

Agenda Item:	IV C: Information/Discussion Item
Date:	June 8, 2023
To:	Magnolia Educational & Research Foundation dba Magnolia Public Schools (“MPS”) Board of Directors (the “Board”)
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead(s):	Dr. Brenda D. Lopez, Chief External Officer
RE:	Enrollment Recruitment and Retention Action Plans

Action Proposed:

No action is needed. This item is solely information but may spark interest and further conversation.

Purpose:

The purpose of today’s presentation is to inform and update Board members about marketing and engagement strategies related to recruitment and retention for student enrollment across all Magnolia school sites. The importance of the presentation is to understand the elements that inform the marketing process and to also learn about the investment in digital marketing as well as new partners.

Background:

Magnolia invested in digital marketing back in July 2021 with ongoing adjustments there have been improvements to the process and Larson Communications will update the MPS Board on what those improvements have been with our campaign.

Analysis:

The importance of understanding the enrollment trends from surrounding schools where the 10 Magnolia school sites are located is critical. The trends inform what is driving enrollment and what practices are working for schools. The lens is also important to understand from an academic and extended learning perspective as well.

Impact:

The process of improving recruitment and retention efforts is a science and periodically must be evaluated to measure success.

Budget Implications:

In attaining the enrollment goal for the upcoming school years, there will be additional funding which can support both human capital and excellent learning programs and resources that support the whole child's success.

Exhibits: Slide Deck: Enrollment Analysis
Magnolia Digital Marketing Campaign



Enrollment Analysis

Recruitment & Retention Strategy

Objective

The objective of this presentation is to illustrate the trends in enrollment in the surrounding community for each unique Magnolia Public School (MPS) school site. This process informs a collective and individual recruitment and retention plan throughout the school year.

An analysis of enrollment and demographic data for schools is pulled from public data sources like [Ed Data](#) and [DataQuest](#) as well as MPS internal trackers and qualitative data from internal conversations with educational partners.

Parent and Community Engagement (PACE) coordinators under the leadership of both the Chief External Officer (CXO) and site principal analyze the information and determine the next steps for action regarding recruitment and retention.

2023 -2024 Intent to Return & Applications

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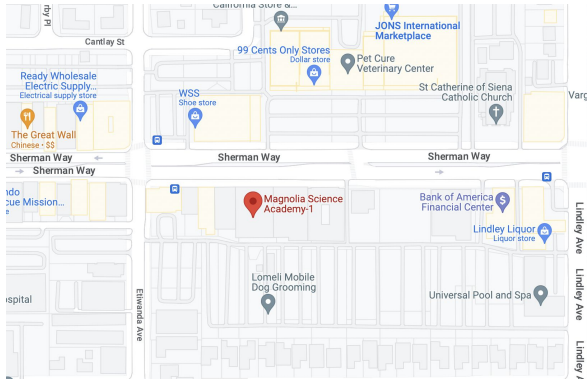
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A	B	C	D	E	F	G	H	I	J	K	L	
Last Updated: 6/2/2023	2023-2024 SchoolMint Applications In Progress											
WAIT LISTED	INFINITE CAMPUS Enrollments	Distance from Target Enrollment <small>(Target minus - step4 and returning students)</small>	SITE NAME	STEP 1	STEP 2	STEP 3	STEP 4		2023-2024		2023-2024	
				SUBMITTED Applications <small>(Post-Open Enrollment)</small>	OFFERED Enrollment	ACCEPTED OFFER + Registration in Progress	Registration COMPLETE	TOTAL APPLICATIONS	TARGET ENROLLMENTS		RETURNING STUDENTS	
6/2/2023	6/2/2023	6/2/2023		DO NOT ENTER DATA HERE - DO NOT CHANGE FORMULAS					6/2/2023	3/10/2023		6/2/2023
0	697	26	MSA 1	5	2	38	123	168	700	MSA 1	596	
0	508	6	MSA 2	10	8	25	117	160	530	MSA 2	411	
1	362	45	MSA 3	1	13	28	56	99	400	MSA 3	311	
0	107	13	MSA 4	1	1	6	45	53	129	MSA 4	77	
0	233	22	MSA 5	2	0	8	35	45	239	MSA 5	185	
2	94	13	MSA 6	0	1	12	39	54	110	MSA 6	58	
17	264	54	MSA 7	0	2	1	58	78	287	MSA 7	218	
4	382	15	MSA Bell	3	1	7	140	155	394	MSA Bell	244	
37	419	2	MSA San Diego	0	9	5	202	253	430	MSA San Diego	264	
8	493	24	MSA Santa Ana	0	3	1	65	77	520	MSA Santa Ana	455	
69	3559	220	TOTALS	22	40	131	880	Final step count: 666 this time last year.		TOTALS	2819	
			STEPS 1+2+3+4+WL	1.142				Step 4 This time last year				

OPEN ENROLLMENT WINDOW CLOSED: Friday, January 13, 2023

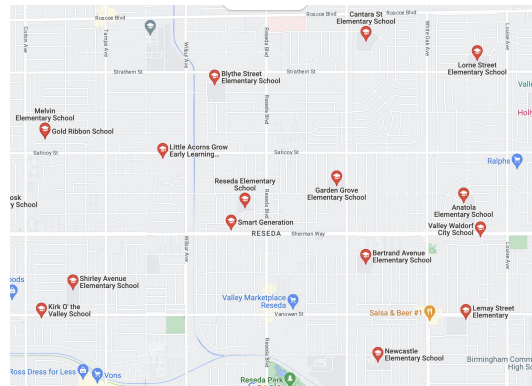
Magnolia Science Academy-1

MSA-1



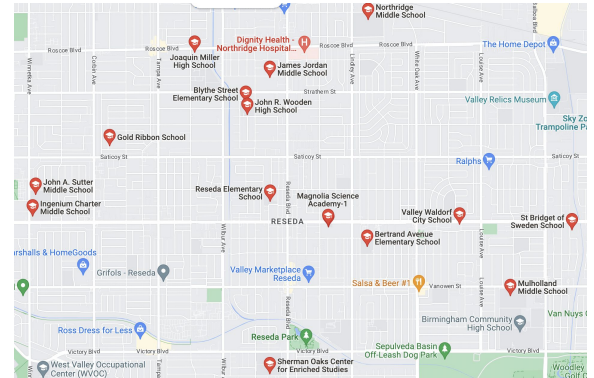
Feeder Elementary Schools:

1. Reseda Elementary
2. Blythe Elementary
3. Garden Grove



Feeder Middle Schools:

1. William Mulholland MS
2. Northridge MS
3. Portola MS



Data Analysis- Magnolia Science Academy-1



1. What are the surrounding schools enrollment stats?

- Our surrounding elementary school's enrollment has steadily declined over the years with Bertrand Elementary losing more than 60 students within the last 3 years. Their total enrollment for 21-22 was 313 students.
- Our examples of MS Feeder Schools, Northridge MS and Portola MS have steadily declined over the years. Our example of Granada HS has been increasing steadily.

2. Add/ Drop Data Summary:

Add:

- Didn't think that their previous school was a good fit
- New to the country
- Bullying issue at old school

Drop:

- Moving out of state/city
- Attendance/Disciplinary Behavior
- Academic rigor/advanced classes at another school

3. What are the top 3 reasons families selected your school?

- Smaller School Size
- Accessibility/easier communication to school staff
- Home Visits

4. What is the data telling us?

- Data has shown that many of our surrounding elementary & middle schools enrollment has been declining over the years. Some surrounding HS have shown steady increase or are stable.

5. What information is still needed?

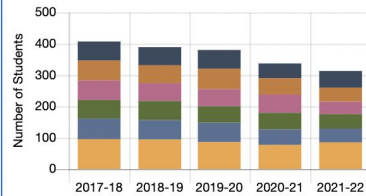
For the schools whose enrollment has not been affected, what are they doing differently in order to maintain their steady enrollment? We must research/implement best practices.

Magnolia Science Academy-1

Census Day Enrollment by Grade

Bertrand Avenue Elementary
CDS Code 19-64733-6016026

Select Options



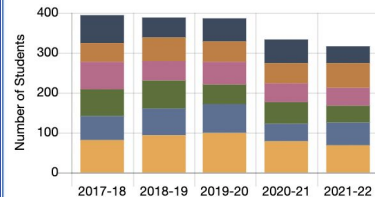
View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	61	58	60	47	53
Grade 2	63	57	65	52	45
Grade 3	63	57	55	59	40
Grade 4	59	61	52	53	46
Grade 5	66	62	62	49	44
Kindergarten	95	94	86	77	85
Total	407	389	380	337	313

Census Day Enrollment by Grade

Garden Grove Elementary
CDS Code 19-64733-6017206

Select Options



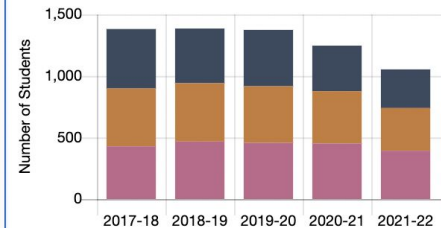
View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	70	50	58	59	42
Grade 2	47	59	51	51	62
Grade 3	69	49	57	47	45
Grade 4	67	70	49	54	42
Grade 5	60	67	72	44	57
Kindergarten	81	93	99	78	68
Total	394	388	386	333	316

Census Day Enrollment by Grade

William Mulholland Middle
CDS Code 19-64733-6058184

Select Options



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	483	444	458	370	314
Grade 7	470	474	460	425	347
Grade 8	428	467	456	451	392
Total	1,381	1,385	1,374	1,246	1,053

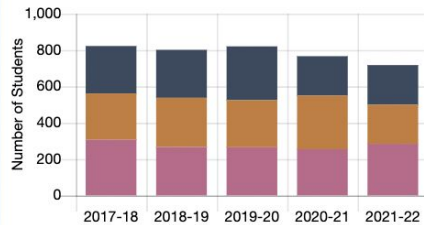
Magnolia Science Academy-1

Census Day Enrollment by Grade

Northridge Middle

CDS Code 19-64733-6058200

Select Options



Grade 6
Grade 8

View Table Data

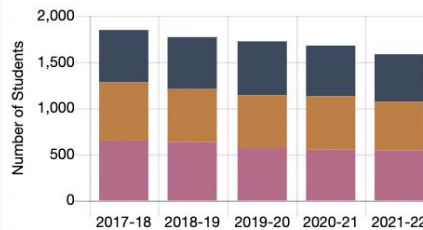
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	261	264	296	217	215
Grade 7	255	271	259	295	215
Grade 8	306	266	265	254	284
Total	822	801	820	766	717

Census Day Enrollment by Grade

Gaspar De Portola Charter Middle

CDS Code 19-64733-6061584

Select Options



Grade 6
Grade 7

View Table Data

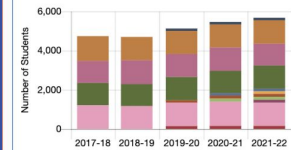
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	568	563	583	550	513
Grade 7	629	573	573	577	526
Grade 8	650	634	568	551	545
Total	1,847	1,770	1,724	1,678	1,584

Census Day Enrollment by Grade

Granada Hills Charter

CDS Code 19-64733-1933746

Select Options



Grade 1
Grade 11
Grade 2
Grade 3
Grade 4
Grade 5
Grade 6
Grade 7
Grade 8
Grade 9
Grade 10
Grade 12
Kindergarten

View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	0	0	120	130	130
Grade 10	1,270	1,191	1,180	1,175	1,192
Grade 11	1,119	1,218	1,173	1,195	1,118
Grade 12	1,139	1,120	1,185	1,132	1,183
Grade 2	0	0	0	130	130
Grade 3	0	0	0	0	130
Grade 4	0	0	0	0	0
Grade 5	0	0	0	0	0
Grade 6	0	0	120	150	150
Grade 7	0	0	0	150	150
Grade 8	0	0	0	0	150
Grade 9	1,211	1,169	1,202	1,244	1,186
Kindergarten	0	0	144	156	156
Total	4,739	4,698	5,124	5,462	5,675

Magnolia Science Academy-1

Enrollment Multi-Year Summary by Grade

James Jordan Middle Report (19-64733-0109884)

+ [Report Description](#)

+ [Report Options and Filters](#)

Academic Year	Total	Grade K	Grade 1
2022-23	449	0.0%	0.0%
2021-22	415	0.0%	0.0%
2020-21	418	0.0%	0.0%
2019-20	428	0.0%	0.0%
2018-19	406	0.0%	0.0%
2017-18	391	0.0%	0.0%
2016-17	384	0.0%	0.0%

Enrollment Multi-Year Summary by Grade

Valley International Preparatory High Report (19-64733-0137612)

+ [Report Description](#)

+ [Report Options and Filters](#)

Academic Year	Total
2022-23	275
2021-22	263
2020-21	233
2019-20	224
2018-19	206

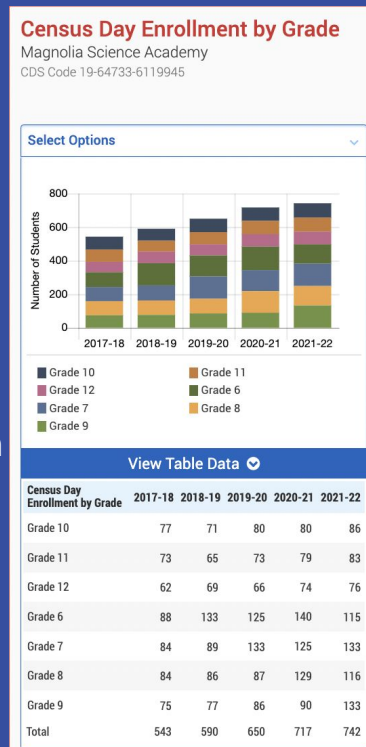
Academic School Data Comparison



- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps- Magnolia Science Academy -1

1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans
3. Empower allies to spread word of mouth
4. Joining Reseda Council to work together more as a community
5. Join more community events with outside organizations (neighboring hospitals, councils, parent committees, etc.)
6. Offer more events open to the community such as Open House, Resource Fairs, Carnivals and etc.



Magnolia Science Academy- 2 Valley

Feeder Schools (Elementary)

1. Lemay Street Elementary
2. Anatola Avenue Elementary
3. Bassett Elementary
4. Columbus Avenue
5. Gault Street Elementary

Feeder Schools (Middle School)

1. Mulholland Middle Middle School
2. Portola Middle School
3. Van Nuys Middle School



Magnolia Science Academy- 2 Valley

Lemay Street Elementary

Academic Year	Total
2022-23	342
2021-22	332
2020-21	396
2019-20	386
2018-19	394
2017-18	407
2016-17	396

Anatola Avenue Elementary

Academic Year	Total
2022-23	290
2021-22	291
2020-21	357
2019-20	387
2018-19	412
2017-18	446
2016-17	474

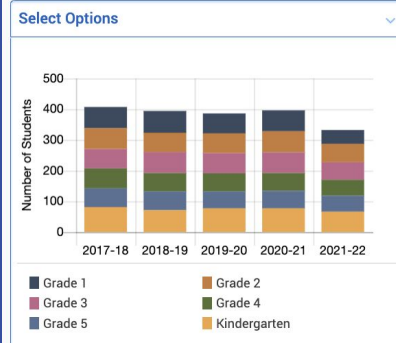
Bassett Elementary

Academic Year	Total
2022-23	615
2021-22	567
2020-21	610
2019-20	692
2018-19	754
2017-18	804
2016-17	830

Magnolia Science Academy- 2 Valley

Census Day Enrollment by Grade

Lemay Street Elementary
CDS Code 19-64733-6017842

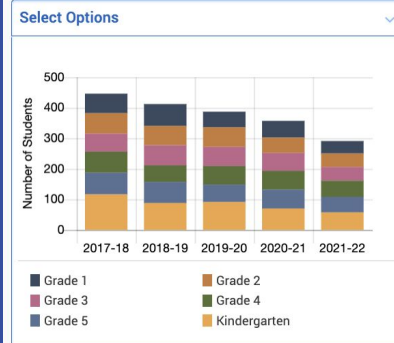


View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	69	71	65	68	45
Grade 2	68	63	64	69	60
Grade 3	63	68	66	67	57
Grade 4	65	60	59	58	52
Grade 5	61	61	55	57	52
Kindergarten	81	71	77	77	66
Total	407	394	386	396	332

Census Day Enrollment by Grade

Anatola Avenue Elementary
CDS Code 19-64733-6015770

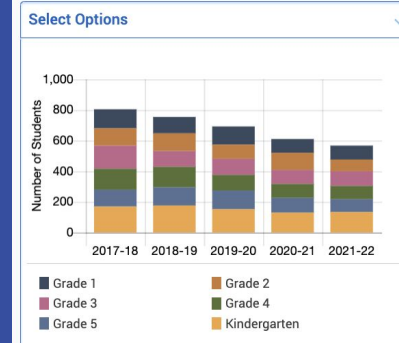


View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	64	72	51	55	41
Grade 2	67	63	64	50	44
Grade 3	59	66	63	59	45
Grade 4	69	54	61	61	53
Grade 5	71	69	57	62	51
Kindergarten	116	88	91	70	57
Total	446	412	387	357	291

