recruitment: Diversity goals

- In 2016, the Georgia Department of Education expressed concern that ANCS's students, faculty, and staff did not reflect the demographic diversity of the attendance zone the charter school serves
- Our charter contract states that we will use a weighted lottery until we reach a point where "30% to 50% of enrolled students are economically disadvantaged"

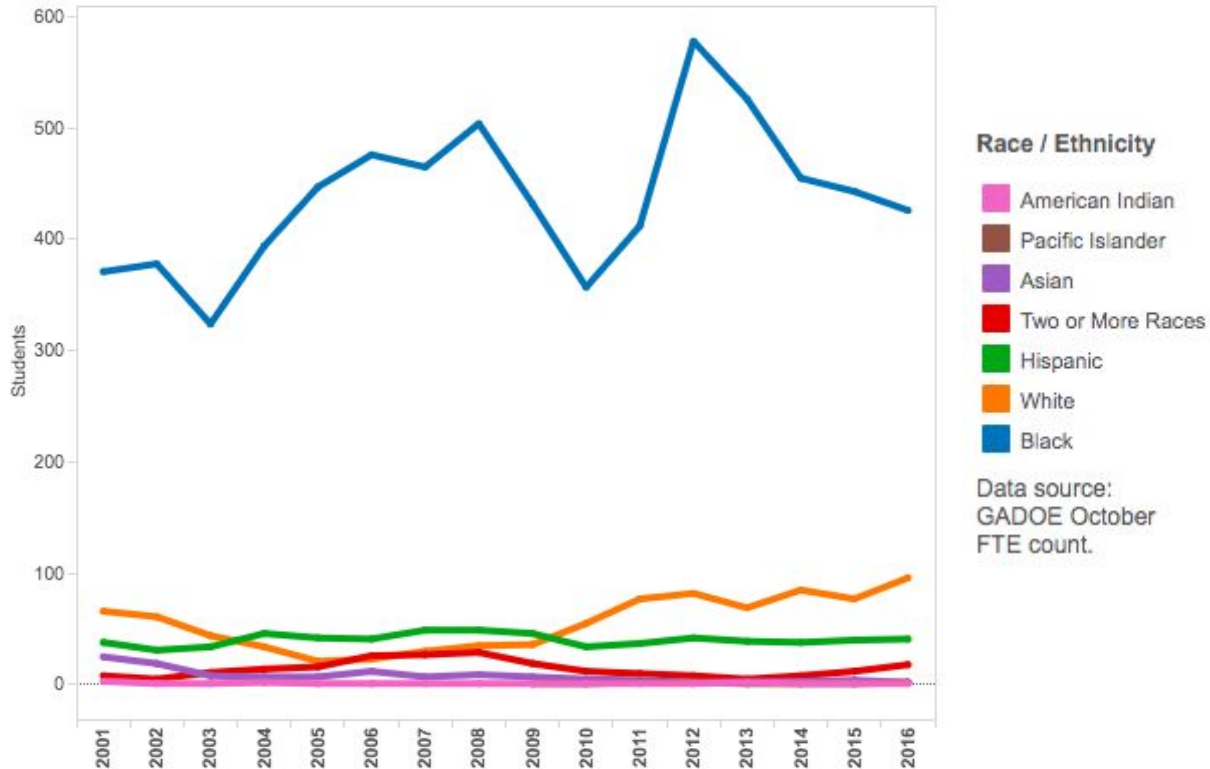
Student Demographic Trends: ANCS K-8



Student Demographic Trends: Parkside Elementary



Student Demographic Trends: Parkside Elementary



Student Demographic Trends: Parkside vs. ANCS

Direct certification/Economically disadvantaged

ANCS Elementary: 5%

Parkside Elementary: 50%

Recruitment plan

- Participation in the APS universal application platform
- Continue/advertise weighted lottery
- Personalized recruitment of underrepresented ethnicities in the first tier of the attendance zone
- Targeted advertisement on social media leading up to the application period
- Regular recruitment tours beginning in January
- Outreach to specific communities in the first tier of the attendance zone
- Continued outreach at pre-K programs in the area