



Board Agenda Item #	III A: Information/Discussion Item
Date:	May 12, 2022
To:	Magnolia Public Schools - Board of Directors
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer (CXO)
RE:	Enrollment Update May 2022

Proposed Board Recommendation

No action is needed. This item is a continuation of enrollment progress across all Magnolia Public School sites. The information will address the current enrollment numbers at each school site tracked on internal tracking forms and verified through our centralized system SchoolMint. The slide deck will highlight the work being done organization wide for strategic enrollment recruitment and retention, digital marketing and refining practices.

Introduction

A recent article by [EdSource](#) (2022) stated that California K-12 enrollment fell below 6 million. The article is insightful because we know school enrollment is declining nationwide including California, but in this article mentions public charter schools in addition to traditional districts are also experiencing a decline.

Background

Declining enrollment trends have been linked to lack of affordable housing, job offers outside of state, cost of living, declining birth rates or even immigration. 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 (January) aligns with the deadline for the open enrollment period for families seeking to apply to our schools. If forms are not completed or are pending a response school leaders and office staff prioritize connecting with those families to complete the process and report more accurately anticipated retention numbers for enrollment.

Analysis

Magnolia Public Schools enrollment teams work diligently to meet enrollment targets. Sharing promising practices and creative strategies is part of the process. We know geographically some schools have stronger numbers with enrollment and low enrollment in specific school sites is related to trends in declining enrollment listed above. The importance of analyzing is not to focus on what variables we cannot control but rather what we can adjust. Customer service, strategic touch points, gaps in communication and increased human capital are only a few examples of what is showing success in recruiting and retaining families.

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 to adjust and overcome enrollment challenges.

Exhibits (Attachments):

- Enrollment Update May 2022 Slide Deck



Enrollment Updates

May 2022

Objective

- Review current enrollment numbers
- Enrollment trends
- Strategic Planning for Recruitment and Retention
- Projected Enrollments for the 2022-23 school year
- Leading into the new school year

Current Enrollment

2022-2023 Intent to Return and Application Totals						
INFINITE CAMPUS (2021-2022) Enrollments	SITE NAME	NOT RETURNING	NO FORM/NO REPLY	EXPECTED TO RETURN	SCHOOLMINT PENDING APPLICATIONS	TARGET ENROLLMENTS 2022-2023
		Counts collected from ITR form	Counts collected from ITR form	Only Includes counts from submitted ITR forms.		
Eff. 4.29.22	DO NOT EDIT - FORMULAS CALCULATE TOTALS BELOW				1/14/2022	1/14/2022
724	MSA 1	12	83	558	94	750
505	MSA 2	22	20	420	90	513
399	MSA 3	1	13	336	23	413
109	MSA 4	0	19	64	3	104
240	MSA 5	5	7	201	27	250
86	MSA 6	0	1	51	15	120
269	MSA 7	0	0	216	71	300
388	MSA Bell	3	3	222	26	400
409	MSA San Diego	2	65	217	132	443
500	MSA Santa Ana	7	10	445	27	520
3629	TOTALS	52	221	2730	508	3813

Focus on the Locus of Control

LW will update all data Friday's at 3PM		2022-2023 Registrations In Progress				
SchoolMint Totals	Totals Updated: Friday, April 29, 2022	=Target Enrollments - (Expected to Return + Completed Registrations)	SCHOOLMINT REGISTRATION STATUS			SchoolMint - Infinite Campus
NEW and SUBMITTED Applications		Registrations Needed to Meet Target Enrollment	Pending Applications on 3/14/2022	Offered Enrollment Registration	Parent Accepted Offer - Registration in Progress	Completed Registration Packet /IC Registration
STEP 1	SITE NAME			STEP 2	STEP 3	FINAL STEP
9	MSA 1	123	106	24	36	69
15	MSA 2	25	83	35	22	68
3	MSA 3	43	23	1	27	34
3	MSA 4	35	1	0	11	5
3	MSA 5	30	28	8	11	19
0	MSA 6	42	13	1	6	27
0	MSA 7	12	57	4	0	72
2	MSA Bell	106	25	7	15	72
1	MSA San Diego	90	133	23	26	136
0	MSA Santa Ana	49	32	18	39	26
36	TOTALS	555	501	121	193	528

- The new “submitted” applications have been reduced to almost all single digits to zero for our schools with the exception of MSA-2
- The increase of “Intent to Return” forms has **reduced** the number of “Registrations needed to meet target enrollments” from 1043 in March to **759** last month to **638** as of April 12 and to **555** as of April 29th
- The number of completed registrations has **increased** from 272 on March 11th to **424** April 8th to **458** April 12th to **528** as of April 29th
- Once schools move steps 1, 2, and 3 registrations we can see an increase of total registrations completed hitting (314+528) = **842**

SWOT Analysis



- **Strengths**
 - Maximize touch points
 - communication is key
 - Meet families where they are
- **Weaknesses**
 - Conflicting priorities
 - Enrollment Trends
 - Human capital
- **Opportunities**
 - Highlight the value added program the school offers
 - Warm Market
 - Re-engaging communities with celebrations
- **Threats (Challenges)**
 - Human capital
 - Gaps in enrollment communication/ knowledge
 - Enrollment Trends

Customer Service

- Communication
- Frequent Touch Points
- Person first language
- Focus on what we know
- Learning from frontline staff and experienced interactions
- Assign an enrollment representative at every school site



Touch Points

Referral Campaign

Refer a family to **ENROLL** a student on SchoolMint and receive a **FREE MAGNOLIA GIFT!**

Contact X for more information.