Census Day Enrollment by Grade

Bassett Street Elementary
CDS Code 19-64733-6015960



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	124	107	119	90	91
Grade 2	113	116	92	112	76
Grade 3	151	102	105	91	96
Grade 4	137	135	102	91	87
Grade 5	110	118	122	97	84
Kindergarten	169	176	152	129	133
Total	804	754	692	610	567

Magnolia Science Academy- 2 Valley

Mulholland Middle School

Academic Year	Total
2022-23	1,002
2021-22	1,053
2020-21	1,246
2019-20	1,374
2018-19	1,385
2017-18	1,381
2016-17	1,269

Portola Middle School

Academic Year	Total
2022-23	1,441
2021-22	1,584
2020-21	1,678
2019-20	1,724
2018-19	1,770
2017-18	1,847
2016-17	1,893

Van Nuys Middle School

Academic Year	Total
2022-23	869
2021-22	894
2020-21	946
2019-20	1,031
2018-19	1,048
2017-18	1,083
2016-17	1,092

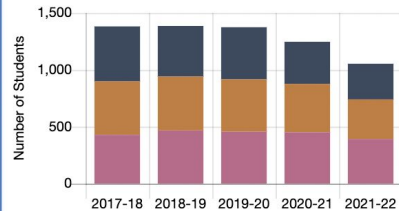
Magnolia Science Academy- 2 Valley

Census Day Enrollment by Grade

William Mulholland Middle

CDS Code 19-64733-6058184

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

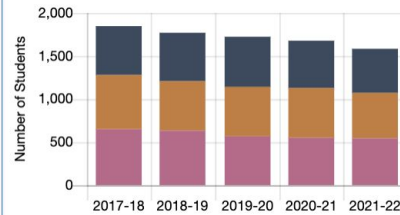
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Census Day Enrollment by Grade

Gaspar De Portola Charter Middle

CDS Code 19-64733-6061584

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

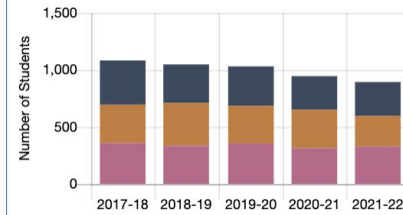
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	568	563	583	550	513
Grade 7	629	573	573	577	526
Grade 8	650	634	568	551	545
Total	1,847	1,770	1,724	1,678	1,584

Census Day Enrollment by Grade

Van Nuys Middle

CDS Code 19-64733-6058333

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	388	338	346	295	298
Grade 7	335	376	328	338	268
Grade 8	360	334	357	313	328
Total	1,083	1,048	1,031	946	894

Data Analysis - MSA2 Valley



MAGNOLIA SCIENCE ACADEMY - 2

1. What are the surrounding enrollment stats ?

Enrollment for surrounding elementary schools has declined steadily.

2. [Add/drop data](#) reflection - more analysis is needed

- Add Data : Bullying at old school, wanted a smaller school ,
- Drop Data : Moved to another state, peer conflict

3. What are the top 3 reasons families selected your school?

Community school, smaller campus, STEAM Education

4. What is the data telling us?

Our enrollment data shows that our enrollment has increased steadily. Data also shows

enrollment for surrounding elementary schools has decreased. Enrollment data for surrounding high schools shows their general enrollment increased while their census day enrollment decreased.

5. What information is still needed?

Cumulative enrollment for MSA 2 on data ed.

What other schools offer that we do not (example digital art or regular art class).

Academic School Data Comparison



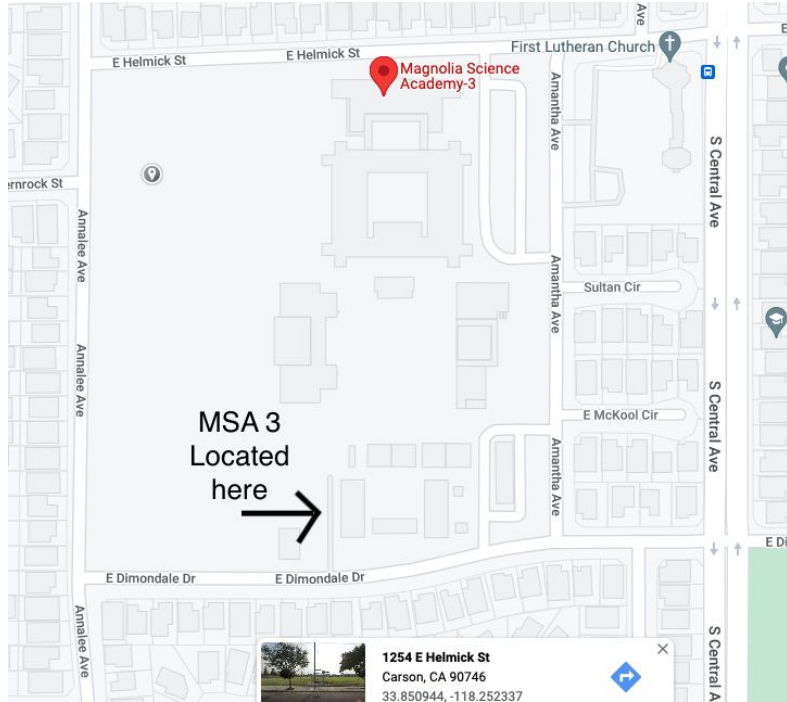
- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps - MSA 2 Valley

1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans - summer planning, community events
3. Empower your allies to spread word of mouth - parents, community partners, schools near MSA 2
4. [Padlet Recruitment & Retention Strategy](#)
5. Invite to events - new student orientation
6. More tabling for community events



Magnolia Science Academy-3 VIPERS



Data Analysis - MSA 3



1. Most students are coming from Broadacres AVE Elementary, Bursch Elementary, Laurel Street Elementary
2. [Add/ Drop reflection](#)
3. What are the top 3 reasons families selected your school?
 - a. Smaller campus
 - b. Dual enrollment
 - c. The school is grades 6th -12th
4. What is the data telling us?

The cities around carson are decreasing in student enrollment
5. What information is still needed?
 - Still need more information on why they are not retaining their students and what is affecting the enrollment.

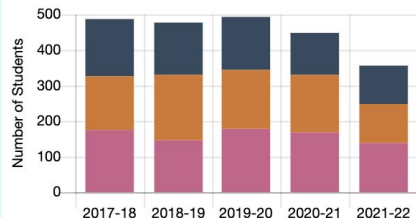
Surrounding Schools' Enrollment Data

Census Day Enrollment by Grade

Glenn Hammond Curtiss Middle

CDS Code 19-64733-6066294

Select Options



View Table Data

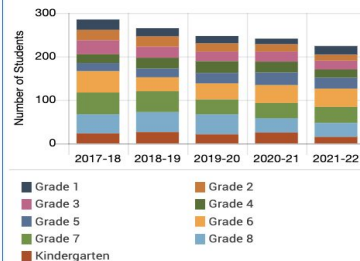
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	161	147	149	118	108
Grade 7	151	184	166	162	110
Grade 8	175	146	178	168	138
Total	487	477	493	448	356

Census Day Enrollment by Grade

Laurel Elementary

CDS Code 19-64733-6017818

Select Options



View Table Data

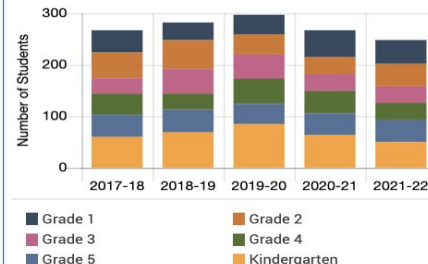
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	24	19	17	13	20
Grade 2	24	24	19	17	14
Grade 3	32	25	22	23	20
Grade 4	20	25	27	25	19
Grade 5	19	20	24	29	25
Grade 6	49	32	37	41	42
Grade 7	50	48	34	35	37
Grade 8	44	46	46	33	32
Kindergarten	23	26	21	25	15
Total	285	265	247	241	224

Census Day Enrollment by Grade

Broadacres Avenue Elementary Visual & Performing Arts Magnet

CDS Code 19-64733-6016117

Select Options



View Table Data

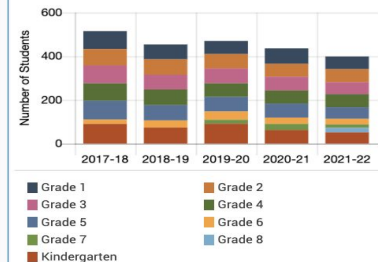
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	43	34	38	52	46
Grade 2	50	56	39	33	44
Grade 3	30	48	47	33	32
Grade 4	41	31	49	43	33
Grade 5	43	44	39	42	43
Kindergarten	60	69	85	64	50
Total	267	282	297	267	248

Census Day Enrollment by Grade

Bursch Elementary

CDS Code 19-73437-6012231

Select Options



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	82	68	60	71	58
Grade 2	75	71	66	59	60
Grade 3	82	67	68	63	55
Grade 4	80	72	62	60	59
Grade 5	86	70	67	64	53
Grade 6	20	33	38	29	26
Grade 7	0	0	18	28	16
Grade 8	0	0	0	0	21
Kindergarten	90	73	91	62	51
Total	515	454	470	436	399

Academic School Data Comparison



- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
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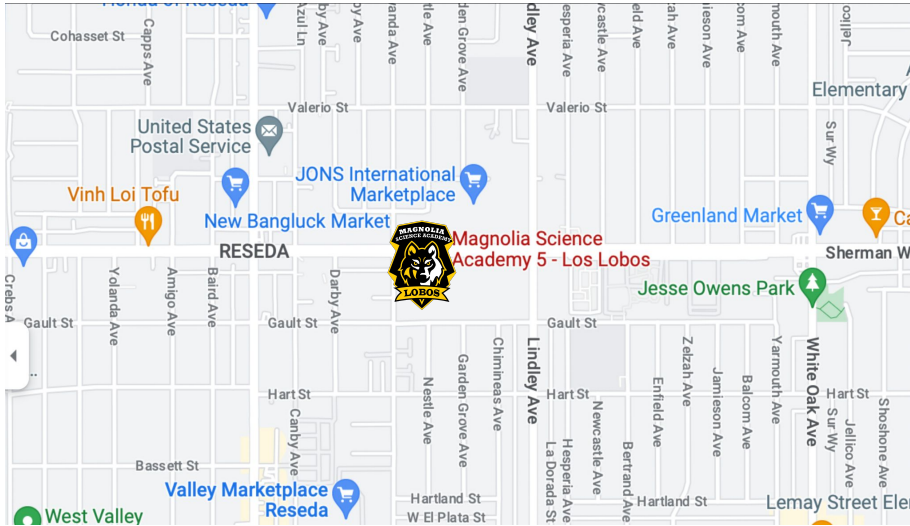
Action Steps - MSA 3

1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans
3. Empower your allies to spread word of mouth
4. <https://padlet.com/DrBDLopez/recruitment-retention-activities-before-the-end-of-year-u5ay95nyccqagbbq>

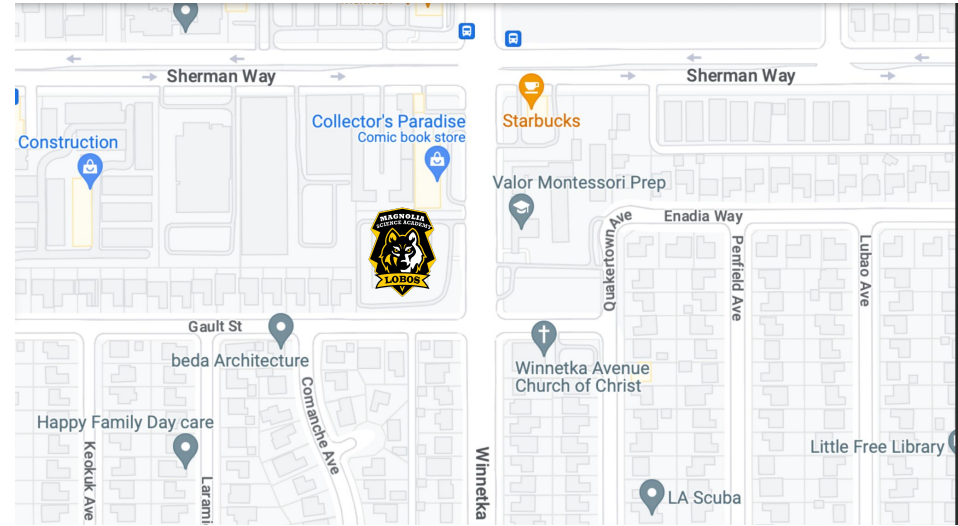
Outreach events in the Summer
providing resources to students and families

MSA-5 LOS LOBOS

Current MSA-5 Site



Future MSA-5 Site



Data Analysis MSA-5 LOS LOBOS



1. What are the surrounding enrollment stats? Reseda H.S ,current enrollment 1,423. Future site surrounding school, Sutter Middle School enrollment 818 students.
2. Add/ drop data summary [Add/ drop data](#)
3. What are the top 3 reasons families selected your school? Family members,siblings, Word of mouth.
4. What is the data telling us? Reseda H.S has been steady with their enrollment with the addition of enrolling 6-8th grade. Sutter Middle School is having the lowest enrollment since 2017-18.
5. What information is still needed? What been affected to retaining our students.

Data Analysis MSA-5 LOS LOBOS

Reseda High School Data

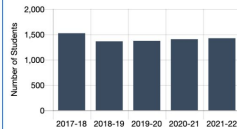
Sutter Middle School Future MSA-5 surrounding school Data

Demographics

Census Day Enrollment

Reseda Charter High
CDS Code 19-64733-1937226

View by grade, student group, charter status, etc.



View Table Data

Chart Notes Source

This graph displays the primary enrollment for this school. Census Day Enrollment is measured by counting the number of students enrolled in school on the first Wednesday in October. Note: Prior to 2020-21, these counts did not include short-term enrollments. Tip: Use the menu above the graph to view the data by race/ethnicity, student

Read More

Cumulative Enrollment

Reseda Charter High
CDS Code 19-64733-1937226

View by ethnicity, student group, and charter status



View Table Data

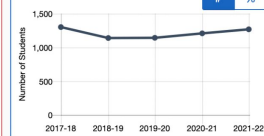
Chart Notes Source

This graph displays the cumulative enrollment for this school. Unlike the Census Day Enrollment data in the graph on the left, which are recorded in October of each school year and exclude short-term enrollments, Cumulative Enrollment counts are collected at the end of the year and consist of the total number of unduplicated primary and

Read More

Unduplicated Pupil Count of Free/Reduced-Price Meals, English Learners & Foster Youth

Reseda Charter High
CDS Code 19-64733-1937226



View Table Data

Chart Notes Source

This graph shows the students at this school who were English learners, foster youth, or eligible for free/reduced-price meals when enrollment counts were taken. Each student was counted only once. Notes: 1) Unduplicated pupil counts for charter schools are not included in the district totals.

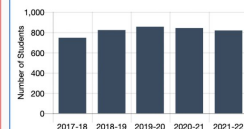
Read More

Demographics

Census Day Enrollment

John A. Sutter Middle
CDS Code 19-64733-6058325

View by grade, student group, charter status, etc.



View Table Data

Chart Notes Source

This graph displays the primary enrollment for this school. Census Day Enrollment is measured by counting the number of students enrolled in school on the first Wednesday in October. Note: Prior to 2020-21, these counts did not include short-term enrollments. Tip: Use the menu above the graph to view the data by race/ethnicity, student

Read More

Cumulative Enrollment

John A. Sutter Middle
CDS Code 19-64733-6058325

View by ethnicity, student group, and charter status



View Table Data

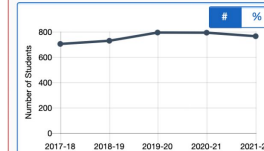
Chart Notes Source

This graph displays the cumulative enrollment for this school. Unlike the Census Day Enrollment data in the graph on the left, which are recorded in October of each school year and exclude short-term enrollments, Cumulative Enrollment counts are collected at the end of the year and consist of the total number of unduplicated primary and

Read More

Unduplicated Pupil Count of Free/Reduced-Price Meals, English Learners & Foster Youth

John A. Sutter Middle
CDS Code 19-64733-6058325



View Table Data

Chart Notes Source

This graph shows the students at this school who were English learners, foster youth, or eligible for free/reduced-price meals when enrollment counts were taken. Each student was counted only once. Notes: 1) Unduplicated pupil counts for charter schools are not included in the district totals.

