



Board Agenda Item #	Agenda # II A
Date:	December 14, 2017
To:	Magnolia Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Ismael Soto, Interim Chief External Officer
RE:	Enrollment Update as of December 5, 2017

Proposed Board Motion

Information item, no actions required.

Background

The Outreach & Communications Department (OCD) at the home office worked with all MSA schools to meet targeted enrollment numbers in preparation for the 17-18' school year. In addition, since Ismael Soto has taken on the Interim Chief External Officer position in August 2017, the OCD has developed a partnership with Staples Business Advantage-Print and Marketing department to develop a multi-faceted enrollment campaign. This includes Every Door Direct Mail (EDDM) campaigns, promotional items, banners, as well as other print materials. The OCD has launched an Enrollment Social Media campaign as part of our new enrollment approach. We have provided all MSA's with a week by week Facebook and Twitter plan (see attached) starting in the month of October. They will receive a 4-week plan every month for the remainder of the year.

These enrollment figures are based on the student information system Coolsis enrollment summary which delivers up to date enrollment numbers for all Magnolia schools. We will continue develop more effective and efficient enrollment processes. This includes developing an electronic online and mobile student enrollment and school choice platform. This will significantly streamline the manner in which Magnolia monitors and supports schools in reaching or exceeding their enrollment numbers in order to maximize the funding all school communities have accessible for our students and families.

Analysis (If applicable)

Magnolia Public Schools spends hundreds of hours and tens of thousands of dollars every year managing enrollment processes for new, returning, and transferring students. In most cases, it is an expensive, time consuming, and arduous process to keep track of paper based forms, lotteries, spreadsheets, statuses, follow up communications, supporting documents, and information to manually enter internal databases. Parents are also forced to follow an endless paper trail of forms to complete and return throughout the year. Administration teams are typically forced to use several different tools and systems to organize, execute, and record these processes, making the whole cycle inefficient and frustrating.

An online and mobile enrollment platform for K12 schools is critical to streamline and simplify the management of parent-school interactions at Magnolia Public Schools. Through the use of an online and mobile student enrollment and school choice platform, schools save hundreds of hours per year on manual processes surrounding admissions, communications, managing forms, and tracking students while gaining greater insight and visibility into the real-time status of enrollment.

As part of our analysis, we have discovered that major school districts such as the Los Angeles Unified School District (LAUSD) and Charter Management Organizations such as Partnerships to Uplift Communities (PUC) Schools have transitioned to electronic enrollment platforms. These platforms are not depended on a parent of guardian having an email account, but rather give them an option to enroll and receive notifications via their mobile devices.

The home office has vetted the online and mobile enrollment platform for K12 schools with MPS principals and home office leadership teams and is in the process of seeking a contractor to have a Request for Proposals (RFP) completed.

#### Budget Implications

These enrollment numbers and future projections are being used to calculate the 2017-18 budgets for all of MPS.

#### Exhibits (attachments):

- Enrollment Social Media Campaign\_Oct 2017 (4)
- Board Agenda Cover Page - MPS Enrollment Update
- Enrollment\_summary\_Dec\_2017.pdf

School	Pending	Waitlisted	Accepted	Active	Act. has int.	Act. has no int.	Act. unk. int.	Total Exp	Capacity	Seats Left	Percentage %
Magnolia Science Academy-1	10	88	0	544	0	0	0	544	615	71	88.6
Magnolia Science Academy-2	3	7	0	464	0	0	0	464	492	28	94.5
Magnolia Science Academy-3	0	12	0	466	0	0	0	466	555	89	84.12
Magnolia Science Academy-4	0	0	0	178	0	0	0	178	230	52	77.73
Magnolia Science Academy-5	0	9	0	211	0	0	0	211	240	29	88.28
Magnolia Science Academy-6	0	0	0	159	0	0	0	159	192	33	83.25
Magnolia Science Academy-7	0	27	0	291	0	0	0	291	314	23	92.97
Magnolia Science Academy-8	2	1	0	489	0	0	0	489	582	93	84.17
Magnolia Science Academy-San Diego	8	0	0	413	0	0	0	413	440	27	94.08
Magnolia Science Academy-Santa Ana	6	31	0	734	0	0	0	734	848	114	86.66
	29	175	0	3949	0	0	0	3949	4508	559	87.6



**ENROLLMENT SOCIAL MEDIA CAMPAIGN**  
**OCTOBER 2017**

## OBJECTIVE

This document outlines the content strategy for the Magnolia Public Schools **Enrollment Social Media Campaign** for the month of October 2017. This campaign will focus on recruitment, enrollment, celebrations, as well as, educating our audiences about the programs we offer. This plan includes a series of posts on Facebook and Twitter that will direct audiences to the enrollment page on each respective school's website. This campaign – although in four-week increments – is a year-long project and by following this plan we believe it'll impact and increase our enrollment for the upcoming school year.

### **THIS CAMPAIGN WILL INCREASE YOUR:**

1. ***School Exposure*** – awareness of the school and programs that are offered
2. ***Online Traffic*** – website viewership
3. ***Online Enrollment*** – amount of online pre-enrollment forms submitted

## CHANNEL STRATEGY

To have a successful campaign, we have decided to use two platforms – **Facebook and Twitter**. School site social media profiles are reflective of the school's culture and program; therefore, we want to make sure that we start with only two platforms and strengthen them to reflect a well-rounded program. As we progress in the social media campaign we will increase the number of platforms we engage.

