



Board Agenda Item #	IV D- Information Item
Date:	May 14, 2020
To:	Magnolia Public Schools - Board of Directors
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Develop and Communications
RE:	Enrollment Update

PROPOSED BOARD MOTION

This is an information item; no action is required.

INTRODUCTION

The following enrollment data was pulled directly from the student enrollment dashboard system SchoolMint on May 1, 2020, which delivers up to date enrollment numbers for all ten Magnolia Public Schools.

The target enrollment for 2020-2021 that was established in collaboration with between each Magnolia school site and the home office is 4041, as of May 1, 2019, enrollments needed to reach that goal is 710 additional students across all Magnolia Science Academies. A school-by-school breakdown is demonstrated in the graph below titled “2020-2021 New Packet Counts / Target Enrollments” created by the Magnolia - Accountability Department:

2020-2021 NEW PACKET COUNTS / TARGET ENROLLMENTS							
Site Name	Packets Sent	Packets Received	Target Enrollments	Enrollments Needed	SchoolMint		Packets Received (2019-2020)
	Mailed to Families	Families submitted to MSA		Target enrollments (-) Returning Students + Packets Received	Registration Complete	Pending Packets	This time last year
MSA 1 HS	42	21	720	1			143
MSA 1 MS	154	123		143	52		
MSA 2	113	94	437	86	94	19	82
MSA 3	59	14	485	181	14	45	65
MSA 4	24	3	115	-1	3	21	20
MSA 5	67	34	310	26	17	33	27
MSA 6	48	37	160	39	37	11	31
MSA 7	41	38	292	-4	38	3	71
MSA Bell	93	57	482	112	57	36	159
MSA San Diego	183	130	465	231	108	53	145
MSA Santa Ana EL	42	23	575	39	30	19	48
MSA Santa Ana SEC	32	10				22	
MPS TOTALS	898	584	4041	710	541	292	791

Definition of Terms for the 2020-2021 New Packet Counts / Target Enrollments Graph

- Packets Sent = Number of enrollment packets schools mailed to families
- Packets Received = How many physical packets each MSA has received from families
- SchoolMint
 - Registration Complete = SchoolMint calculates the number of packets that were received after having been sent to families.
 - Pending Packets = The number of packets not yet submitted by families.
- Enrollments Needed = The number of enrollments needed after subtracting “*Returning students” and “Packets Received” from “Target Enrollments.”

* The “Returning Students” calculation is located in a separate datasheet.

Proactive Measures In Place By The Magnolia Accountability Department

The aim is to create purposeful and efficient collaboration between the school site Office Managers and the Home Office teams. Lydiett Vega - Executive Office Manager from the Accountability Department leads enrollment tracking efforts with each Office

Manager and has put in place the following measures to ensure there is clear communication:

1. Office manager check-in calls every Friday morning to track application and enrollment.
2. Office staff will subsequently do the following:
 - a. Contact applicants and offer enrollment packets
 - b. Coordinate enrollment packet pick up or mailing
 - c. Track the submission of forms
 - d. Move families from applying through a completed registration.
3. Office Managers - Provide updates every Friday on the shared Google sheet - "2020-2021: MPS Enrollments, Applicants & Lotteries; which includes:
 - a. Current enrollments, packets received, packets sent, registrations complete, pending enrollment, and packet totals.
4. Executive Office Manager - Presents current enrollments, new applications, new student registration packet, and pending packet information every Monday during the standing Monday leadership call with all MPS home office and MSA leadership teams (Principal and Deans).

Current Enrollment Marketing Approaches

We are currently in partnership with various marketing vendors including Digital First Media/Southern California News Group and Staples Print and Marketing to run multi-faceted enrollment marketing campaigns. They include:

- **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 customers – 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.

BACKGROUND

We conducted a Request For Proposal (RFP) to solicit proposals to establish a contract with a dynamic, innovative, digital and traditional marketing agency partner to help drive marketing to boost recruitment and enrollment through a series of campaigns to be used by Magnolia Public Schools.

Our goal at Magnolia is to launch an out of the box marketing effort for recruitment to boost student enrollment based on the priority and need of each MSA school site. In an effort to obtain this goal, Magnolia Public Schools looked for a viable and established digital marketing vendor with a deep knowledge of charter schools that can help all schools achieve their target enrollment goals through advertising and marketing.

ANALYSIS

Through a vetting process that included a review committee consisting of the Development and Communications Director, a school site Parent and Community Engagement Coordinator, and an MSA Principal, a winning bid was identified – **Charter School Capital (CSC) - Enrollment Marketing**.

The CSC enrollment marketing core team consist of:

- Chief Growth Officer (Executive Sponsor Strategy, Branding, Story Arcs)
- Project Manager, website technologist
- Media advertising
- Content, Social-Media
- Search Engine Optimization (SEO) strategy

Typical Activities in the CSC Effort:

Digital is critical in a "remote learning" era. Understanding the target recipients of the messaging and “how” they receive information is just as important as “what you say.”

Activities include:

1. Enrollment strategy and objectives
2. Website updates
3. Search Engine Optimization (SEO)

4. Paid Advertising
5. Social-Media Management
6. Directory Listings
7. Local search rankings
8. Email marketing
9. Creative / Design Services
10. Project Management

Marketing Leads

- Magnolia Public Schools:
 - Ismael Soto - Director of Development and Communications will be the direct point of contact with CSC and act as a liaison with MSA leadership.
 - MSA leadership
 - Lydiett Vega - Executive Office Manager - Accountability Department for data tracking
- Charter School Capital:
 - Chief Growth Officer

Timeframe

We aim to start services with CSC on July 1, 2020. Implementation will need to be on a timely basis to use for registration/re-registration for the 2020-21 and 2021-22 academic school year.

BUDGET IMPLICATIONS

These updated enrollment numbers and future projections are being used to calculate the 2020-21 budgets for all of Magnolia Science Academies.

EXHIBITS (attachments):

Attachments included:

1. None