Read More

Data Analysis MSA-5 LOS LOBOS

James Jordan Middle

Enrollment Multi-Year Summary by Grade

James Jordan Middle Report (19-64733-0109884)

+ [Report Description](#)

+ [Report Options and Filters](#)

Academic Year	Total	Grade K	Grade 1
2022-23	449	0.0%	0.0%
2021-22	415	0.0%	0.0%
2020-21	418	0.0%	0.0%
2019-20	428	0.0%	0.0%
2018-19	406	0.0%	0.0%
2017-18	391	0.0%	0.0%
2016-17	384	0.0%	0.0%

Sutter Middle School Future MSA-5 surrounding school Data

Enrollment Multi-Year Summary by Grade

John A. Sutter Middle Report (19-64733-6058325)

+ [Report Description](#)

+ [Report Options and Filters](#)

Academic Year	Total
2022-23	853
2021-22	818
2020-21	842
2019-20	855
2018-19	822
2017-18	746
2016-17	803

Academic School Data Comparison



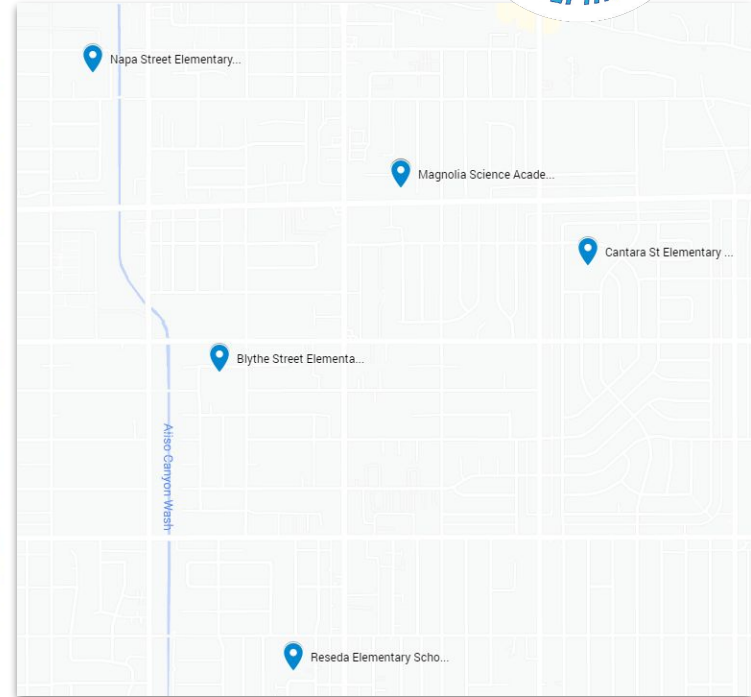
- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps MSA-5 LOS LOBOS

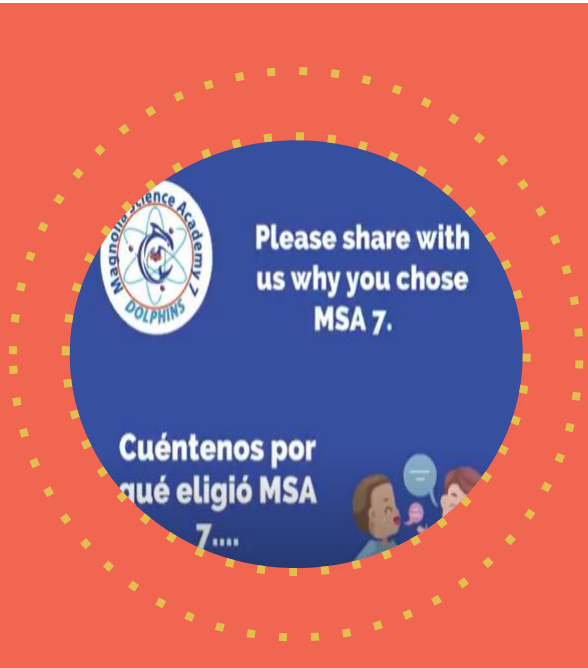
1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans
3. Empower your allies to spread word of mouth
4. Community events to spread the word about our school.
5. Getting involved with Winnetka council for our future site.
6. Outreach in the surrounding area of our future site.



Magnolia Science Academy-7



Data Analysis (MSA-7)



1. There are 4 main elementaries in our area with 3 of them having declining enrollment trends over the last couple years. Reseda Elementary was downward trending but has hit a slight increase this past year (up 10 students).
2. Drop- Most of our families move out of state or out of the area due to the increasing cost of housing.
Add- We have seen a recent increase in students coming from other countries and being recommended to our school by our current families.
3. What are the top 3 reasons families selected your school?
 - a. Small Community/ Family feel
 - b. School climate (PBIS)
 - c. Hub of resources
4. All elementary schools in our area are struggling with enrollment but the Reseda area seems to have a need for another school option.
5. What information is still needed? Tools or strategies that can be used to recruit grades 2nd-5th.

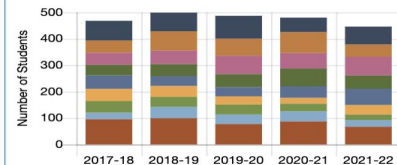
MSA 7

Census Day Enrollment by Grade

Multicultural Learning Center

CDS Code 19-64733-6119044

Select Options



Grade 1
Grade 2
Grade 3
Grade 4
Grade 5
Grade 6
Grade 7
Grade 8
Kindergarten

View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	75	71	87	55	68
Grade 2	46	73	64	79	46
Grade 3	46	51	70	59	71
Grade 4	40	46	49	67	50
Grade 5	51	37	35	44	62
Grade 6	46	41	31	22	36
Grade 7	44	38	38	29	21
Grade 8	25	43	36	38	25
Kindergarten	95	99	77	87	67
Total	468	499	487	480	446

Multicultural Learning Center

Enrollment Multi-Year Summary by Grade

Multicultural Learning Center Report (19-64733-6119044)

+ Report Description

+ Report Options and Filters

Academic Year	Total
2022-23	474
2021-22	446
2020-21	480
2019-20	487
2018-19	499
2017-18	468
2016-17	402

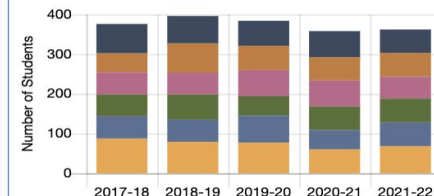
Melvin Avenue Elementary

Census Day Enrollment by Grade

Melvin Avenue Elementary

CDS Code 19-64733-6018121

Select Options



Grade 1
Grade 2
Grade 3
Grade 4
Grade 5
Kindergarten

View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	74	69	63	66	59
Grade 2	48	74	61	58	60
Grade 3	56	55	66	66	55
Grade 4	54	63	49	59	60
Grade 5	57	56	68	49	60
Kindergarten	87	79	77	60	68
Total	376	396	384	358	362

Academic School Data Comparison



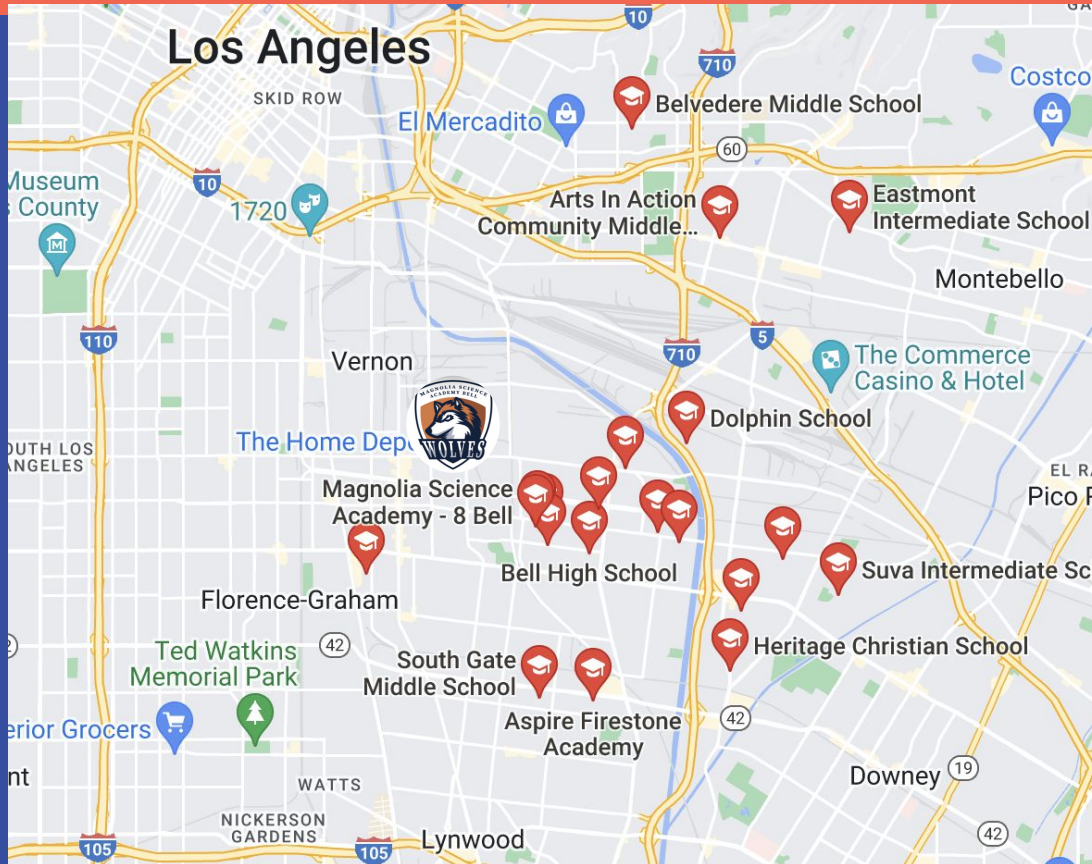
- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps (MSA-7)

1. Strategize what are the next steps for recruitment and retention plans ([Recruitment & Retention Strategies](#))
2. Empower our allies to spread word of mouth
3. Promote and showcase our Community School Model



MSA 8- Bell



Data Analysis MSA8-Bell

The surrounding schools enrollment stats

1) Most students are coming from:

- a) Corona Avenue ES & Nueva Vista ES

2) Surrounding enrollment stats:

- a) Gage M.S. current enrollment 1,197.
- b) Arts Media Academy (2nd floor) enrollment 380 students. and
- c) Global Studies & Technology(3rd floor) enrollment 365 students.

3) Add/ drop data reflection - more analysis is needed 380 student:

- a) Drop Data:
 - i) Transportation issues,
 - ii) Moving out of state, city or different neighborhood,
 - iii) Parent wanted all of her kids in one school
- b) Add Data:
 - i) Not happy with previous school-issues in previous school
 - ii) Caring Staff
 - iii) New to the state - we do not require a permit

4) What are the top 3 reasons families selected your school:

- a) Community school, smaller campus with caring staff, STEAM Education (Integration)

5) What is the data telling us:

- a) Enrollment data shows our enrollment number is increasing although there is a decline in neighborhood schools

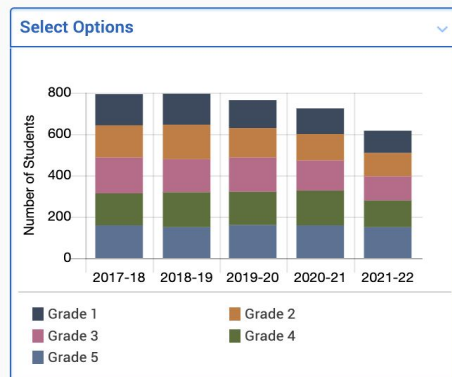
Data Analysis MSA8-Bell

Most students are coming from



Census Day Enrollment by Grade

Corona Avenue Elementary
CDS Code 19-64733-6016620

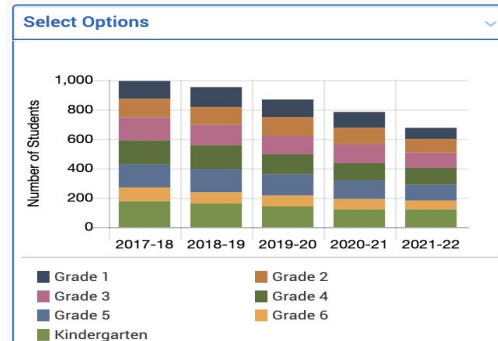


View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	151	150	135	124	108
Grade 2	156	167	143	128	113
Grade 3	173	160	166	146	117
Grade 4	155	169	161	168	129
Grade 5	158	149	159	158	149
Total	793	795	764	724	616

Census Day Enrollment by Grade

Nueva Vista Elementary
CDS Code 19-64733-6110274



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	121	136	119	108	77
Grade 2	126	122	129	111	92
Grade 3	158	137	124	129	103
Grade 4	162	163	135	117	115
Grade 5	158	158	147	128	108
Grade 6	94	76	74	71	61
Kindergarten	176	161	141	120	120
Total	995	953	869	784	676

Data Analysis MSA8-Bell

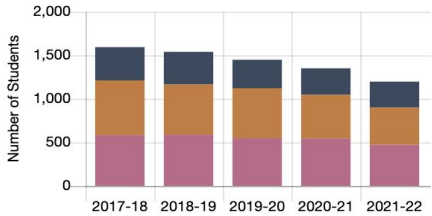
The surrounding schools enrollment stats

Census Day Enrollment by Grade

Henry T. Gage Middle
CDS Code 19-64733-6061469

HENRY T. GAGE MIDDLE SCHOOL

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

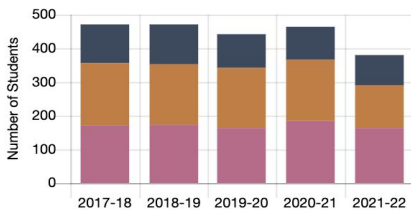
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	383	375	327	304	299
Grade 7	628	576	573	500	427
Grade 8	582	588	548	546	471
Total	1,593	1,539	1,448	1,350	1,197

Census Day Enrollment by Grade

Orchard Academies 2B
CDS Code 19-64733-0122390

ARTS AND MEDIA ACADEMY

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

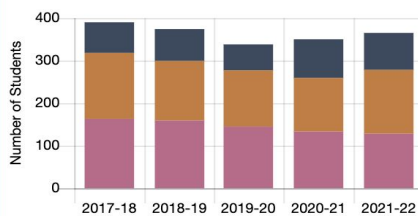
Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	115	118	100	98	90
Grade 7	185	180	179	182	127
Grade 8	171	173	163	184	163
Total	471	471	442	464	380

Census Day Enrollment by Grade

Orchard Academies 2C
CDS Code 19-64733-0122408

GLOBAL STUDIES AND TECHNOLOGY ACADEMY

Select Options



Grade 6
Grade 8

Grade 7

View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	72	75	61	91	87
Grade 7	155	140	132	126	150
Grade 8	163	159	145	133	128
Total	390	374	338	350	365

Academic Schools Data Comparison

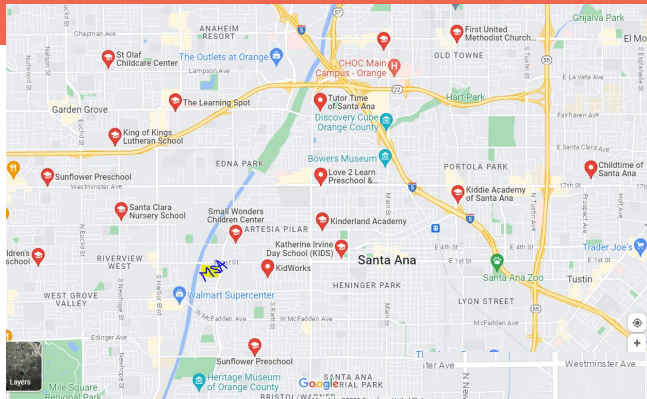
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- SBAC data
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- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps MSA 8 Bell

