

APPROVED

F.W. Parker Charter Essential School

Minutes

Enrollment Committee

Date and Time

Monday January 8, 2024 at 6:00 PM

Location

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 271 621 816 713

Passcode: t4yafw

Committee Members Present

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

Committee Members Absent

J. Appleton

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 Monday Jan 8, 2024 at 6:07 PM.

C. Approve Minutes

H. Pierpont made a motion to approve the minutes from Enrollment Committee on 11-29-23.

N. Odekirk Hatlevig seconded the motion.

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

II. Enrollment

A. Review Current Application Numbers

Reviewed current enrollment numbers. 361 students. New students starting for second semester in late January. Expect to finish the year in the high 360s which is under budget of 390.

Current application numbers (118) are lower by 16 than same time of previous year but extended deadline may be affecting timing of application completion.

B. Update from Enrollment Liaison

Hannah sent emails to students applying for January and has not had any reach out to her from that. She interacted with two parents: one no and one yes for attending. Will move efforts from current year lottery to focus on next year lottery prospects. Bucketing prospects for efforts related to if applied, if info session, if inquiry only, etc.

Recognized need for better admissions tracking method. Have only kept basic list in past and need ability to track prospects and our efforts better. Reach out to MCPSA about admissions software options and recommendations. Strategies are good but we need to do it better.

C. Current Marketing Efforts

Current efforts include hockey program which will reach local families attending games. Action Unlimited ads, Sentinel and Nashoba Publishing print and digital ads, Niche promotion, bus signs in Fitchburg and Leominster, tables at BGCFL, Leominster postcard.

Nicole is going to meet with local realtor.

Current parents to help with parent engagement and community building.

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 6:57 PM.

Respectfully Submitted,
M. Beganski

Documents used during the meeting

None