## TARGET AUDIENCE

**The target audience for this campaign is prospective parents and students.** The language on the two social-media platforms will engage parents and offer multiple opportunities for prospective parents to visit the campus and participate in school site events.

## POSTING STRATEGY

Every week for the month of October you will be posting three times for each platform (Facebook – 3 and Twitter – 3). The purpose of starting with three posts per week is to have multiple opportunities for prospective families to come and visit your school. The posts below are meant to be customized for each school site with specific dates and time of your events. This content does not need to be final, it simply provides a framework to drive our message about the programs that are offered. Posts that need specific school site information to be

filled out will be indicated with [yellow highlighted brackets] and attachments to the posts will be indicated with [fuchsia highlighted brackets].

## WEEK 1 - OCTOBER 9-13

### *Facebook*

**Post 1:** It's October! We have a lot of great events this month, join us for [event] on [date] to learn more about the programs we offer at MSA-[school]! [link + flyer]

**Post 2:** Have you heard about [program name] program? Stop by our campus to see how we do STEAM at Magnolia! [link + picture]

**Post 3:** On [day of week], it's always a great day to stop by our campus for a personalized campus tour with [who does the tours]! For more information on tours make sure to stop by our website or call us at [link + phone number]

### *Twitter*

**Post 1:** Join us at MSA-[school] for an Open House on [date] at [time]! You won't want to miss it! [picture of flyer]

**Post 2:** Did you know that we offer [program name] program? Call us at [number] to learn more about it! [picture]

**Post 3:** Did you miss our last Open House? Join us on [date] to learn about the programs MSA-[school] offers! [picture of open house days]

## WEEK 2 – OCTOBER 16-20

### *Facebook*

**Post 1:** Did you know that we offer hands-on learning with [class or program]? Learn more by joining us at our [date] Open House! [flyer]

**Post 2: Option 1:** Want to learn more about our program? Join us at our next event at [location] on [date] at [time].

*Option 2:* Want to learn more about our program? Visit our website or stop by our campus for our [daily/weekly/monthly] school tours.

**Post 3:** Thinking about enrolling but have questions? Join us at one of our next Open House events on [dates and times].

## Twitter

**Post 1:** Meet our amazing administrators at our next Open House on [date] at [time]! [picture + link to info on website]

**Post 2:** Want to be a part of our MSA-[school] family? We're enrolling for the 18-19 school year! [link application forms]

**Post 3:** Can't make it to our next Open House? Stop by on [day of week] for our [daily/monthly] campus tours led by [who does the tours]. [pictures of Open House]

## WEEK 3 – OCTOBER 15-21

### Facebook

**Post 1:** We're coming to an event near you! Join us at [event name] on [date] at [time]! [Link or include picture of flyer]

**Post 2:** Did you receive our [weekly/monthly] newsletter? Subscribe today to stay up to date with MSA-[school]! [Link to subscribe newsletter or include actual newsletter post]

**Post 3:** *Option 1:* We're excited to kick-off our Parent College Program! Join us on [date] at [time]. [Include flyer of parent college]

- **Option # 2:** We're excited to have over [how many parents] parents at our [monthly/weekly] [ELAC/SSC/PTF?] meetings! To learn more about the parent involvement at MSA-[school] join us at our next Open House on [date] at [time]!

### Twitter

**Post 1:** Stop by our [booth/table/event] at [event] on [date] at [time] to learn more about the programs and opportunities offered at MSA-[school]! [picture + link to info on website]

**Post 2: Option 1:** Did you miss our [weekly/monthly] newsletter? Subscribe here [link to subscribe to newsletter]

- *Option 2:* Did you miss our [weekly/monthly] newsletter? We've got you covered! You can catch up here – [link to newsletter or image of newsletter]

**Post 3:** We're ENROLLING! Join the MSA-[school] family! [link to application form]

## WEEK 4 – OCTOBER 22-28

### Facebook

**Post 1:** Did you know that we offer multiple opportunities for parents to get involved? From ELAC, SSC, PTF, and Parent College! Visit us at our next Open House on [date] at [time] for more information. [add flyer of open house dates + picture of parents]

**Post 2:** We have a lot of great events happening in the next couple of weeks! Stay up to day with our [weekly/monthly] newsletter. Subscribe here – [link subscribe to newsletter]

**Post 3: HS:** Did you know that we have [insert percent] GRADUATION RATE at MSA-[school]! Ask us about our High School programs by calling us at [number]

- *MS:* Did you know that we have [a/an program name] at MSA-[school]! Ask us about our Middle School programs by calling us at [number]

### Twitter

**Post 1:** We offer many programs for students, but did you know we have great opportunities for parents too? Learn more about it by calling us at [number]

**Post 2:** We're enrolling for the 2018-19 school year! Apply today to join the MSA-[school] family! [link to application form]

**Post 3:** Missed our last Open House? Join us on [date] at [time] for more information on our programs! We hope to see you there! [picture of open house events]