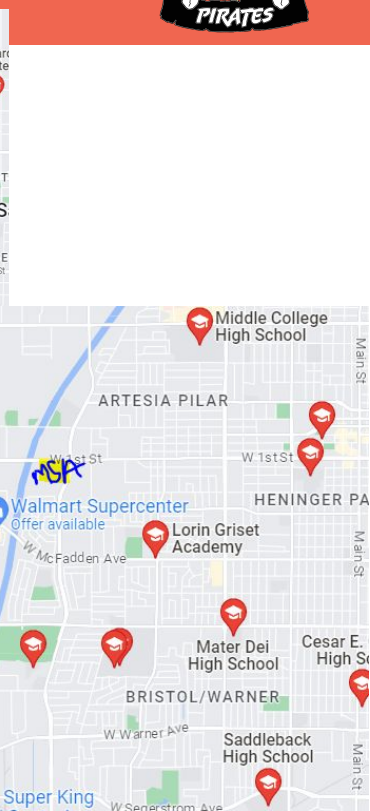
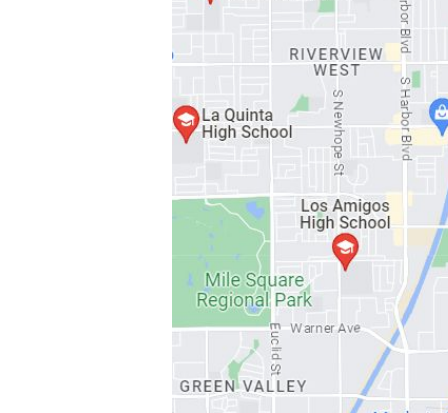
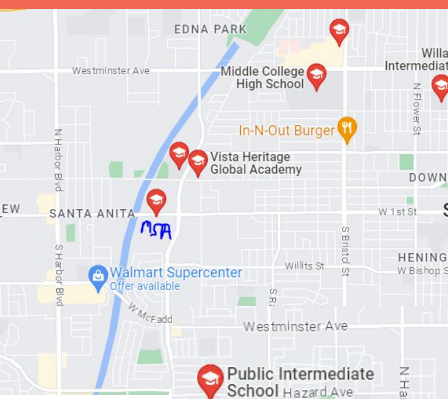
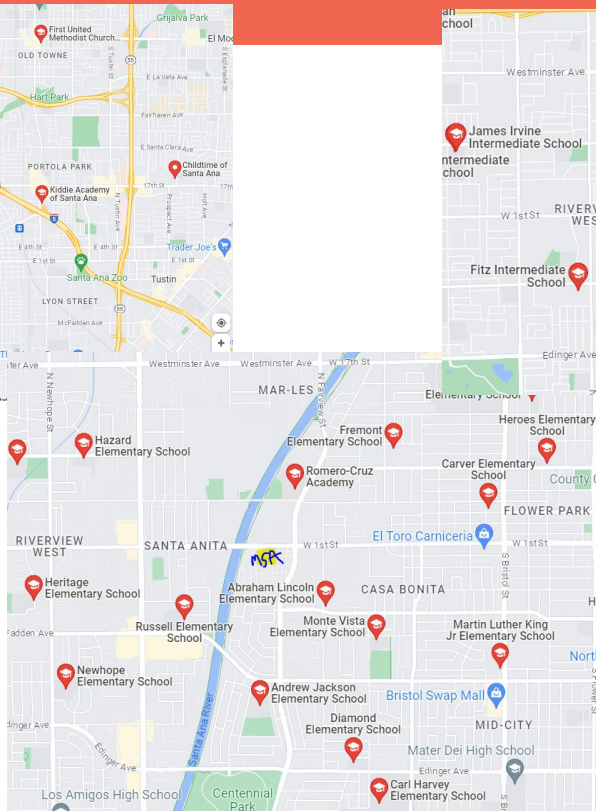
1. A meeting with administration was scheduled and all key takeaways were shared.
2. Strategize what are the next steps for recruitment and retention plans
3. Empower your allies to spread word of mouth
4. Present to our staff the importance of ADA and enrollment
5. Community events (in city of Bell, HP, Cudahy) to spread the word about our school.
6. Getting involved with our local partners to inform them about our school's events.
7. Continue to have Private School Tours instead of informational group meetings (or Open Houses)
8. Continue to use Social Media effectively
9. Check with LAUSD for SPED Matriculation list
10. Padlet Recruitment & Retention Strategies



MSA Santa Ana MAP



MSA Santa Ana in
comparison to local
surrounding school
locations



Data Analysis: Surrounding Schools



Abraham Lincoln Elem. (K-5) SAUSD

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5
2022-23	535	102	79	81	74	92	107
2021-22	580	94	81	82	101	118	104
2020-21	646	101	93	104	122	110	116
2019-20	691	106	108	122	114	118	123
2018-19	790	135	135	120	123	129	148
2017-18	855	154	123	131	132	152	163
2016-17	874	156	126	126	150	159	157

Russell Elem. (K-6) GGUSD

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6
2022-23	452	99	56	65	54	67	56	55
2021-22	445	76	69	57	69	55	55	64
2020-21	457	78	63	76	56	56	68	60
2019-20	490	83	80	58	54	66	62	87
2018-19	502	96	55	56	64	59	84	88
2017-18	524	84	61	63	57	82	89	88
2016-17	582	87	68	61	88	98	93	87

Romero Cruz Academy (K-8) SAUSD

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
2022-23	932	74	52	50	39	27	33	188	248	221
2021-22	958	60	55	45	27	30	20	266	229	226
2020-21	901	67	40	26	33	19	20	222	213	261
2019-20	1,009	53	30	31	18	13	71	216	271	306
2018-19	196	28	25	10	0	69	64	0	0	0
2017-18	212	30	11	0	0	68	103	0	0	0
2016-17	289	0	0	0	0	147	142	0	0	0

Andrew Jackson Elem. (K-5) SAUSD

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5
2022-23	545	97	92	67	98	92	99
2021-22	566	108	66	100	88	105	99
2020-21	640	84	109	90	119	103	135
2019-20	672	131	95	118	106	127	95
2018-19	745	126	117	116	135	104	147
2017-18	814	155	120	136	114	163	126
2016-17	911	164	152	123	173	139	160

Data Analysis: Surrounding Schools



El Sol Science & Arts Academy (K-8)

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
2022-23	956	125	108	105	106	109	108	97	99	99
2021-22	936	129	102	105	108	107	100	101	96	88
2020-21	921	127	97	105	105	102	100	100	90	95
2019-20	920	131	106	102	99	98	100	92	97	95
2018-19	919	127	102	103	102	100	99	100	93	93
2017-18	894	124	100	100	97	100	97	98	91	87
2016-17	906	119	100	100	100	98	103	101	92	93

Scholarship Prep charter (K-8)

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
2022-23	643	106	78	56	65	74	67	87	61	49
2021-22	519	75	51	63	66	60	57	58	41	48
2020-21	505	65	63	73	52	54	53	44	48	53
2019-20	486	76	69	52	54	56	30	49	55	45
2018-19	436	81	52	53	53	28	43	48	50	28
2017-18	361	49	53	49	26	51	30	50	31	22
2016-17	307	48	45	25	46	34	37	35	24	13

Vista Condor Global Academy (K-5)

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5
2022-23	330	52	39	49	56	63	71
2021-22	314	49	43	49	57	56	60
2020-21	223	35	41	33	35	45	34
2019-20	177	33	29	26	29	30	30
2018-19	132	26	17	22	20	22	25

Vista Heritage Charter (6-10)

Academic Year	Total	Grade K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Ungr Elem	Grade 9	Grade 10
2022-23	425	0	0	0	0	0	0	110	92	89	0	67	67
2021-22	346	0	0	0	0	0	0	81	82	118	0	65	0
2020-21	273	0	0	0	0	0	0	71	108	94	0	0	0
2019-20	281	0	0	0	0	0	0	94	92	95	0	0	0
2018-19	275	0	0	0	0	0	0	86	98	91	0	0	0
2017-18	266	0	0	0	0	0	0	81	83	102	0	0	0
2016-17	238	0	0	0	0	0	0	75	106	57	0	0	0

Data Analysis



1. Where are most students coming from?
Different nearby preschools, Abraham Lincoln Elem, Stephen R. Fitz M.S., homeschool, and other charters or private schools
2. Add/ drop data summary:
Add/Entry reasons: returning students who prev. left, not happy with previous school, student bullied at other school, moved/new to SA, interest in dual enrollment
Drop reasons: transportation, moving closer to a school near their home, move out of county or state
3. What are the top 3 reasons families selected your school?
Location: near home, family attending, referrals, small class sizes
4. What is the data telling us?
Most neighboring district schools have a decline in student enrollment since 2016/2017, including MSA SA, except for neighboring charter schools-which have increased student enrollment since 2016/2017.
5. What information is still needed?
Why other charter schools are growing compared to our school. Differences in programs/academic programs being offered.

Academic Schools Data Comparison



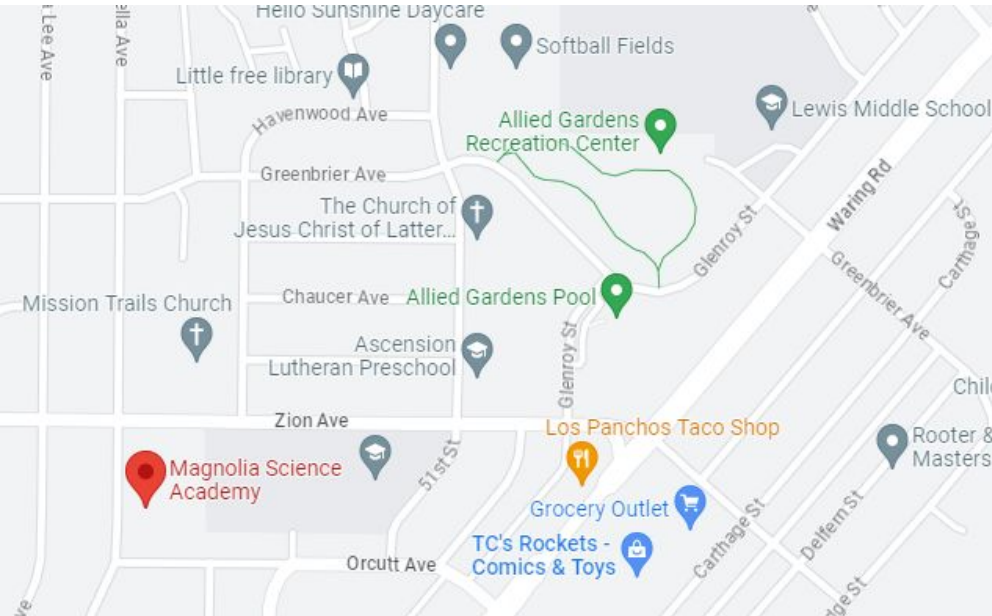
- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps

1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans
3. Empower your allies to spread word of mouth
4. Share enrollment data with school staff to keep them informed
5. Attend community events to promote our school
6. Marketing and Outreach
7. Stay in touch with partners to inform them about school events
8. Continue to have school tours and presentations (open houses)
9. Continue to gain followers on social media and promote our school online
10. Use Padlet Recruitment & Retention Strategies



Magnolia Science Academy San Diego



Data Analysis



1. Where are the enrollment trends in the general area for feeder or resident school options?
2. [Add/ drop data](#) summary
3. What are the top 3 reasons families selected your school?
 - Smaller school size 450 total students vs 1,000+ students at neighboring middle schools (Pershing, Lewis)
 - Free after school clubs and tutoring. We are the only middle school in the area that offers Vex Robotics, Sea Perch and Archery
 - Positive word of mouth
4. What is the data telling us?
5. What information is still needed?

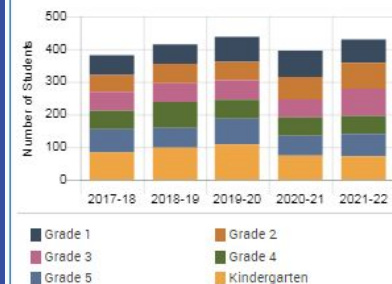
Data Analysis MSA SD

Surrounding schools enrollment stats

Census Day Enrollment by Grade

Foster Elementary
CDS Code 37-68338-6039598

Select Options



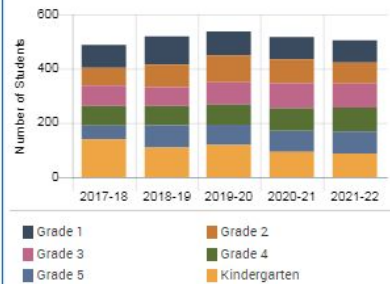
View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	60	59	76	80	71
Grade 2	52	60	57	69	80
Grade 3	57	57	59	54	82
Grade 4	58	80	59	58	56
Grade 5	70	60	78	60	68
Kindergarten	84	98	108	74	72
Total	381	414	437	395	429

Census Day Enrollment by Grade

Marvin Elementary
CDS Code 37-68338-6039960

Select Options



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 1	84	104	88	82	83
Grade 2	65	84	100	88	77
Grade 3	75	69	82	92	88
Grade 4	73	71	74	84	89
Grade 5	51	82	75	77	81
Kindergarten	139	109	118	93	87
Total	487	519	537	516	505

Census Day Enrollment by Grade

Lewis Middle
CDS Code 37-68338-6059638

Select Options



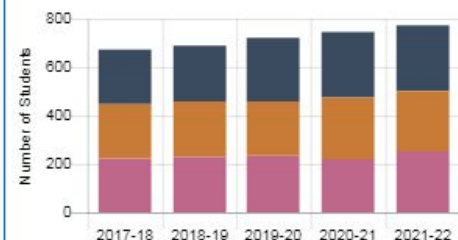
View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	352	351	394	313	299
Grade 7	367	350	354	375	304
Grade 8	395	360	368	354	358
Total	1,114	1,061	1,116	1,042	961

Census Day Enrollment by Grade

Pershing Middle
CDS Code 37-68338-6061972

Select Options



View Table Data

Census Day Enrollment by Grade	2017-18	2018-19	2019-20	2020-21	2021-22
Grade 6	227	230	263	271	270
Grade 7	223	229	224	255	251
Grade 8	223	229	234	219	251
Total	673	688	721	745	772

Academic School Data Comparison



- Mission, Vision, and Core Values
- SBAC data
- U.S. News and World Report Ranking
- C.A. Distinguished School Seal
- USC, Innovate, and L.A. County Top Schools
- Distinguished programs i.e. community schools, STEAM focused, Early College High School
- Greatschools.org data

Action Steps

1. Call a mtg with administration and share key takeaways
2. Strategize what are the next steps for recruitment and retention plans
3. Empower your allies to spread word of mouth
4. Hosting open houses for prospective families in the months of June and July
5. Mailing 15,000 enrollment postcards in July within a 5 mile radius of our school
6. Displaying enrollment yard signs at the busy intersections, strip malls and community parks in our neighborhood
7. Hosting Summer STEAM Expo at a local mall





THANK YOU



Magnolia Public Schools Student Enrollment Digital Marketing Campaign

March 2022—May 2023



Since March 2022, Larson Communications has connected 1,089 families with Magnolia Public Schools, of whom 126 have enrolled. These 126 enrolled families will bring nearly \$2.4 million in per-pupil funding to the Magnolia Public Schools network.

Campaign Strategy

Our Solutions for Magnolia Public Schools

Campaign Objectives

- Build awareness of Magnolia Public Schools among families with children ages 3–17 living near a Magnolia Science Academy.
- Generate parent & guardian leads near Magnolia's 10 campuses in the neighborhoods and communities they serve.
- Lay a pipeline for future enrollment success.



Campaign Tactics



Paid Search Campaign

- Unique keyword strategy
- Negative keyword list
- Custom location targeting
- Text, Video and Display ads



Paid Social Media Campaigns

- Custom target audiences inc. retargeting (via website visits, Google Search, etc.)
- High-quality ads, including authentic video testimonials



Campaign Landing Pages

- 24 unique page designs in English and Spanish
- Custom marketing automations and updates

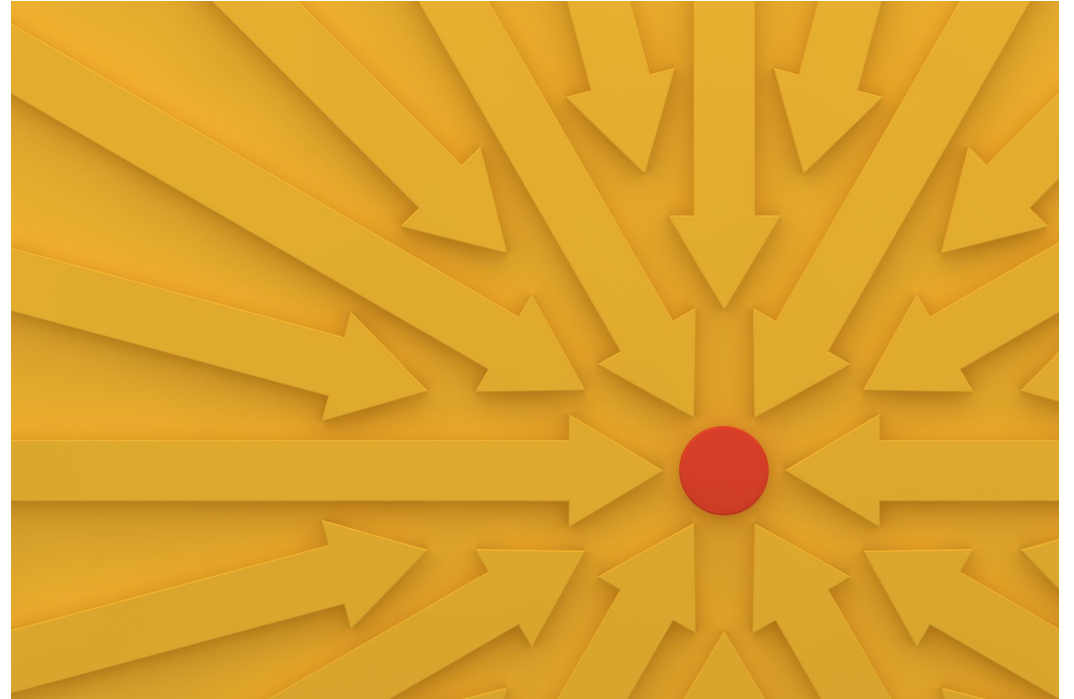


Lead Nurturing Support

- Call scripts, fact sheets and parent/guardian call role-plays
- Drip email and SMS text message campaigns

We continuously monitor our campaigns to optimize their performance and drive results.

