



Agenda Item:	III B: Information/Discussion Item
Date:	September 14, 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 Lopez, Chief External Officer
RE:	Enrollment Update – Status of 2023-24 Enrollment; Recruitment & Retention Goal Setting

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 the progress of the 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 contributed to the current enrollment numbers across Magnolia Public Schools.

Background:

Over the past four school years Magnolia Public Schools was impacted by a decline in enrollment in alignment with state and national trends in declining enrollment with various reasons listed such as cost of living, low birth rates and a shift to homeschooling.

Analysis:

The impact of improved systems for enrollment is evident in the increase in student enrollment from the previous school year. The system's impact is nine of ten schools improved from the previous year with census date 10/5 enrollment compared to the current enrollment standing as of September 7, 2023.

School Site	2023-24 Projected Enrollment Board Adopted	Census Enrollment October 5, 2022	Infinite Campus Enrollment September 7, 2023
MSA 1	700	694	706
MSA 2	530	511	540

MSA 3	400	379	382
MSA 4	120	102	120
MSA 5	239	238	216
MSA 6	110	91	108
MSA 7	287	263	279
MSA Bell	394	384	404
MSA SA	520	502	509
MSA SD	430	422	437

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 year, there will be additional funding which can support both human capital and excellent learning programs and resources that support the whole child's success.

Below is the financial impact for the current standing enrollment

School Site	2023-24 Projected Enrollment Board Adopted	Current Enrollment	Approx. Fiscal Impact (+/-) Projected Goal
MSA 1	700	706	\$130,200
MSA 2	530	540	\$197,000
MSA 3	400	382	\$358,000
MSA 4	120	120	\$0
MSA 5	239	216	\$565,00
MSA 6	110	108	\$51,000
MSA 7	287	279	\$170,000
MSA Bell	394	404	\$223,000

MSA SA	520	509	\$225,000
MSA SD	430	437	\$95,000
Totals	3,730	3,701	\$723,800

Exhibits:

- N/A