



Board Agenda Item #	IV-C Information/Discussion Item
Date:	June 13, 2019
To:	Magnolia Public Schools - Board of Directors
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships
RE:	Enrollment Update

PROPOSED BOARD MOTION

This is an information item; no action is required.

INTRODUCTION

The following enrollment data is pulled directly from the student enrollment dashboard in system SchoolMint on May 31, 2019, which delivers up to date enrollment numbers for all Magnolia schools.

Target enrollment for 2019-2020 is 4,114, as of May 31, 2019, enrollments needed are 292 students across all Magnolia Science Academies. A school-by-school breakdown is demonstrated in the graph below:

Data from Enrollment Dashboard.csv file		2019-2020												
		DO NOT CHANGE												
Numbers on: June 7, 2019	Applications Submitted	Offered Enrollment	Accepted Offer	Submitted Forms	Not Enrolled	PACKETS RECEIVED	PACKETS RECEIVED	Waitlisted	Target	Enrollments Needed	Returning			
SCHOOL NAME	APPS	OF	AP	CV	ALL	NE	RECEIVED	Since Last Friday	ALL	WL	Enrollments	Needed	Students	
TOTALS	46	138	189	889	1212	567	947	10	1454	70	4114	292	2999	
Magnolia Science Academy Santa Ana	0	6	3	78	87	9	63	0	87	9	675	43	581	
Magnolia Science Academy San Diego	0	17	12	210	239	271	187	0	481	7	465	42	237	
Magnolia Science Academy 1	32	17	33	144	194	50	166	0	194	0	657	7	510	
Magnolia Science Academy 2	2	17	45	89	149	62	104	0	149	6	458	21	343	
Magnolia Science Academy 3	3	15	23	64	102	38	57	0	102	0	509	53	424	
Magnolia Science Academy 4	0	6	12	26	44	18	24	0	44	0	167	31	112	
Magnolia Science Academy 5	4	29	4	43	76	33	52	9	76	0	250	18	209	
Magnolia Science Academy 6	0	1	1	36	38	2	35	0	38	0	160	28	97	
Magnolia Science Academy 7	1	3	0	72	73	1	73	1	73	48	292	2	230	
Magnolia Science Academy Bell	4	27	56	127	210	83	186	0	210	0	481	47	256	

NEW Magnolia “Recruitment and Enrollment Strategy 2019-2020”

The Outreach and Communications Department alongside the Accountability Department have designed a NEW Magnolia Recruitment and Enrollment Strategy for 2019. The aim was to create purposeful and efficient collaboration between the school site Office Managers and the Parent and Community Engagement Coordinator teams. Lydiett Vega - Executive Office Manager and Ismael Soto - Director of Partnerships will be leading these efforts.

Below is a graph demonstrating the increase in enrollment packets received after the launch of the recruitment and enrollment strategy.

Received Weekly	Date
53	24 th -May
40	17 th -May
68	10 th -May
55	3 rd -May
94	26 th -Apr
50	14 th -Apr
39	5 th -Apr
40	29 th -Mar
25	22 nd -Mar

*See attached recruitment and enrollment strategy for 2019-20

Marketing Campaign Strategies

In partnership with Digital First Media/Southern California News Group and Staples Print and Marketing have developed a multi-faceted enrollment marketing campaign. They include:

Southern California News Group

End of Year Push - To continue an effective use of the budget, we created a campaign using only the best platforms based on past performance. We grouped schools together based on enrollment priorities:

Priority 1 Schools (MSAS 1, 4, 6, Santa Ana, and San Diego):

MSA-1 (*Enrollment goal of 30 students)

- LA Daily News – Focus on Education: Print and Digital components published by LA Daily News education sections.
- Email Marketing (e-blast): Targeted emails to parents leveraging demos, income, and interests. Parents were able to submit an enrollment request through the eblast link or the Facebook “Learn More” button, which was logged and routed to the appropriate MSA website “Why MPS?” page.
- Social Media: Targeted Facebook/Instagram ads leveraging demos, income, & interests.

MSA-6 (*Enrollment goal of 160 students)

- Direct Mail Post Cards: Targeted post cards leveraging demos & income
- Social Media: Targeted Facebook/Instagram ads leveraging demos, income, and interests

MSA-Santa Ana (*Enrollment goal of 80 students)

- Excelsior Newspaper Publication: Print & Digital components targeting the Spanish Affluent community of South Orange County
- Direct Mail Post Cards - Targeted post cards leveraging demos & income

MSA- San Diego (*Enrollment goal 91 kids)

Search Engine Marketing (SEM): Google Search Ads leveraging key words driven from search inquires being made by parents

Email Marketing (e-blast): Targeted emails to parents leveraging demos, income, and interests. Parents were able to submit an enrollment request through the eblast link or the Facebook “Learn More” button, which was logged and routed to the appropriate MSA website “Why MPS?” page.