- Over the last year, we've made more than **6,600 optimizations** to our Google Ads campaign to optimize performance, including adding new keywords, removing negative keywords, or updating ad copy. These adjustments have **lowered our cost-per-lead** and allowed us to **more precisely target our audiences**.

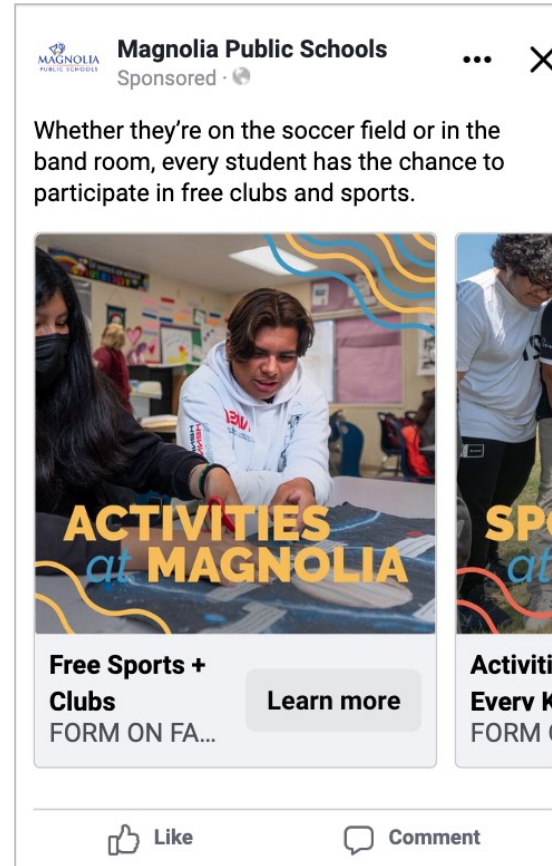


Ad Placements

Where Families See & Engage With Our Ads

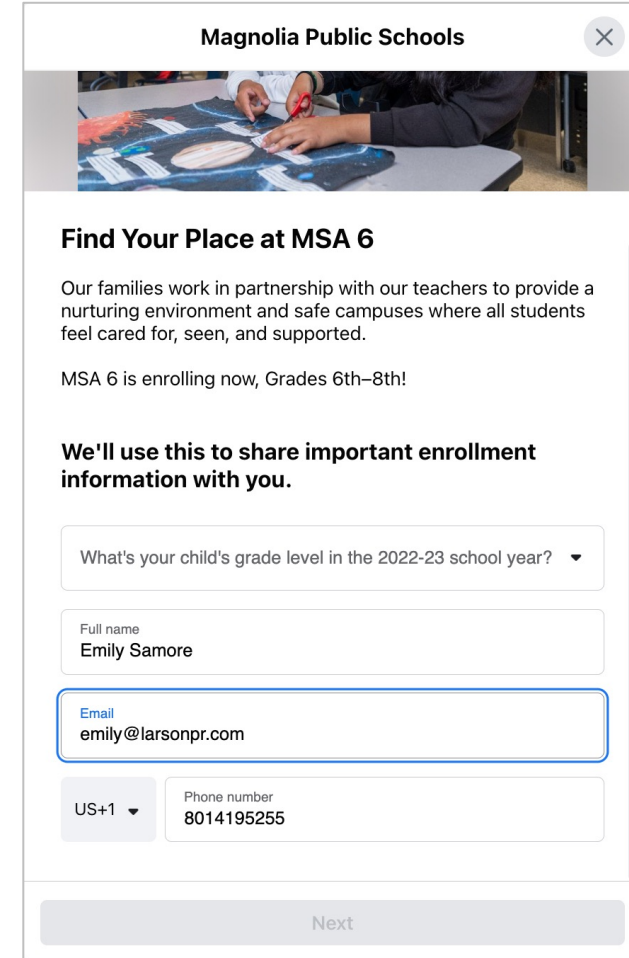
Facebook & Instagram Ads

- Our Facebook & Instagram ads meet parents where they're at — online.
- Featuring real Magnolia teachers, school leaders, students, and parents.
- Ads run across mobile and desktop News Feed, Marketplace, Messenger, and in-app videos.



Facebook and Instagram Instant Form

- On Facebook and Instagram, Magnolia-branded “Instant forms” make it easy for parents or guardians to submit their contact information to learn more about Magnolia Public Schools.
- After submission, family leads are encouraged to click a link directly to each campus’s enrollment application on their respective websites.



Magnolia Public Schools

Find Your Place at MSA 6

Our families work in partnership with our teachers to provide a nurturing environment and safe campuses where all students feel cared for, seen, and supported.

MSA 6 is enrolling now, Grades 6th–8th!

We'll use this to share important enrollment information with you.

What's your child's grade level in the 2022-23 school year? ▼

Full name
Emily Samore

Email
emily@larsonpr.com

US+1 ▼ Phone number
8014195255

Next

Google Ads Search

- Our Google Ads serve on search results for keywords like “best schools near me,” “how to enroll in kindergarten,” “top LA schools” and nearly other 1,000 search keywords.
- Equally important to our campaigns’ success, our individualized negative keyword list includes more than 150 terms to make sure our ads are delivered on relevant searches.

Best Middle School Near You | Free, Public, and Open to All | Online School Application 6-8

[Ad enroll.magnoliapublicschools.org](https://enroll.magnoliapublicschools.org)

We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 8 Receives Tailored One-On-One Tutoring From Their Own Teacher.

Best Bell Schools | Free, Public, and Open to All | Online School Application 6–8

[Ad enroll.magnoliapublicschools.org](https://enroll.magnoliapublicschools.org)

Start Your Application Online and Start Your Family's Education Journey with Magnolia. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Science Academy 8.

Our high-quality, brand-aligned Google Display ads target parents across the internet, on sites and apps including:



Conversion Actions

Our primary goal is to generate high-quality parent and guardian leads for Magnolia Public Schools. To do that, we meticulously track actions taken by our target audience.

Landing Page
Leads



Phone
Calls



Platform
Leads




Leads
Tracker




Our campus-specific landing pages sell the benefits of each unique Magnolia Science Academy, using real student photos.


WHAT WILL YOU DISCOVER AT MAGNOLIA?



At Magnolia Science Academy 4, our dedicated teachers care about each student's unique path to success. Every student has access to one-on-one tutoring from their own teacher.




From soccer to robotics, Magnolia Science Academy 4 offers an expansive range of fun and educational extracurricular activities, giving every student a chance to find something that sparks their interest.



Our schools provide a rigorous college prep curriculum, emphasizing science, technology, engineering, arts and math and featuring AP Classes.


[LEARN MORE](#)

WHAT MAKES MAGNOLIA PUBLIC SCHOOLS DIFFERENT?




RIGOROUS ACADEMICS

Every student at Magnolia Public Schools receives tailored one-on-one tutoring from their own teacher and home visits throughout the year, meeting each student's unique needs and setting them up for success in college and beyond. And with a 92% college acceptance rate, we have a track record of supporting every student to rise to their potential.



PREPARING FOR THE FUTURE

We're proud to continue our long legacy of providing cutting-edge science, technology, engineering, arts and math (STEAM) education in every school day, preparing students with the skills and knowledge they need to become the thinkers, leaders, and visionaries of the future.



FUN, FREE ACTIVITIES

Whether they're in anime club, on the soccer field, or in the music room, there's something for every student to spark their interest and engage them in hands-on, experiential learning outside of the classroom. We offer after-school activities, sports teams, and clubs for students to find their joy—all for free.


At Magnolia, Everyone Belongs

At our small, safe campus off Sawtelle Boulevard in West Los Angeles, our teachers work in partnership with families to provide a nurturing environment where all students feel cared for, seen, and supported to achieve their dreams and thrive.

SCHEDULE YOUR FREE CAMPUS TOUR!

Call us at (310) 473-2464 to learn more about enrolling your student, or come visit us:

Magnolia Science Academy 4
11330 Graham Place, Los Angeles, California 90064
(Co-located with Daniel Webster Middle School)



FREE, PUBLIC, AND OPEN TO ALL STUDENTS

[GET ENROLLMENT INFORMATION](#)

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COMMUNICATIONS

14

Leads Tracker

Lead contact information is automatically added to the custom-built **Magnolia Public Schools Enrollment Leads Tracker**. Each school has its own tab which is automatically updated with new leads as soon as they come in. PACE Coordinators use the Leads Tracker to track their follow-up calls and other touchpoints.

A1	Timestamp When Lead Came In											
	A	B	C	D	E	F	G	H	I	J	K	L
1	Timestamp When Lead Came In	First Name	Last Name	Email Address	Phone Number	2022-2023 Grade Level	Campus (if known)	Campus Outreach Day/Time	Student Name(s)	Next Steps and Notes	Sent follow-up email/text	Applied?
2	3/1/2022 15:08:00	Serena	Worick	serenaworick@gmail.com	(337) - 577-5037	2nd	No Preference					
3	3/1/2022 21:05:32	Fatima	Velasquez	fatimavelasquez01@gmail.com	(1818)422-4963	1st Grade	MSA 7 – Northridge (Grade TK-5)	3/3/22		LVM	Sent email w/ our Open House flyer	
4	3/2/2022 8:49:00	3236678340	3236678340	cunkin@hotmail.com	1(323) 667-8340	7th Grade	MSA 8 – Bell (Grades 6-8)	3/2/22		Called the mom will come to school tour on March 8 Tuesday VG		
5	3/2/2022 9:25:28	Dorian	Espinoza	dorianebc@gmail.com	(1818)477-7504	6th Grade	MSA 1 – Reseda (Grades 6-12)					
6	3/2/2022 13:34:01	Monica	:	monicam1922@gmail.com	(1619)392-5853	6th Grade	MSA San Diego (Grades 6- 8)					
7	3/2/2022 17:53:27	Erika	Hereu	erikahereu81@gmail.com	(1619)253-1218	7th Grade	MSA San Diego (Grades 6- 8)					
8	3/2/2022 18:23:26	Alejandra	Posadas	alejandra33121@gmail.com	(1323)378-2671	7th Grade	MSA 3 – Carson (Grades 6-12)	3/29/22		Located in Los Angeles. Carson is too far for her		
9	3/2/2022 18:41:05	Karina	Huitz	elvia-e@sbcglobal.net	1(323) 821-2160	9th Grade	MSA 4 – Venice (Grades 9-12)	MSA-4 /CP	Willie Max Huitz	2406 S. Redondo Blvd. LA 90016, OM will mail out packet and set up tour for 4.1.22		
10	3/2/2022 21:48:00	Alexandra	Blaker	akmorah@gmail.com	(310) - 279-2158	7th	MSA 6 – Los Angeles (Grades 6-8)	3/8/22		lvm and sent email	sent follow up email	
11	3/2/2022 22:06:00	Sebastian	Sebastian	419929@orangeusd.org	(714) - 276-3861	6th	MSA Santa Ana (Grades TK-12)	3/3/22 9:09 AM	LVM			
12	3/2/2022 23:30:00	Liz	Vivar	Vivar.lizeth@gmail.com	(714) - 326-7790	2nd	MSA Santa Ana (Grades TK-12)	3/3/22 9:12 AM	LVM	called back coming for a school tour today 3/3/22		
13	3/3/2022 8:31:00	jonathan	rodriguez	gabbyorozco176@gmail.com	(714) - 395-0992	9th	MSA Santa Ana (Grades TK-12)	3/3/22 9:14 AM		Filled out the pre-enrollment form with the guardian on the phone		
14	3/3/2022 14:26:26	Queenena	Lam	22queenena@gmail.com	(1858)610-2323	6th Grade	MSA San Diego (Grades 6- 8)					
15	3/3/2022 15:05:00	Orlando	Orlando	orlandomarroquin072005@gmail.com	(747) - 494-0025	9th	No Preference					

41%

**Parents/guardians are
41% more likely to
enroll if contacted
within 24 hours.**

We've led three trainings with Magnolia PACE Coordinators to empower them to follow up with leads quickly.

- LC has provided hands-on trainings for PACE Coordinators, featuring best practices, talking points and roleplays to practice making follow-up calls promptly and effectively.
- LC also shared scripts, flowcharts, and ad hoc one-on-one support as needed to support PACE Coordinators' outreach to their leads.

Heart Over Head

- Talk in big picture terms about Magnolia's mission and vision.
- What is your school's unique differentiator?
- Use this opportunity to make a personal connection, getting to know the family.

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Best Practices for Successful Calls

- **Have a conversation.** Make sure you're having a friendly conversation with a lot of back and forth.
- **Keep it positive.** Avoid saying anything negative about other schools and focus on Magnolia's positive differentiators (e.g. STEAM, extracurriculars, inclusive education, etc.)
- **Offer examples.** Use brief examples to provide more information about Magnolia. For instance, you may want to speak to how after-school programs work, or what a typical school day looks like.
- **Conclude with actionable next steps.** Ensure there's a clear next step, whether that's promising to follow up, filling out an enrollment form together, scheduling a tour, etc.

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26

This year, we rolled out a real-time data dashboard to track campaign performance.

➤ Our data dashboard is a powerful tool that lets us analyze trends and make data-informed strategic decisions.

➤ See the [Magnolia Public Schools Data Dashboard](#)



Results to Date By MSA

March 2022—May 2023

Total Leads, Conversion Rate & ROI: March 2022—May 2023

1,089

Total Leads

\$166,682

Total Spend

126

Enrolled Students

\$2,493,047

Revenue

11.6%

Conversion Rate

14.9X

Return on Investment

March 2022—May 2023. Total spend includes LC's retainer. Assuming an average per-pupil funding of \$22,893 (Source: [CDE](#)).

MSA 1: March 2022—May 2023

79

MSA 1 Leads

\$16,668

MSA 1 Spend

6

MSA 1 Enrolled
Students

\$137,358

MSA 1 Revenue

7.6%

MSA 1 Conversion
Rate

8.2X

MSA 1 Return on
Investment

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

Magnolia Public Schools

Sponsored

Our hands-on learning experiences, rigorous academics, and caring teachers will empower your child to achieve success in [...See more](#)

MAGNOLIA SCIENCE ACADEMY

That is just unbelievable. It's great.

FORM ON FACEBOOK

Limited Spots Available – Enroll Today

Learn more

Like

Comment

Where Every Student Shines | Free, Public, and Open to All | Where Every Student Belongs

[enroll.magnoliapublicschools.org](#)

High Quality Academics in a Nationally-Ranked Public School. Enroll Today! From Archery to Robotics, Our Schools Offer an Expansive Range of After-School Activities.

