

# F.W. Parker Charter Essential School

## Minutes

### Enrollment Committee

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#### Date and Time

Wednesday November 29, 2023 at 6:00 PM

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#### Committee Members Present

B. Harrigan (remote), H. Pierpont (remote), J. Appleton (remote), M. Beganski (remote), P. Gordon (remote)

#### Committee Members Absent

N. Odekirk Hatlevig

#### Guests Present

L. Hayner (remote)

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### I. Opening Items

#### A. Record Attendance

#### B. Call the Meeting to Order

P. Gordon called a meeting of the Enrollment Committee of F.W. Parker Charter Essential School to order on Wednesday Nov 29, 2023 at 6:00 PM.

#### C. Approve Minutes

B. Harrigan made a motion to approve the minutes from Enrollment Committee on 11-13-23.

P. Gordon seconded the motion.

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

### II. Enrollment

#### A. Enrollment Marketing Plan

- Introductions.

- Brian began by discussing enrollment issue is new and lower acceptance rate is a factor affecting current numbers.
- Explored lottery date change and pushing back deadline to March 1. State supports and only requires we provide 30 days public notice. John asked if earlier applications are more likely to say yes, but that data is not tracked. Hannah discussed aligning dates with other public charters. Luciana asked what moving the date does for us. All were in support of moving the date.
- Pam discussed current enrollment plans including Niche, website upgrades, and need for expertise.
- Reviewed talking points and what resonates. Discussed reasons why families choose Parker and who is the audience of the talking points. Ensure community knows we are for all and that the program is rigorous. Need to define school's identity and answer the "So what?" question. Why do the talking points matter. Discussed updating college matriculation data and using national clearinghouse information. Discussed importance of points 14 and 15 leading to healthier adults. Discussed what is our voice and how do we use it.
- Discussed marketing strategy and desire to increase diversity by prioritizing communities of color. Kalista helping with conversion rate of applications to enrollment.
- Brian will make revision to talking points based on discussions.

[Parker Talking Points.docx](#)

[Parker Enrollment 23-24.docx](#)

### 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 7:04 PM.

Respectfully Submitted,  
M. Beganski

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#### Documents used during the meeting

*None*