**Development & Communications**

**12.31.2023**

**Recruitment**

* Attended 13 Middle School events representing 17 unique K-8 schools
* Held Open House event on 11/1/2023 with 10 families in attendance; additional Open House scheduled (held) January 10, 2024 (with 12 families in attendance).
* Advertising avenues
	+ Yard Signs
	+ List Serve and Media Press Releases
	+ Radio
	+ Direct Mail to surrounding zip codes
	+ Digital Ads on NOLA.com
	+ Gambit Back to School issue
	+ Bus sides (general advertising not specific to Open House)
* One-App application deadline extended to January 26, 2024; we’ll start to receive new student data in March).

**Grant update**

* See attached pipeline
* Funds received from Selley ($20,000) and ProBono Publico ($10,000)
* Received an in-kind grant through the Everyone Graduates Center at Johns Hopkins University to participate in their [On Track to Career Success](https://www.aecf.org/blog/building-a-framework-to-help-young-people-stay-on-track-for-career-success) (OTCS) program funded by the Annie E Casey Foundation. The [OTCS project](https://new.every1graduates.org/on-track-to-career-success/) works with partner schools and their communities to create a framework that supports all students, including the most marginalized, on a path to high school graduation, post-secondary schooling and/or training, and a career with a family-supporting wage. This in-kind donation will be leveraged to meet the requirements of LDOE’s funding objectives in *Priority Area 1 - Career-College-Service Readiness.*
* Work has commenced on 2024-24 Super App to request Federal Funding from LDOE.
* Have received $22,137 in additional 23-24 Federal funding from the Education Excellence Fund, Title I, Title IIA, Title III, and Title IVA.