Priority 2 Schools (MSAS 2, 3, 5, 7, AND 8)

Method: E-blast, Direct Mail-Post Cards, SEM, Facebook, and targeted display banners. These schools received a combined 50,000 count eblast targeting a radius geography from each school, with no duplication and specific demographics. There was also a companion Facebook campaign. The process mirrored Priority 1 schools.

PACE Program Support

An example of the support the Parent and Community Engagement Coordinators are providing the schools is listed below:

MSA-4

- Rancho Palms MS/HS Fair
- Magnolia Referral Incentive Program
- 8th Grade Night
- MSA-4 hosted MSA-6 8th grades for an information session as a recruitment effort

MSA-6

- Staples Every Door Direct Mail Post Card Campaign:
 - 12/2018 and 01/2019 Winter break campaigns
- Multicultural Food Festival
 - March 2019 Inviting the community to our campus in efforts to boost enrollment
- So. Cal News Group
 - Facebook Campaign
 - Direct Mail Campaign

MPS Referral Program

As part of our ongoing recruitment and enrollment strategy program here at Magnolia Public Schools, we launched a new Magnolia Referral Program. MSAs were shipped 5-15 ten-piece gift sets depending on enrollment needs.

The following are instructions given to MSA Office Managers:

1. **Print posters** and display where parents have a clear view (*ex. main office entrance, drop off location, parent centers, etc.*). Note: 11" x 17" posters have been distributed

to all MSA principals in attendance during today's monthly meeting at the MPS home office.

2. Send weekly **ParentSquare messages** announcing the new referral program. Ensure you mention the launch date of May 22, 2019, prior referrals in SchoolMint will not be honored.
3. Promote in every **Friday Flash newsletter**.
4. To receive full credit for the referral, please guide families to add the person who referred them in the **SchoolMint section titled "Referred by: (Provide Person's Full name)."** PACE Coordinators and Office Managers will be guided on how to retrieve this information.

BACKGROUND

Marketing Terms:

- **Search Engine Marketing (SEM)** is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.
- **Facebook ads** are targeted to users based on their location, demographic, and profile information. Many of these options are only available on Facebook. After creating an ad, you set a budget and bid for each click or thousand impressions that your ad will receive. Users then see your ads in the sidebar on Facebook.com.
- **Email marketing (e-blast)** is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

- **Direct Mail Postcards** puts our unique MPS message in the hands of our customer – families with children TK-12 grades. Whether our Magnolia parent and community engagement or PACE Coordinators are handing them out in the neighborhoods we serve or launching direct mail postcards campaigns to reach families fast and with impact.
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ANALYSIS

Enrollment Marketing campaign calendar – June 2019 through January 2020

Marketing Timeline:

- Pre-Summer break campaigns - June 3, 2019 – June 14, 2019
 - Summer campaigns - July 3, 2019 - August 13, 2019
 - Census Day campaigns – September 25, 2019 - October 2, 2019
 - Pre-Winter Break campaigns - December 11th - December 14th
 - Winter break campaigns - December 16, 2018 - January 3, 2019
 - Lottery campaigns - January 3, 2020- January 9, 2020
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BUDGET IMPLICATIONS

These updated enrollment numbers and future projections are being used to calculate the 2019-20 budgets for all of Magnolia Public Schools.

EXHIBITS (attachments):

Attachments included:

1. MSA_GiftSet_Incentive.jpg
2. Recruitment & Enrollment Strategy 2019.pdf
3. Enrollment_as_of_May31_2019

**Magnolia
Recruitment
& Enrollment
Strategy
2019-20**

**PACE and Accountability
Department Collaboration**

PACE = Recruitment

Office Mgr. = Enrollment

Recruitment & Enrollment Strategy For PACE and Office Managers

- Office managers will make **FIRST CONTACT** with applicant families.
- If families do not reply to 1st or 2nd call attempt, PACE will be asked to make the recruiting/follow up calls.
- As families begin to turn in enrollment packets, the office staff will handle all form and compliance tasks.

Step 1: PACE will meet with Office Managers to REVIEW the 2019-2020 MPS Enrollments & Lotteries every Monday between 9:30 am-10 am to review which grade levels still require applicants and who the Office Managers need you to contact.



Step 2: The **submitted and offered** applicant list will be given to PACE by Office Managers. PACE will utilize pre-determined scripts (see Call Scripts slide) when contacting families.



Step 3: PACE will report results to Office Managers every Wednesday by 10:30 am. Next, the Director of Partnerships and Executive Officer Manager will get an update during the weekly PACE call.



