



MAGNOLIA PUBLIC SCHOOLS

Board Of Directors

Board Agenda Item #	V A
Date:	February 11, 2016
To:	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

School	Current Enrollments	Pending Applicants for 16-17'	Paper Applications (not in CoolSIS)
Magnolia Science Academy-Santa Ana	150	227	
Magnolia Science Academy-Santa Clar	98	50	
Magnolia Science Academy-San Diego	423	189	
Magnolia Science Academy-1	536	193	
Magnolia Science Academy-2	476	83	
Magnolia Science Academy-3	451	52	
Magnolia Science Academy-4	185	18	
Magnolia Science Academy-5	152	32	
Magnolia Science Academy-6	175	39	
Magnolia Science Academy-7	292	134	
Magnolia Science Academy-8	490	63	57 (out of area)
Total	3428	1080	0

MPS 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	First Church presentation (3000 members)	Open house/school tour as requested by expected 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 House	Recruitment Booth # 2	Recruitment Booth # 3/ Open House	Recruitment Booth # 3/ Open House	
MSA-5 Los Lobos	5K Postcard Distribution	Door Hangers/Outreach to community	Outreach to community	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 Open Houses	Bi-weekly Open 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	
MSA-8 Bell	Recruitment Booth at Health 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		

