



Board Agenda Item #	IV B:Discussion/Information Item
Date:	September 9, 2021
To:	Magnolia Public Schools - Board of Directors
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer
RE:	Enrollment Update August 2021

Proposed Board Recommendation

No action will be taken. This item will address the current enrollment numbers at each school site compared to targeted enrollment numbers, strategic plan to address enrollment gaps and the impact of not closing the gap.

Introduction

Our school leaders and staff have been working tirelessly to begin this school year in a safe and supporting learning environment. We have succeeded in following guidance from the CDC, County, Authorizer and our own internal Covid response team. Unfortunately, declining enrollment is something that California schools are facing especially as many families decide what the back-to-school reality looks like post Covid-19.

Background

Declining enrollment is also something that has been impacting schools prior to the Covid-19 Pandemic. Principals created target enrollments and submitted them to the home office in early June of this year. The school enrollment targets are set by historical data on enrollment as well as projected number of returning families. The returning families are asked to complete an intent to return form to confirm their continued enrollment at our schools, the deadline to complete the form aligns with the deadline for the open enrollment period for families seeking to apply to our schools.

Analysis

The goal of the Outreach and Communications is to address the strengths, weaknesses, opportunities and challenges related to the enrollment process. The focus of the work is to address the needs as a structured systematic response.

Budget Implications

The budget implications for not reaching enrollment targets can impact various line items at each school

How Does This Action Relate/Affect/Benefit All MSAs?

The benefit for all MPS schools is to identify areas of need and align promising practices

Exhibits (Attachments):

- Slide Deck- MPS Enrollment Update Aug. 2021



Enrollment Update

Outreach & Communications

Department

Current Vs. Projected

INFINITE CAMPUS CURRENT ENROLLMENTS	2021-2022 REGISTRATION TOTALS / TARGET ENROLLMENTS						SchoolMint	Infinite Campus		
	SITE NAME	Returning Students	Online • Paper Packets	Updated 6/2/21	Updated Fridays	Packets Received				
		Expected to Return	Enrollment Packets Received	Target Enrollments	Enrollments Needed	This time last year	Registrations Completed	Pending Applications	Registrations Completed	Unprocessed Enrollments
On Friday, 8/27/21	DO NOT EDIT - FORMULAS CALCULATE TOTALS BELOW									
752	MSA 1	614	156	740	18	178	156	7	162	10
504	MSA 2	417	126	485	18	120	126	1	111	0
420	MSA 3	315	104	416	45	101	104	9	107	5
111	MSA 4	78	34	115	2	33	37	0	31	0
249	MSA 5	215	52	270	8	66	52	3	43	2
87	MSA 6	79	7	80	8	43	20	0	98	0
279	MSA 7	231	48	292	15	77	48	0	48	0
386	MSA Bell	246	140	430	54	209	140	5	101	0
425	MSA San Diego	231	179	422	26	222	179	7	181	20
519	MSA Santa Ana	475	67	548	26	68	67	28	47	2
3732	MPS TOTALS	2901	913	3798	220	1117	929	60	929	39

Office Updates

Lydiett Woods

- First two weeks attendance and enrollments.
- Month 1 attendance range ends this Friday. (Excluding MSA-SA & MSA-SD)
- Updates due to **ISP** (pending) due next week.
- Attendance Report due to LACOE and LAUSD on Friday, September 10th.

Verified Attendance % for the first 2 weeks of school

(Excluding Independent Study)

MSA-1: 50%	MSA-4: 95%	MSA-7: 95%
MSA-2: 100%	MSA-5: 90%	MSA-8: 100%
MSA-3: 97%	MSA-6: 100%	MSA-SA: 100%

School	Student Count	Attendance Rate(%)
MSA-1	748	89.25%
MSA-2	507	85.86%
MSA-3	411	82.13%
MSA-4	110	85.07%
MSA-5	244	92.87%
MSA-6	85	88.50%
MSA-7	280	95.97%
MSA-8	379	85.12%
MSA-SA	520	92.56%
MSA-SD	423	97.12%

Office Updates - Independent Study

Lydiett Woods

- Independent Study [Trackers](#)
 - Trained office during weekly Wednesday meetings.
 - Provided recorded session to office team.
- Attendance FAQs ([link](#))

STUDENTS ENROLLED INTO INDEPENDENT STUDY		TOTAL # in Independent Study	% of Independent Study ADA	MPS SITE	ENROLLMENTS
# Long Term	# Short Term				9/1/2021
35	17	52	6.95%	MSA 1	748
17	16	33	6.50%	MSA 2	508
51	6	57	13.87%	MSA 3	411
13	1	14	12.61%	MSA 4	111
7	0	7	2.87%	MSA 5	244
2	1	3	3.53%	MSA 6	85
10	1	11	3.93%	MSA 7	280
34	0	34	8.97%	MSA Bell	379
3	0	3	0.71%	MSA San Diego	424
2	5	7	1.35%	MSA Santa Ana	520
5	9	14	2.69%		
179	56	235	6.33%	MPS TOTALS	3710

Recruitment Strategies

- Digital Marketing- Larson Communications
 - Enrollment Leads Tracker
- Mailers
- Flyers
- Local Events
- Social Media
- Word of Mouth (Incentives)
- SchoolMint
- Local apps
- Local Presentations
- Canvassing, keeping safety protocols in place

Tiered Intervention



1

SWOT Analysis of Enrollment Process
Feedback from families who applied

2

Design training centered on areas of growth
Customer Service
Who is doing it well?

3

Organize and emphasize a collective effort from each stakeholder already connected to our school

THANK YOU