Schoolmint Application Status Definitions

01	Submitted	<ul style="list-style-type: none">A parent has submitted an application.	Recruitment
02	Offered	<ul style="list-style-type: none">The School has offered that child enrollment	
03	Accepted	<ul style="list-style-type: none">A parent has accepted the school's offer.	Enrollment
04	Registration in Progress	<ul style="list-style-type: none">The parent has begun filling out the enrollment forms.	
05	Registration Completed	<ul style="list-style-type: none">The parent has finished the enrollment forms	
06	Registration Verified	<ul style="list-style-type: none">The office has verified all the information the parent has submitted.	
07	Waitlisted	<ul style="list-style-type: none">The student has been placed on a waitlist	
08	Canceled	<ul style="list-style-type: none">The parent/admin has canceled the app	
09	Rescinded	<ul style="list-style-type: none">The school has revoked the offer	
10	Declined	<ul style="list-style-type: none">Parent has declined offer made by school	

PACE: Call Scripts

Step 1: Hi, My name is _____, I am the Parent and Community Engagement Coordinator at Magnolia Science Academy-X.

- **Submitted script:** I am calling because we noticed that you submitted an application but have not completed the process. I am calling you today to answer any questions you might have. How can I support you in completing the application so that we can ensure your child has a seat at our school.
- **Offered script:** I am calling because we noticed that you were offered enrollment at our school Magnolia Science Academy - Santa Ana but have not accepted the offer. I am calling you today to answer any questions you might have. How can I support you in completing the application so that we can ensure your child has a seat at our school.

If YES: Continue to Step #2

If NO: I understand, if you'd like to reconsider, I would like to personally invite you to join me for a 15-minute campus tour on (insert date). Additionally, our next school event _____ is on (insert date) and would love to have you join us. Would it be ok for me to send you information regarding our event? Again, my name is (insert name), thank you for your time, please feel free to call me or stop by our school anytime for additional information.

Step 2: Great! Our school Magnolia Science Academy - X is excited to move forward with your enrollment. Is there anything I can assist with?

To Summarize

SchoolMint = Prospective Students

ParentSquare = Current Students

PACE = Recruitment

Office Managers = Accountability & Enrollments

Contacting SchoolMint Applicants on ParentSquare

Steps:

1. Go to SchoolMint and export a file of applicant contact info
2. Go to ParentSquare and set up a new Smart Alert
3. Under Recipients choose the option to “Upload CSV Recipients...”
 - Make sure it’s in the format outlined!
4. Record,email,text Smart Alert.

Contacting SchoolMint Applicants on ParentSquare

The screenshot shows the 'Application Index' page for Magnolia Public Schools for the 2019-2020 school year. The page includes a header with the school name and year, a title 'Application Index' with a help icon, and a '+ Create Custom View' button. Below the header are several filter buttons: 'All Groups', 'All Schools', '3 selected', 'All Priorities', 'All Districts', and 'All Grades'. A dropdown menu is open for the '3 selected' button, listing various application statuses such as 'Submitted', 'Offered', 'Accepted', 'Registration in Progress', etc. A search bar is located on the right side. At the bottom left, there is a table with columns for 'Student Name', 'Grade', 'School', and 'Contact Information'. The 'Export as CSV / XLS' button is circled in red, and a 'Sort Records' button is next to it. A 'Results per page: 25' dropdown is also visible. Two red boxes with numbers '1' and '2' highlight the '3 selected' dropdown and the 'Export as CSV / XLS' button, respectively.

You are viewing information for: Magnolia Public Schools Year: 2019-2020

Application Index ?

+ Create Custom View

All Groups All Schools 3 selected All Priorities All Districts All Grades

Results per page: 25 1 to 25 of 384 entries

2

Export as CSV / XLS Sort Records

1

- Select all
- Submitted
- Pre Offer
- Offered
- Accepted
- Registration in Progress
- Registration Completed
- Registration Verified
- Waitlisted
- Cancelled
- Declined
- Rescinded

Search

Filter your query here

Application Status	Accepted / Applied	Priority	Submitted At	Details
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Contacting SchoolMint Applicants on ParentSquare

ALERTS AND NOTICES

Alerts and Notices

Message Library

Title for this Alert Message *This title is only used internally*

Recipients To Notify

Select School, Classes or Groups to notify

Staff

Parents

◆ Add Recipients by Uploading CSV

Upload CSV of Student IDs [See an example file](#)

Upload CSV of Recipient Names, Emails and Phones [See an example file](#)

English Spanish

Text Message *Enter the text message that will be sent (300 characters remaining)*

Example Recipient CSV File

Please note that you must supply headers that exactly match the following requirements:

- Required
 - **full_name** or **first_name/last_name**
 - **email** and/or **phone**
- Optional
 - **language** (must be the two letter language code)

first_name	last_name	email	phone	language
Chloe	Bartell	chloe@example.com	8051234567	en
Daniel	Alvarado		8052222222	es
Emily	Boyer	emily@example.com		en

Next Steps

April 24th

- PACE and Office Managers will be meeting to merge efforts and make sure everyone is on the same page
- OCD and Accountability will update MSA principals regarding new recruitment and enrollment strategy

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**Magnolia
Referral
Program**



**REFER A FAMILY TO ENROLL A STUDENT IN SCHOOLMINT
AND RECEIVE A FREE 10 PIECE MAGNOLIA GIFT SET**