



Board Agenda Item #	II D: Information/Discussion Item
Date:	September 8, 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 September 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.

Introduction

MPS school site leaders and staff have continuously promoted enrollment through various marketing and recruitment strategies. Despite the ongoing work, some of our school sites are starting to see the declining enrollment trends start to impact historical enrollment. This is something that was anticipated in the May 2022 Enrollment update as a referenced in the article by [EdSource](#) (2022) stated that California K-12 enrollment fell below 6 million.

Background

Anticipating the impact in decline, strategic touch points and promising practices were used by school site PACE coordinators, school leaders and Office Staff to continue to engage families. Our goal is to hit target enrollments or get as close to hitting them before Census day, which this year falls on Oct. 5th 2022. School leaders are invited to share regarding promising practices regarding recruitment and retention strategies during this board meeting item.

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.

RETURNING STUDENTS 2022-2023 (E155's)	REGISTERED / ENROLLED ON INFINITE CAMPUS 2022-2023	«- Infinite Campus Enrollments may include no-shows and pending-transfers.
9/1/2022	9/1/2022	
575	711	
382	507	
270	385	
74	103	
183	238	
50	88	
185	265	
210	381	
248	435	
419	507	
2596	3620	

Do not Change Formulas - LW will update data below after 3PM on Friday's					2022-2023 Registrations in Progress		
2022-2023 TARGET ENROLLMENTS	SchoolMint Totals	Totals Updated: Friday, August 19, 2022	•Target Enrollments • (Expected to Return • Completed Registrations)	TARGET ENROLLMENT (GRAND TOTALS)	SCHOOLMINT REGISTRATION STATUS		SchoolMint + Infinite Campus
	NEW and SUBMITTED Applications		GRADE LEVEL Registrations Needed to Meet Target Enrollment		Offered Enrollment Registration	Parent Accepted Offer - Registration in Progress	Completed Registration Packet /IC Registration
9/1/2022	STEP 1	SITE NAME	9/1/2022	9/1/2022	STEP 2	STEP 3	FINAL STEP
730	6	MSA 1	51	19 under Target	5	8	135
513	27	MSA 2	27	6 under Target	5	0	125
413	2	MSA 3	48	28 under Target	4	3	122
115	0	MSA 4	15	12 under Target	0	0	32
250	0	MSA 5	26	12 under Target	0	0	57
120	0	MSA 6	32	32 under Target	0	1	40
300	0	MSA 7	39	35 under Target	0	0	80
400	0	MSA Bell	33	19 under Target	0	4	172
443	0	MSA San Diego	19	8 under Target	0	14	196
520	0	MSA Santa Ana	34	13 under Target	5	10	91
3804	35	TOTALS	324	184 under total target	19	40	1050
				PENDING	59		

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):

- N/A Screenshot included in this cover letter