[College Prep 6-12 Schools](#)

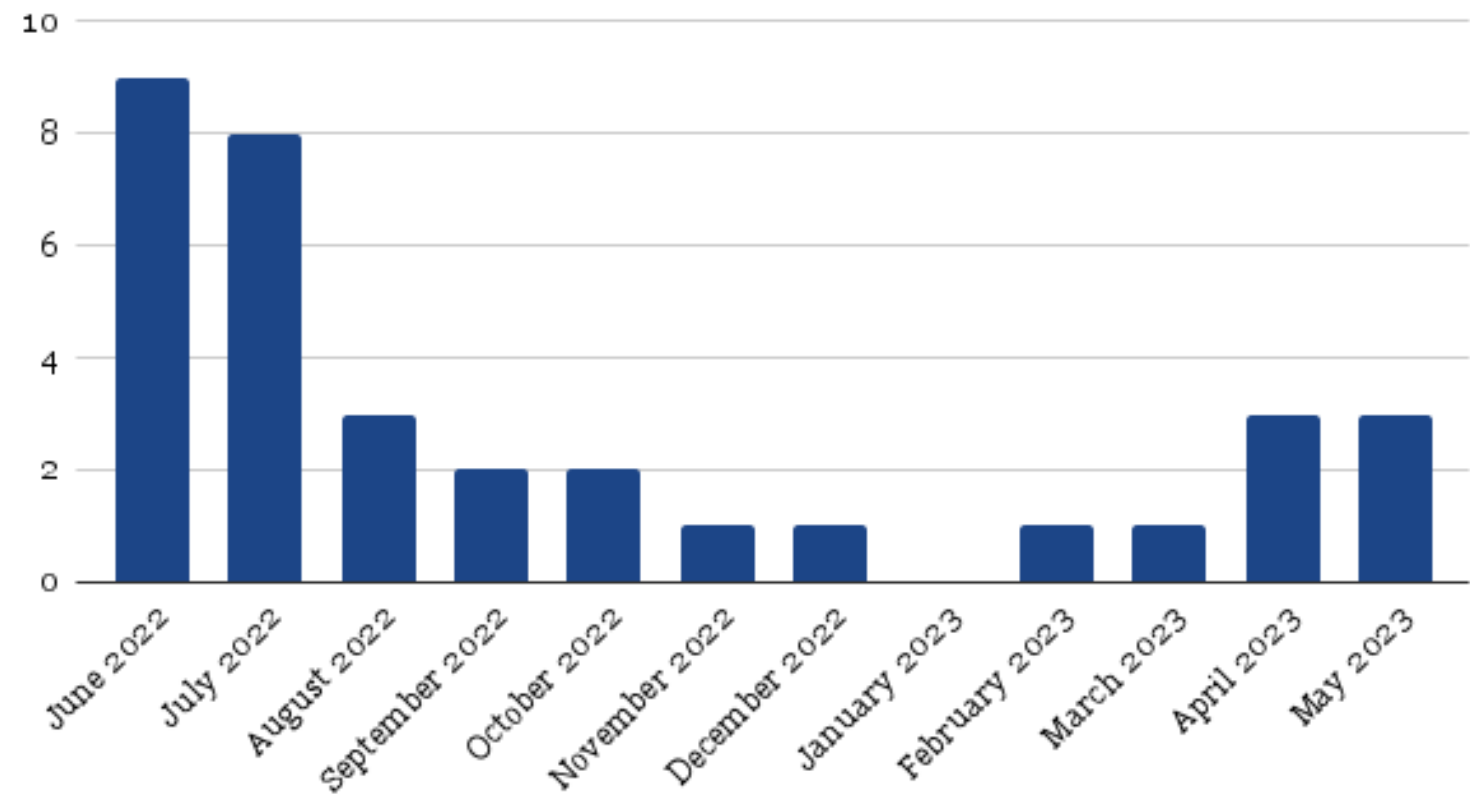
Best Reseda Middle/High School | Free, Public, and Open to All | Online School Application 6-12

[enroll.magnoliapublicschools.org](#)

We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 1 Receives Tailored One-On-One Tutoring From Their Own Teacher.

MSA 1: Leads by Month — June 2022-May 2023

MSA 1: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$176.97

MSA 2: March 2022—May 2023

91

MSA 2 Leads

9

MSA 2 Enrolled Students

9.9%

MSA 2 Conversion Rate

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

\$16,668

MSA 2 Spend

\$205,551

MSA 2 Revenue

12.4X

MSA 2 Return on Investment

Magnolia Public Schools

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...

×

From archery to robotics, from music to football, Magnolia Public Schools have extracurricular activities for every student. Now enrolling for Fall 2022!




incredibly dedicated parents.


FORM ON FACEBOOK
What Will Your Child Discover?

Learn more

 Like

 Comment

Escuela cerca de mí | ¿Qué significa STEAM? | Mejores escuelas secundarias

 enroll.magnoliapublicschools.org

Inscríbase. ¡Plazas limitadas! Es fácil inscribirse en las escuelas públicas de Magnolia. Ambiente acogedor y campus seguro donde los estudiantes se sienten cuidados y apoyados.

[Prep. para college 6-12](#)

[Apoyo a todo estudiante](#)

[Educación STEAM en MPS](#)

[Colegio Ciencias Magnolia](#)

Best Schools in Lake Balboa | Free, Public, and Open to All | Top-Ranked Free Public School

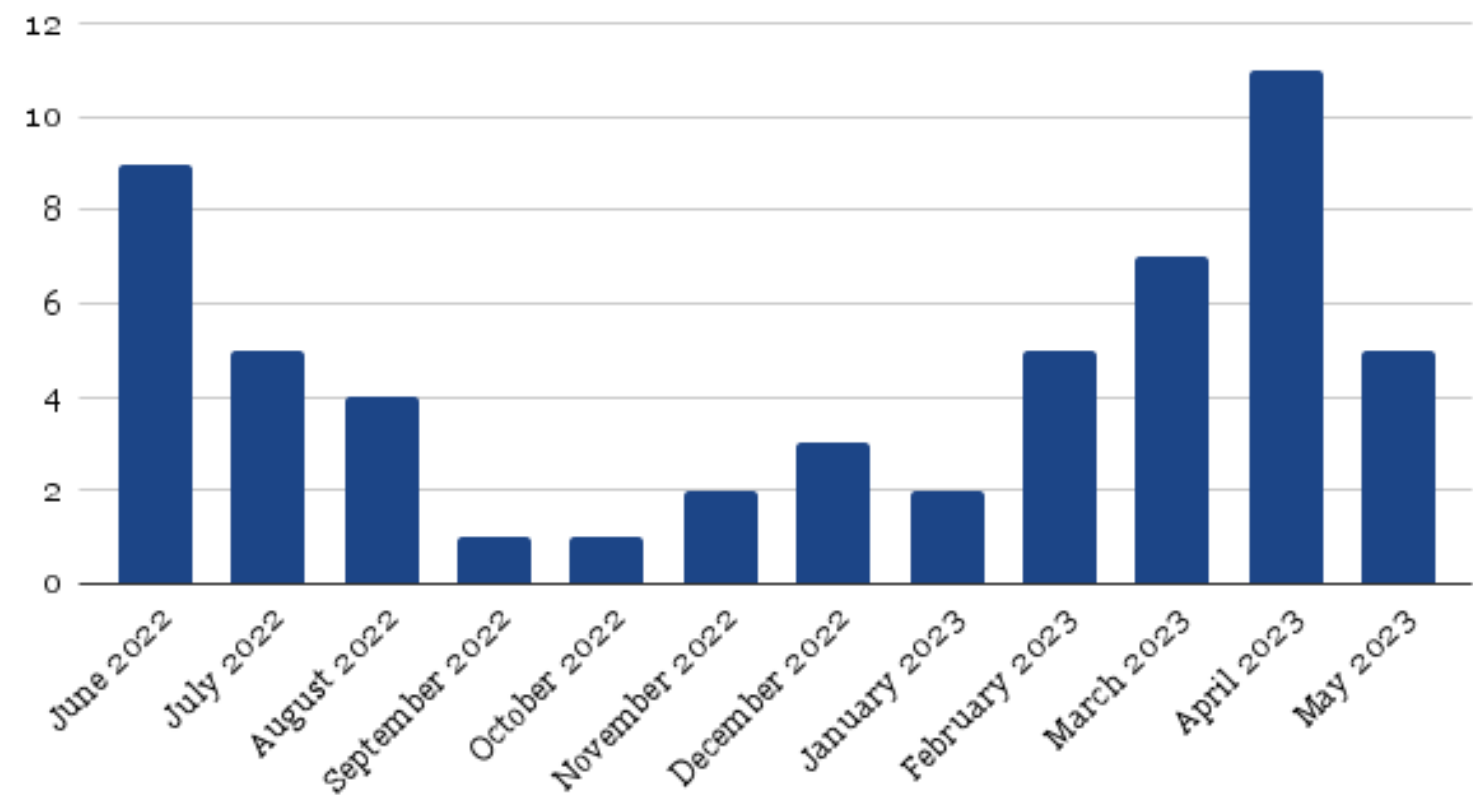
 enroll.magnoliapublicschools.org

Find Your Place at Magnolia Public Schools—Where Students Feel Cared For, Seen, and Valued. Every Student at Magnolia Public Schools Receives Tailored One-On-One Tutoring.

[College Prep 6-12 Schools](#)

MSA 2: Leads by Month — June 2022-May 2023

MSA 2: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$117.97

MSA 3: March 2022–May 2023

114

MSA 3 Leads

22

*MSA 3 Enrolled
Students*

19.3%

MSA 3 Conversion Rate

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

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\$16,668

MSA 3 Spend

\$503,646

MSA 3 Revenue

30.2X

MSA 3 Return on Investment

Where Every Student Shines | Free, Public,
and Open to All | Where Every Student
Belongs

 enroll.magnoliapublicschools.org

At MSA 3, every student is set up to succeed in college and beyond. Enroll today! Where every student is supported to rise to their potential and thrive. Learn more today!

Best Carson Middle Schools | Free, Public,
and Open to All | Online School Application 6-
12

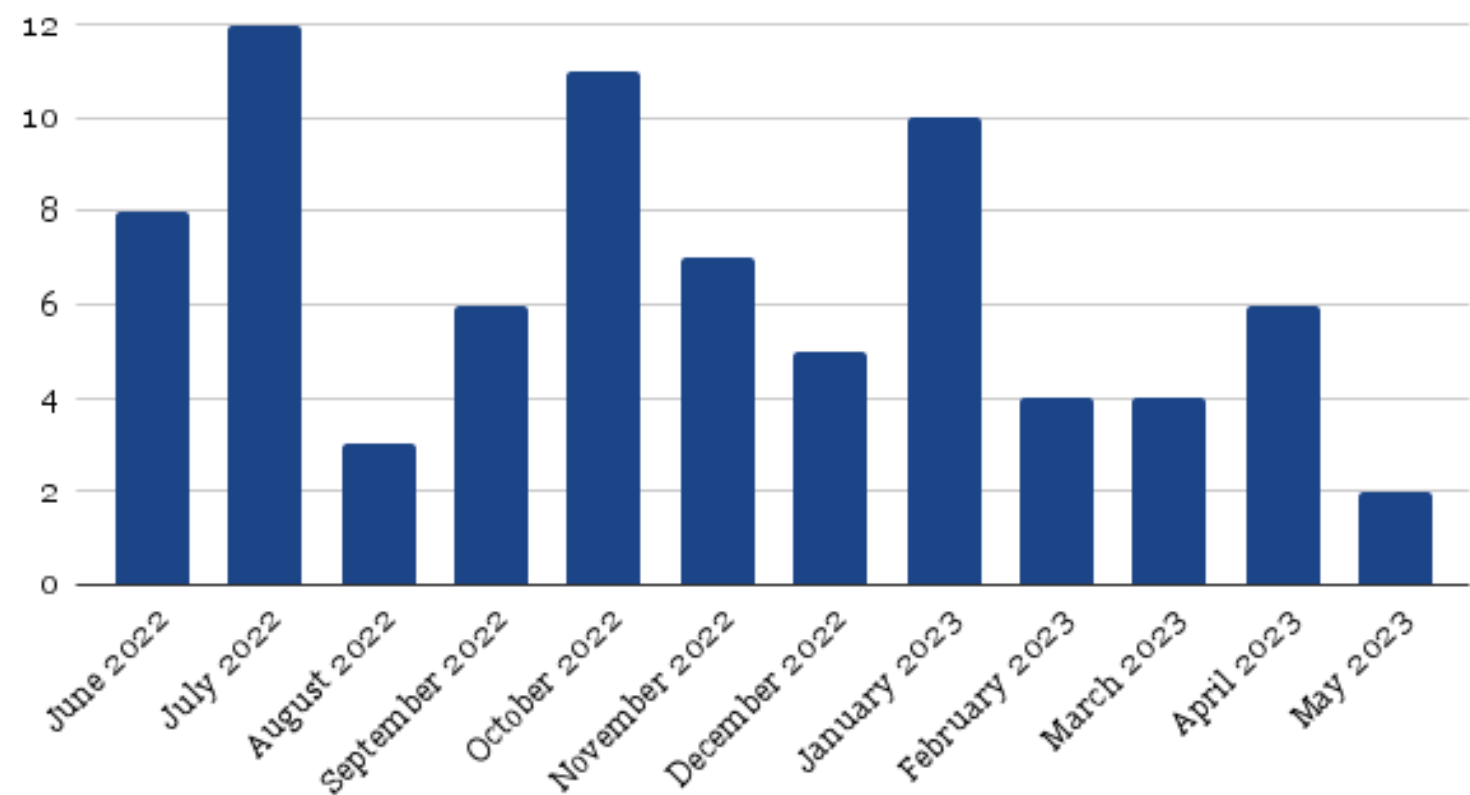
[Ad] enroll.magnoliapublicschools.org

Start Your Application Online and Start Your Family's Education Journey with Magnolia. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Science Academy 3.

College Prep 6-12 Schools

MSA 3: Leads by Month — June 2022-May 2023

MSA 3: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$62.66

MSA 4: March 2022—May 2023

92

MSA 4 Leads

\$16,668

MSA 4 Spend

3

MSA 4 Enrolled Students

\$68,679

MSA 4 Revenue


3.3%


MSA 4 Conversion Rate

4.1X

MSA 4 Return on Investment


Leads from March 1, 2022—May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

Magnolia Public Schools

Sponsored · 

... X

Whether they're on the soccer field or in the band room, every student has the chance to participate in free clubs and sports.




ACTIVITIES at MAGNOLIA

Free Sports + Clubs

FORM ON FA...

Learn more






SP at


Activiti

Every K

FORM C

  Milca Mateo and 16 others

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Best Mar Vista High School | Free, Public, and Open to All | Online School Application 9-12

[\[Ad\] enroll.magnoliapublicschools.org](#)

We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 4 Receives Tailored One-On-One Tutoring From Their Own Teacher.

[Find a School](#)

[Who We Are](#)

[Supporting All Students](#)

[STEAM Education at MPS](#)

Best Public Schools Nearby | College-Prep Curriculum | Magnolia Science Academy 4

[\[Ad\] enroll.magnoliapublicschools.org](#)

Find Your Place at Magnolia Science Academy, a STEM-centered, College Prep School. A Connected School Community Where Every Student Shines. Enrolling Now—Grades 9-12th.

[Find a School](#)

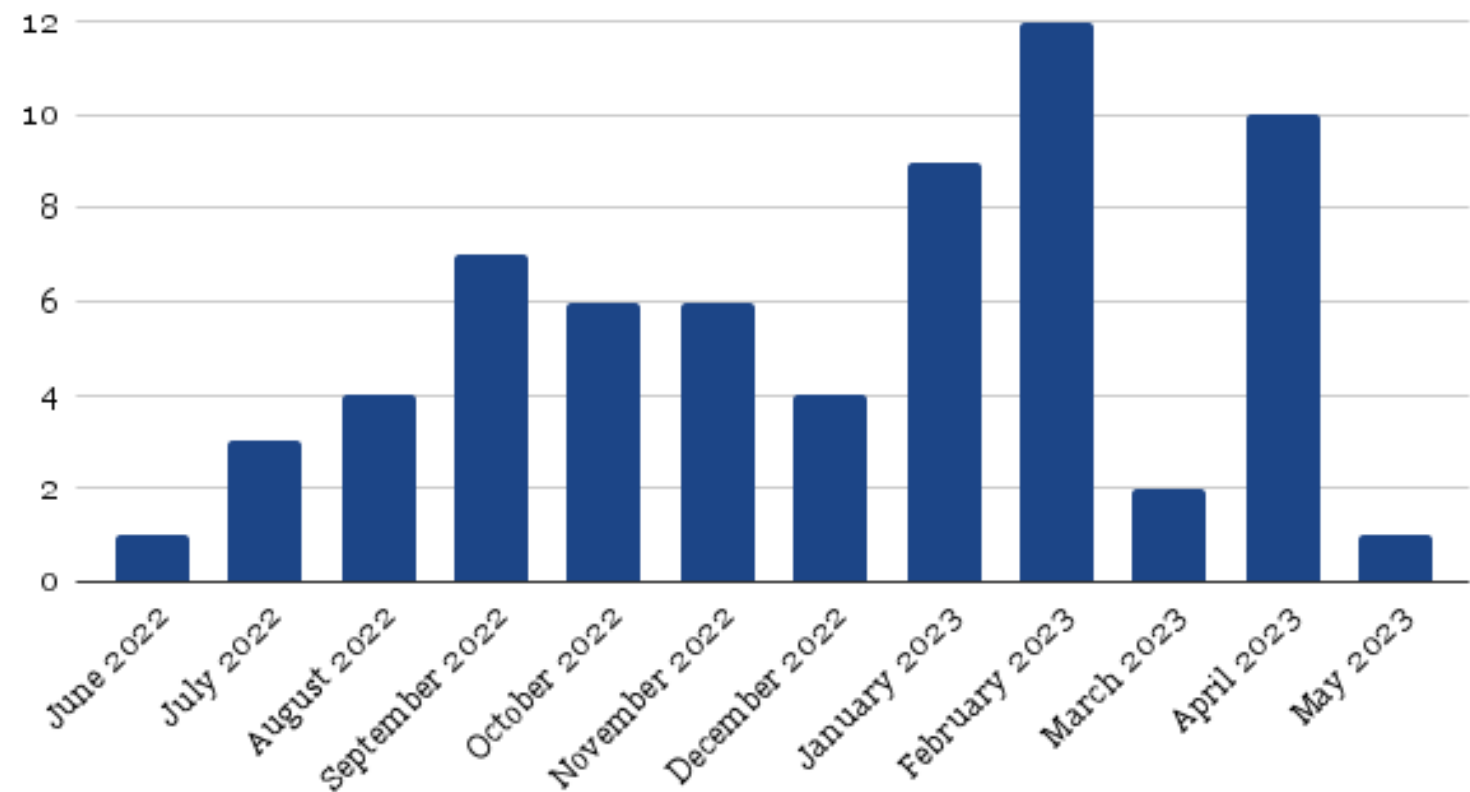
[Who We Are](#)

[Supporting All Students](#)

[STEAM Education at MPS](#)

MSA 4: Leads by Month — June 2022-May 2023

MSA 4: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$106.76

MSA 5: March 2022—May 2023

52

MSA 5 Leads

2

MSA 5 Enrolled Students

3.8%

MSA 5 Conversion Rate

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

\$16,668


MSA 5 Spend

\$45,786

MSA 5 Revenue

2.7X

MSA 5 Return on Investment

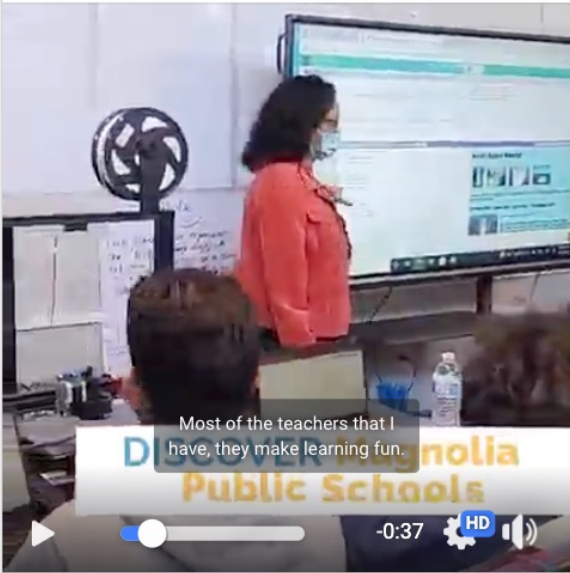
Magnolia Public Schools

Sponsored · 🌐

...

