

APPROVED

F.W. Parker Charter Essential School

Minutes

Enrollment Committee

Date and Time

Monday November 13, 2023 at 7:00 PM

Committee Members Present

B. Harrigan (remote), M. Beganski (remote), N. Odekirk Hatlevig (remote), P. Gordon (remote)

Committee Members Absent

H. Pierpont

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

B. Harrigan called a meeting of the Enrollment Committee of F.W. Parker Charter Essential School to order on Monday Nov 13, 2023 at 7:10 PM.

C. Approve Minutes

B. Harrigan made a motion to approve the minutes from Enrollment Committee on 10-16-23.

N. Odekirk Hatlevig seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Enrollment

A. Review Enrollment Trends

[Parker Enrollment - September 2023.pptx](#)

Parker enrollment slides were reviewed:

- Current year is more diverse.

- Lower number of applications but would like to get back to historical high.
- Declining acceptance rate.
- Total withdrawals increasing, especially in higher grades.
- Increasing number of offers per waitlist.

Can we get data from similar schools?

B. Goals

Brian explained how current goals were built off data from the slides:

Long term goal is full enrollment and to be as diverse as sending districts (30%).

Current goals:

- Diversity 15% non-white
- Applications 283 applications
- Acceptance 7th/65, 8th/50, 9th/20%
- Withdrawals 35

Discussion:

Can we add withdrawal goals based on years 7-9 and 10-12?

We need to make significant investment of time and money to increase applications by 70.

Can we look at demographics locally for elementary grades to see changes in population.

Should number of applications goal be broken out by grade?

Enrollment strategies:

Niche partnership

Reviews and ratings

Social media presence and new videos from Whit focusing on student experience

Will present options to board and ask for about releasing funds to support efforts.

Nicole asked about prospective students opportunities to talk to other students.

To Dos:

- Need to work on wording for mailer.
- Explore Great Schools.
- Reach out to local realtors and determine how to list Parker as local school.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:00 PM.

Respectfully Submitted,
M. Beganski

Documents used during the meeting

- Parker Enrollment - September 2023.pdf