1

Strengthen Name ID: What is our identity? Who are we focused on serving?

2

Internal: Satisfaction rates from families, communication, meeting family needs











3

External: Consistent messaging to community members that is the work of step 1

Digital Marketing



Last month, our paid search and social media campaigns connected **59 families** with Magnolia Public Schools. We dedicated all of our ad spend on Google (instead of Facebook/Instagram) last month.

59 Family Leads  March's leads: 121	28,384 Enrollment Ads Seen 	1,471 Enrollment Ads Clicked 	5.18% Google Search Click Thru Rate  Education & Instruction Industry Average: 2.33%	\$1.53 Google Search Cost Per Click  Education & Instruction Industry Average: \$2.02
44 Google Search Leads 	18 Google Phone Call Leads 	0 Facebook Family Leads  *No Facebook ads run in April	\$38.19 Ad Spend Cost Per Family Lead  March's CPR: \$50.10	\$2,253.03 Total Ad Spend  March's spend: \$6,061

Strategic Planning

Recruitment & Retention Activities Before the End of Year

The following are recommended activities to promote recruitment and promote retention for enrollment before the end of the 2021-22 School Year

April 2022 Recruitment & Retention



Congratulate families who have fully enrolled child(ren) for the new School year 2022-23 and invite them to events open house, orientation, STEAM Expo.

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May 2022 Recruitment



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Summer Program Enrollment Opportunity



Promote summer programs or workshops your site will offer for returning families, space is limited. Refer a friend campaign

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June 2022 Recruitment



Use the same montage of pictures for the school year, Send out a message with the highlights and accomplishments this school year, including 5 Glows, 3 Goals for the new year. Remind families we look forward

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New School Kick Off



Celebrate your Ma

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April 2022 Retention



Create an opportunity for current students to experience some of the Program opportunities for their upcoming school year when

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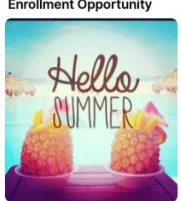
May 2022 Retention



Offer a "Step up" workshop for families to prep for the upcoming school year, "Savvy Summer Skills Seminar" This opportunity can be offered in person and you must survey families what time work best for them to attend. All families who attend can be

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Summer Program Enrollment Opportunity



Promote summer program offer for new students Free, students must have completed the

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June 2022 Retention



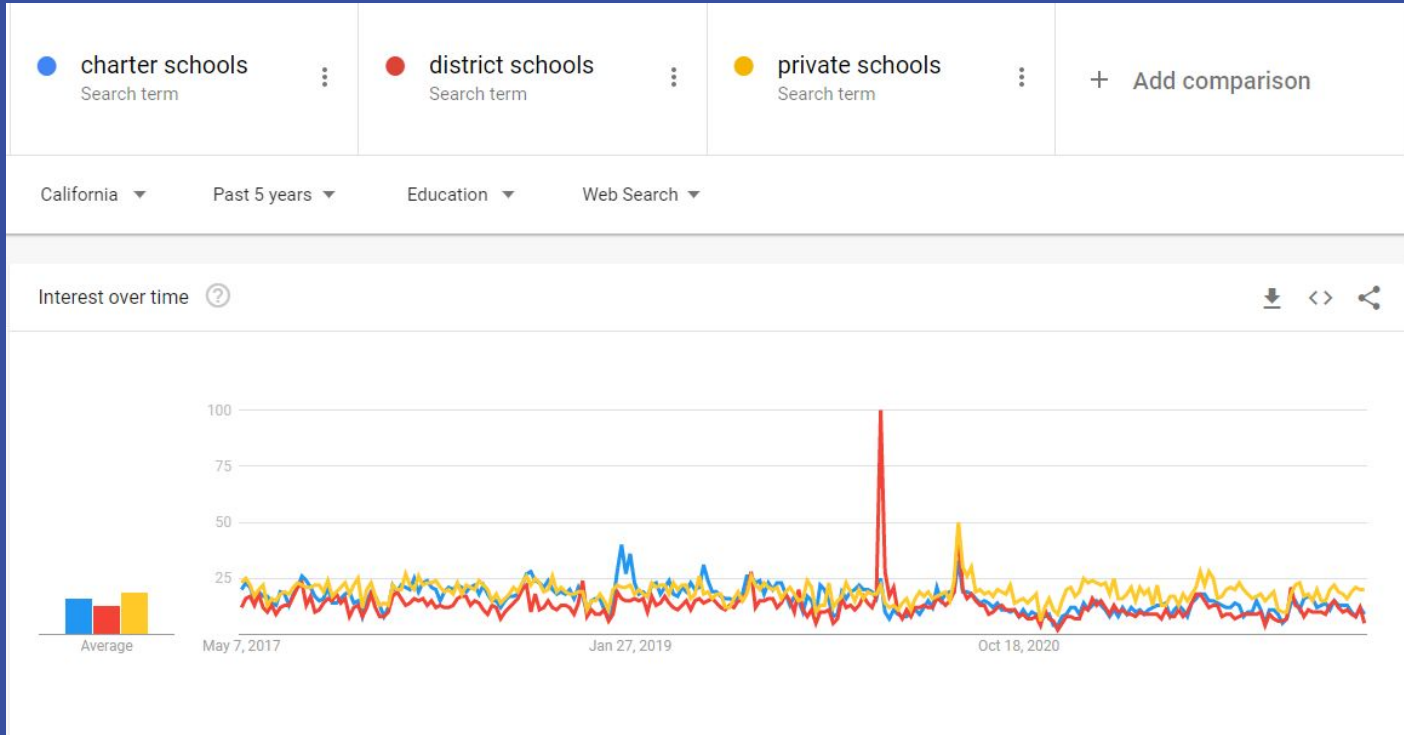
Compile a montage of pictures for the school year, send out a celebration message for the highlights and accomplishments this school year, 5 Glows, 3 Goals for the new year. Remind families we look forward to them being a part of our growth and