✕

Our track record of providing top-notch STEAM education has sent more than 90% of our graduates to college – and beyond.



Most of the teachers that I have, they make learning fun.



Discover Magnolia Public Schools


0:37 HD


FORM ON FACEBOOK

STEAM-Focused Education

Learn more

  Danielle Batiste'Henson and Lakybra J...

 Like

 Comment

Where Every Student Shines | Free, Public, and Open to All | Where Every Student Belongs

[\[Ad\] enroll.magnoliapublicschools.org](#)

At MSA 5, every student is set up to succeed in college and beyond. Enroll today! Where every student is supported to rise to their potential and thrive. Learn more today!

[College Prep 6-12 Schools](#)

Best Reseda Middle/High School | Free, Public, and Open to All | Online School Application 6-12

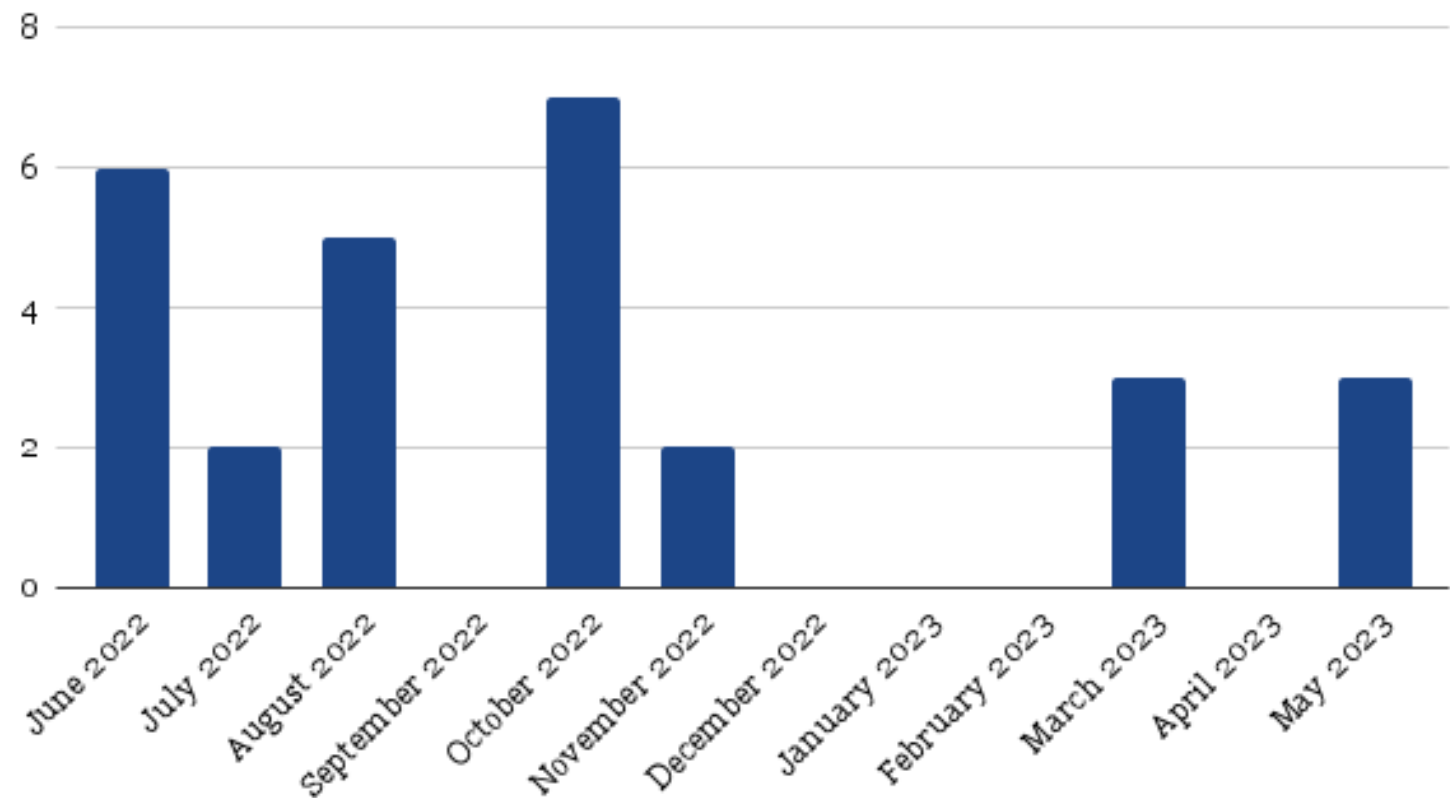
[\[Ad\] enroll.magnoliapublicschools.org](#)

We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 5 Receives Tailored One-On-One Tutoring From Their Own Teacher.

[College Prep 6-12 Schools](#)

MSA 5: Leads by Month — June 2022-May 2023

MSA 5: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$97.05

MSA 6: March 2022—May 2023

127

MSA 6 Leads

\$16,668

MSA 6 Spend

8

MSA 6 Enrolled
Students

\$183,144

MSA 6 Revenue


6.3%

MSA 6
Conversion Rate

11X

MSA 6 Return on
Investment


Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

 **Magnolia Public Schools**

Sponsored · 

... 

Our hands-on learning experiences, rigorous academics, and caring teachers will empower your child to achieve success in college and beyond.




You're not just enrolling at a school, you're joining a family.

FORM ON FACEBOOK

Limited Spots Available —
Enroll Today

Learn more

 Like

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Best Middle School Near You | Free, Public, and Open to All | Online School Application 6-8
[Ad](#) enroll.magnoliapublicschools.org

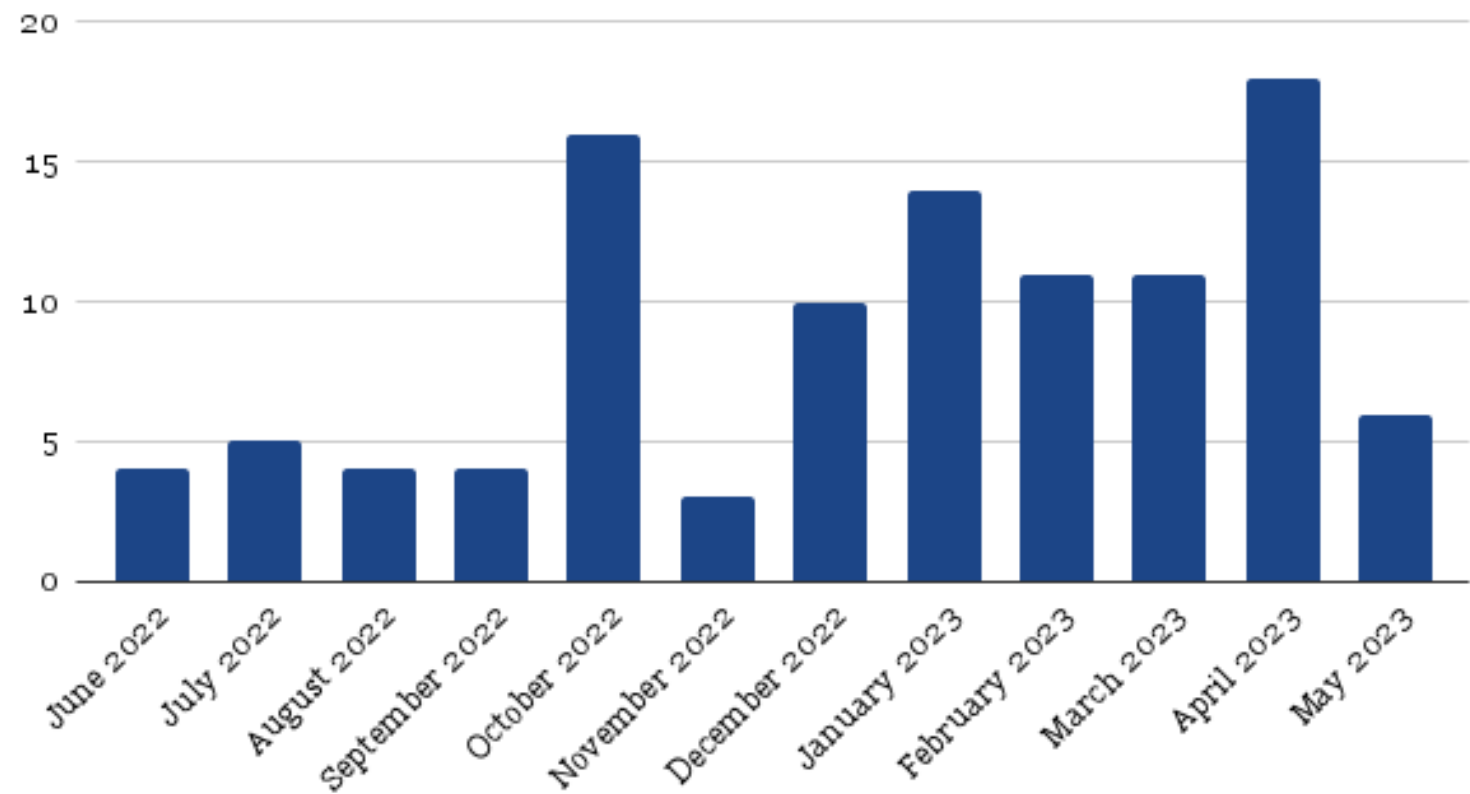
We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 6 Receives Tailored One-On-One Tutoring From Their Own Teacher.
[College Prep 6-8 School](#)

Best Wilshire Park Schools | Free, Public, and Open to All | Apply Online for Middle School
[Ad](#) enroll.magnoliapublicschools.org

Start Your Application Online and Start Your Family's Education Journey with Magnolia. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Science Academy 6.
[College Prep 6-8 School](#)

MSA 6: Leads by Month — June 2022-May 2023

MSA 6: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$49.98

MSA 7: March 2022—May 2023

114

MSA 7 Leads

\$16,668

MSA 7 Spend

16

MSA 7 Enrolled
Students

\$366,288

MSA 7 Revenue

14%


MSA 7 Conversion
Rate


22X

Return on
Investment

Leads from March 1, 2022—May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.




**Magnolia Public Schools**

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Our track record of providing top-notch STEAM education has sent more than 90% of our graduates to college – and beyond.




FORM ON FACEBOOK

STEAM-Focused Education

Learn more

 Like

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Best Northridge Schools | Free, Public, and Open to All | Online School Application TK–5

Ad enroll.magnoliapublicschools.org

Start Your Application Online and Start Your Family's Education Journey with Magnolia. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Science Academy 7.

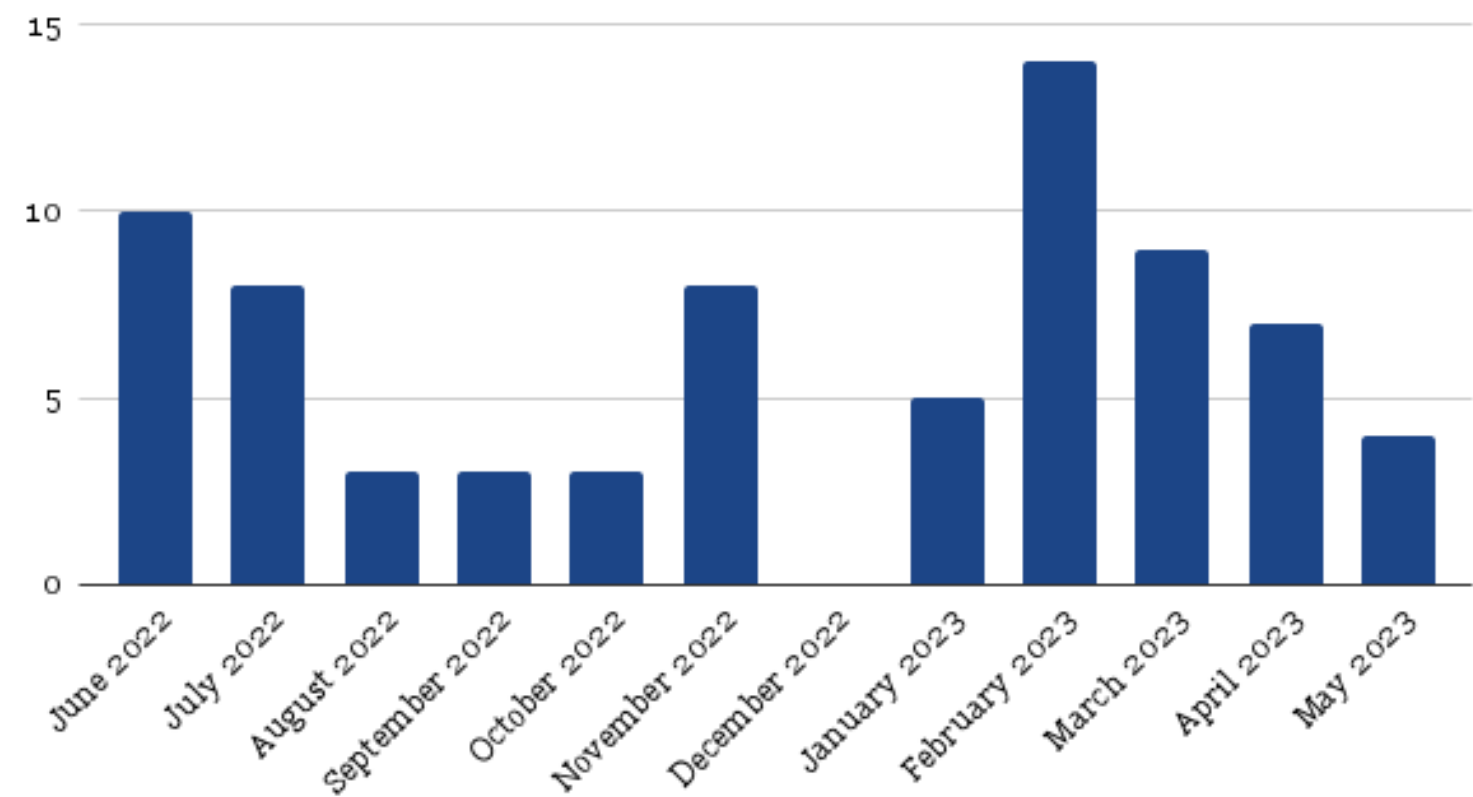
Best Schools in Northridge | Free, Public, and Open to All | Top-Ranked Free Public School

Ad enroll.magnoliapublicschools.org

Find Your Place at Magnolia Public Schools—Where Students Feel Cared For, Seen, and Valued. Every Student at Magnolia Public Schools Receives Tailored One-On-One Tutoring.

