

Magnolia Public Schools

Board Of Directors

Board Agenda Item #	V A
Date:	February 11, 2016
То:	Magnolia Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	15-16' Enrollment Update and pre-apps for the 16-17' school year

Proposed Board Recommendation

Information item only, no action is required.

Background

2015-2016' Enrollment and pre-application update for the 16-17' school year.

Since May 2015, I have been working collaboratively with all MPS schools to boost enrollment for the 15-16' school year and to increase the number of pre-applications for the 16-17' school year. Attached you will find the current enrollment figures and pre-applications (16-17') for all MPS schools. Additionally, all principals have specific recruitment events occurring until the summer time (please see attached).

Budget Implications

No Budget implications at this moment. Current enrollment across all schools has been stable since October 2015 (Norm Day). The number of pre-applications for all MPS schools is steadily increasing, especially at our MSA-SA campus. This trend bodes well for our enrollment numbers for the 16-17' school year. We will continue working toward our enrollment targets!

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

MPS Current Enrollments (15-16') and pre-applications for the 16-17' school year MPS recruitment plan for all schools (January – June 16')

MPS WIDE PRE-ENROLLMENT TOTALS (2015-2016)

Effective: Monday, February 1, 2016

12:00 PM

57 (out of area) Pending Paper
Applicants for Applications (not 16-17' in CoolSIS) 0 1080 227 189 134 193 20 83 18 39 63 52 Current Enrollments 3428 476 175 490 150 536 185 292 423 451 152 98 Total Magnolia Science Academy-6 Magnolia Science Academy-2 Magnolia Science Academy-3 Magnolia Science Academy-5 Magnolia Science Academy-8 Magnolia Science Academy-Santa Ana Magnolia Science Academy-Santa Clar Magnolia Science Academy-San Diego Magnolia Science Academy-4 Magnolia Science Academy-7 Magnolia Science Academy-1 School

Recruitment Plan for the 15-16' school year	October	November	December	January	February	March	April	May	June
MSA-1 Reseda	5K postcard	Door Hangers	MSA7 presentation	Irest Church presentation (3000 members)	Open house/sch	ool tour as reque	Open house/school tour as requested by expected parents	i parents	
MSA-2 Valley			Distribution of 5K Graphs		Open House #1	Open House #2		Open House #3 Open House #4	
MSA-3 Carson	Recruitment Fair in CSUDH	10K Postcard Distribution			Open House #1	Open House #2	Open House #3	Open House #4	
MSA-4 Venice	5K Postcard Distribution	Recruitment Booth at Festival			Recruitment Booth # 1/ Open Recruitment House Booth # 2	Recruitment Booth # 2	Recruitment Booth # 3/ Oper House	Recruitment Recruitment Booth # 3/ Open Booth # 3/ Open House House	
MSA-5 Los Lobos	5K Postcard Distribution	Door Hangers/Outrea Outreach to ch to community community	Outreach to	Open house/School Tours(two per month)/Reach out to local private elementary schools	Reach out to local private elementary schools/Open Houses	Open Houses	Open House	Open House	Open House
MSA-6 Palms	Middle School Panel at Palms Library/1 open house/3 school tours	10K Postcard/open house/science fair event	Open house/ school tours/reaching out to neighborhood schools	Open house/ school tours/reaching out to neighborhood schools	10K Postcard / open house/ history fair event	Cultural food festival / open house	Bi-weekly Oper Houses	Bi-weekly Open Bi-weekly Open Houses Houses	Bi-weekly Open House
MSA-7 Northridge	Weekly Twice School tours	Weekly Twice School tours	Weekly Twice School tours	Weekly Twice School tours	Weekly Twice School Tours, Open House, Science Fair, Family Night, Book Fair(Feb 25)	Weekly Twice School tours	Weekly Twice School tours	Weekly Twice School tours	
	Recruitment Booth at Heath Fair on 10/17	Attend Neighborhood Watch and present	Attend Neighborhood Watch and Present		Open House at MSA-Bell	Open House at MSA-Bell	Visit Local elementaries and present		

	Every Tuesday at 9am School Tours	
Open House #4, surrounding neighborhood	Every Tuesday at 9am School Tours	
Open House #3, Visit surrounding		Open House at Open House at MSA-SC MSA-SC
Open House #1 Open House #2	Every Tuesday at 9am School Tours, San Diego Festival of Science and n Engineering at Petco PArk	
Open House #1	y Lottery, Every Tuesday at 9an School Tours	Collaborate with advertising agency Milagro to bring parents to 4-5 Open Houses
School Tours, Community Events	Informational Meetings, Every Lottery, Every Tuesday at 9am School Tuesday at 9am Tours	Open House at MSA-SC
BBQ in near the soon to be location for parents and families in the surrounding area	12K Postcards Informational meetings	Open House at Open House at MSA-SC MSA-SC
Door to Door Recruitment campaign;Recru Math Matters, itment Booth at Update Fiesta Patrias; Website, Friday soon to be 5K Postcard Flash, Distribution; Community parents and Open House for events, Prospective distribution and surrounding parents seminar area	Every Tuesday at 9am School Tours, MathMAtt ers Competition, Ma kers Festival at Barnes and	
Door to Door Recruitment campaign:Recru Math Matters, itment Booth at Update Fiesta Patrias; Website, Frida 5K Postcard Flash, Distribution; Community Open House for events, Prospective distribution an parents	Every at 9an at 9an at 9an Tours, ers 12K Postcard Comp Distribution, kers Farnes and Barnes Noble Book Fair Noble	Door to Door recruitment campaign; 5K postcard distribution; Open House for prospective parents
MSA-SA	MSA-SD	MSA-SC