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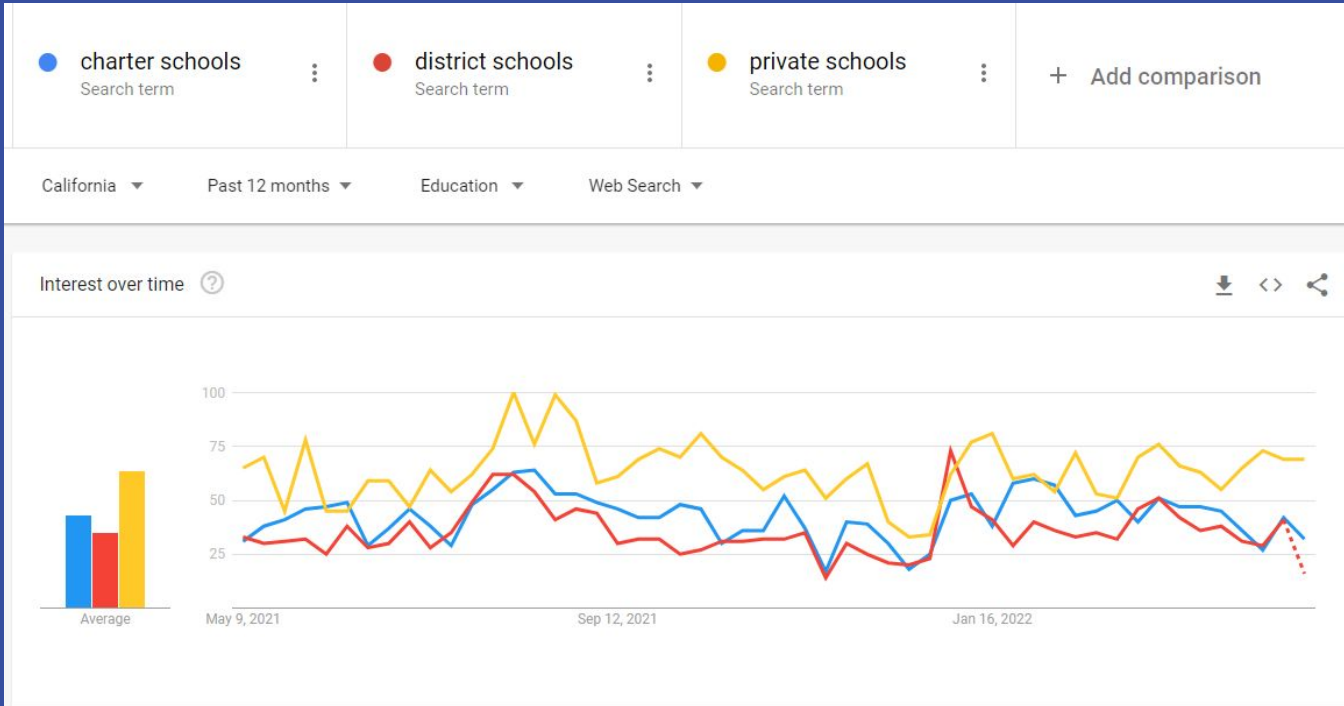
Iterative Process Grounded in Data

- Collective efforts from all educational partners
- Director of Creative Branding and Communication
- Professional Learning Communities- Focused on Family engagement
- Leverage leadership strengths and community partnerships
- Word of mouth has and will continue to be the greatest strength, leverage existing partners
- Memorialize practices
- Positive media stories
- 20th Anniversary campaign
- Built in opportunities to brag about the great work we are leading during celebrations

Trending



Trending



THANK YOU