MSA 7: Leads by Month — June 2022-May 2023

MSA 7: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$60.31

MSA 8: March 2022—May 2023

88

MSA 8 Leads

\$16,668

MSA 8 Spend

8

MSA 8 Enrolled
Students

\$183,144

MSA 8 Revenue

9.1%

MSA 8
Conversion Rate

11X

MSA 8 Return on
Investment

Leads from March 1, 2022—May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.



Best Middle School Near You | Free, Public, and Open to All | Online School Application 6-8
[Ad enroll.magnoliapublicschools.org](#)

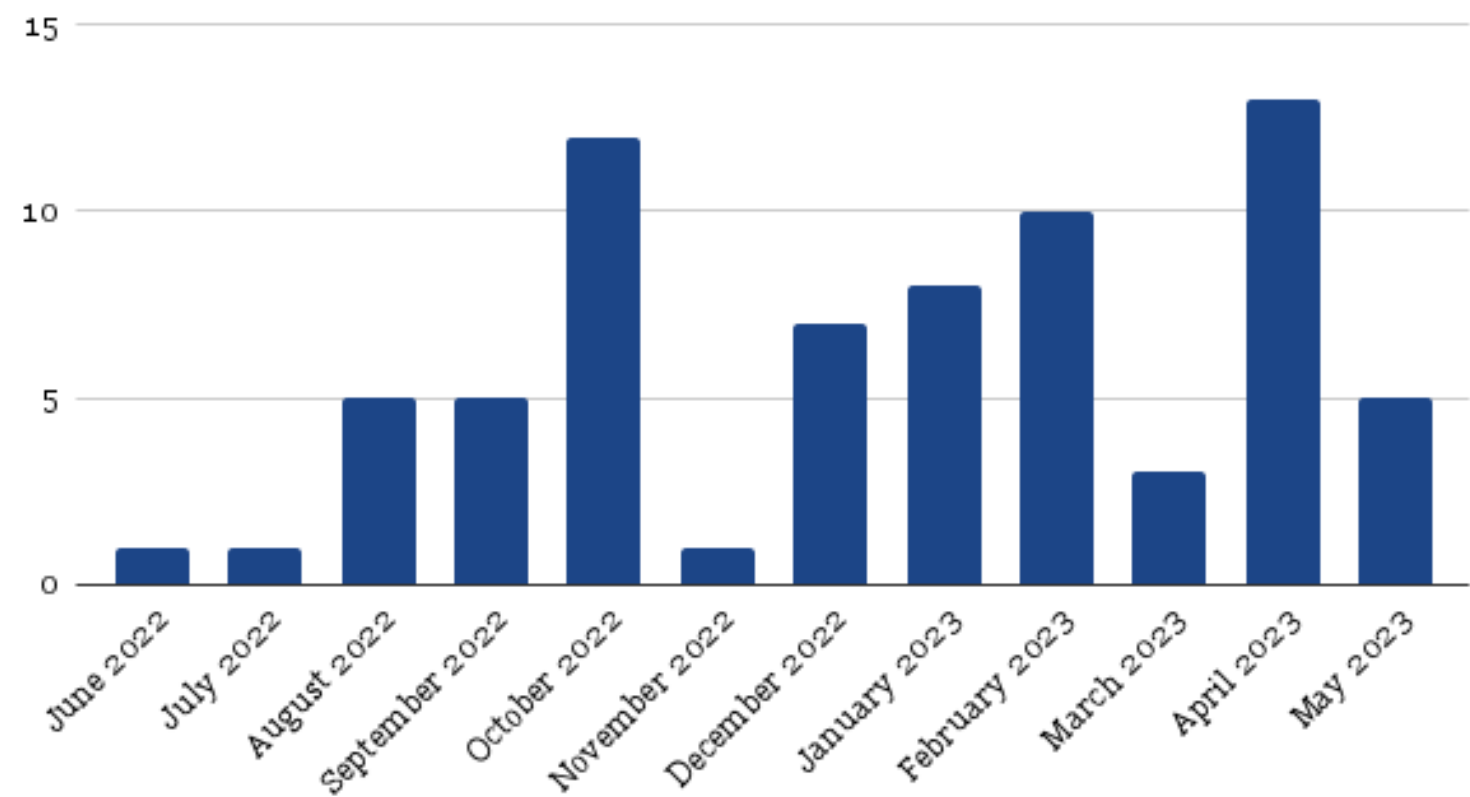
We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Every Student at MSA 8 Receives Tailored One-On-One Tutoring From Their Own Teacher.

Best Bell Schools | Free, Public, and Open to All | Online School Application 6-8
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Start Your Application Online and Start Your Family's Education Journey with Magnolia. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Science Academy 8.

MSA 8: Leads by Month — June 2022-May 2023

MSA 8: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$116.06

MSA Santa Ana: March 2022—May 2023

123

*MSA Santa Ana
Leads*

7

*MSA Santa Ana
Enrolled Students*

5.7%

*MSA Santa Ana
Conversion Rate*

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

LARSON
COMMUNICATIONS

\$16,668

*MSA Santa Ana
Spend*

\$160,251

*MSA Santa Ana
Revenue*

9.6X

*MSA Santa Ana
Return on
Investment*

Magnolia Public Schools

Sponsored ·

...

×

Nuestras experiencias de aprendizaje práctico, el rigor académico y los dedicados profesores empoderarán a su hijo para lograr el éxito en la universidad y más allá.



Hasta nuestros dedicados y apasionados profesores

FORM ON FACEBOOK

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Learn more

Araceli Vargas

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Magnolia Public Schools | Free, Public, and Open to All | Learn More About MSA Santa Ana

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Start your application online. Magnolia Public Schools are free and open to all. Free, public, and open to all. Start your enrollment process today!

[College PrepTK-12 Schools](#)

Magnolia Science Academy | Free, Public, and Open to All | Magnolia Santa Ana School

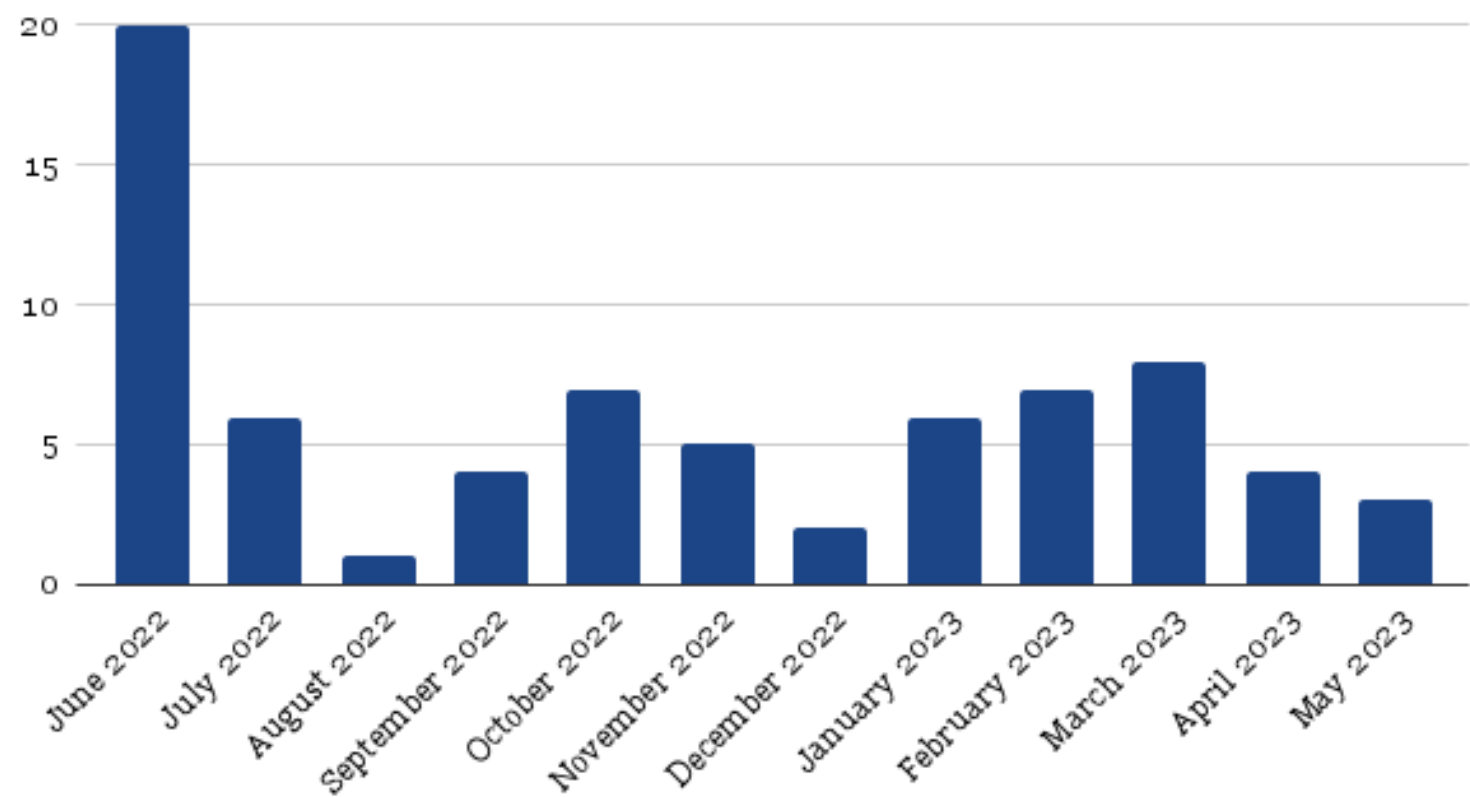
[\[Ad\] enroll.magnoliapublicschools.org](#)

At Magnolia, every student is set up to succeed in college and beyond. Enroll today! Where every student is supported to rise to their potential and thrive. Learn more today!

[College PrepTK-12 Schools](#)

MSA Santa Ana: Leads by Month — June 2022-May 2023

MSA Santa Ana: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$86.56

MSA San Diego: March 2022—May 2023

141

MSA San Diego
Leads

\$16,668

MSA San Diego
Spend

45

MSA San Diego
Enrolled Students

\$1,030,185

MSA San Diego
Revenue

31.9%

MSA San Diego
Conversion Rate

61.8X

MSA San Diego
Return on
Investment

Leads from March 1, 2022–May 19, 2023. Total ad spend to date: \$46,682.45/10 campuses. Revenue and ROI calculated assuming average per pupil funding of \$22,893. Total spend includes LC's retainer.

Magnolia Public Schools

Sponsored · 

... X

Our hands-on learning experiences, rigorous academics, and caring teachers will empower your child to achieve success in college and beyond.



From our college-prep
STEAM curriculum

0:27 HD

FORM ON FACEBOOK

Limited Spots Available — Enroll Today

Learn more

 Like

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Magnolia Public Schools | MSA San Diego Enrolling Now | San Diego Unified-Approved
[Ad enroll.magnoliapublicschools.org](https://enroll.magnoliapublicschools.org)

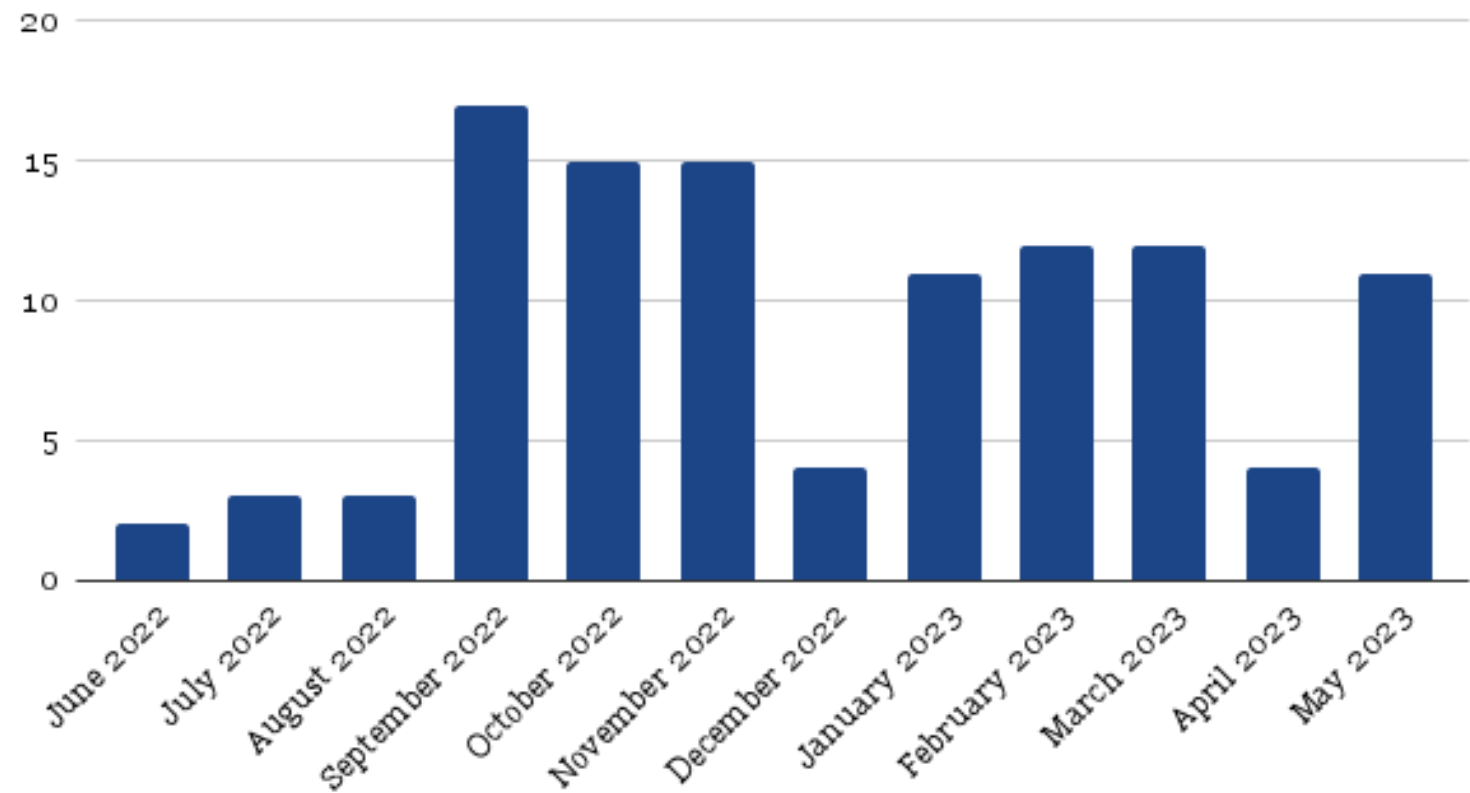
We Meet Student's Unique Needs and Set Them Up For Success in College and Beyond. Find Your Place At Magnolia Public Schools—STEM-focused College Prep Program.
[College Prep 6-8 School](#)

Magnolia Public Schools | Best Middle Schools Near You | Every Student Belongs
[Ad enroll.magnoliapublicschools.org/school/en...](https://enroll.magnoliapublicschools.org/school/en...)

Get Information About Our Open Enrollment Application Window. Enrolling Now Grades 6-8th. Sign Up Today — Spots Are Limited! It's Easy to Enroll with Magnolia Public Schools.
[College Prep 6-8 School](#)

MSA San Diego: Leads by Month — June 2022-May 2023

MSA San Diego: Leads by Month



Average cost-per-lead, June 2022—May 2023: \$57.42

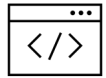
Next Steps

We're looking forward to partnering with Magnolia Public Schools to improve its impact on families across Southern California.

Next year, we see opportunities to reach more families with compelling messages and move them through the enrollment pipeline.

- **New Video Content.** Our high-performing ad content this year included footage filmed onsite in November 2021. We'd like to update our video ad creative this year, focusing on creating high-quality, personalized content for each school site.
- **New Search Trends.** The way people use the Internet is constantly evolving. We're keeping an eye on new trends reflecting a change in how people search online, such as the integration of the generative AI tool ChatGPT and search engine Microsoft Bing. We're also seeing more people turn to social media apps like TikTok and YouTube to search online. We'll recommend changes to the platform our ads are delivered on and adjustments to ad spend in reaction to these trends.
- **On-Ground Enrollment Marketing.** As we advertise to parents and guardians in the communities you serve, on-ground advertising can multiply your results. We'd like to produce individualized neighborhood marketing collateral for each MSA campus, including new yard signs, banners, postcard mailers, door hangers and flyers.
- **Messaging Step Back.** Central to finding and attracting more families to Magnolia Public Schools is building a compelling and clear message. We'll meet with school leaders and PACE coordinators to refresh and expand our marketing messages based on each school's growth and unique context.

How to get in touch



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