



Board Agenda Item #	IV B - Update
Date:	October 11, 2018
To:	Magnolia Board of Directors
From:	Alfredo Rubalcava., CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships
RE:	Enrollment Update as of Census Day – October 3, 2018

PROPOSED BOARD MOTION

Information item, no actions required.

BACKGROUND

The following enrollment figures are pulled directly from the NEW student information system Illuminate on October 3, 2018, which delivers up to date enrollment numbers for all Magnolia schools.

MPS	TARGET ENROLLMENT	CURRENT ENROLLMENTS	MPS	TARGET ENROLLMENT	CURRENT ENROLLMENTS	MPS TARGET ENROLLMENTS	ENROLLMENTS NEEDED
	2018-2019	2018-2019		2018-2019	2018-2019		
MSA-SD	480	406	MSA-4	181	176	4182	
MSA-SA	771	675	MSA-5	241	247	CURRENT ENROLLMENTS	
MSA-1	635	590	MSA-6	152	156		221
MSA-2	465	437	MSA-7	292	291		
MSA-3	485	511	MSA-8	480	472	3961	

MARKETING CAMPAIGNS

In partnership with Digital First Media, and aPunto Advertising Agency have developed a multi-faceted enrollment marketing campaign. These include:

DIGITAL FIRST MEDIA:

- CENSUS DAY PUSH - To continue an effective use of the budget, we created a campaign using only the best platforms based on past performance. We grouped schools together to minimize costs.
 - Group A- The 4 Valley Schools: Method: eblast/Facebook. These schools received a combined 100,000 count eblast targeting a radius geography from each school, with no duplication and specific demographics. There was also a companion Facebook campaign. Parents were able to submit an enrollment request through the eblast link or the Facebook “Learn More” button, which was logged and routed to the appropriate campus from the main office.
 - Group B- MSA4 and MSA6: Method: Eblast/Facebook. These schools received a combined 50,000 count eblast targeting a radius geography from each school, with no duplication and specific demographics. There was also a companion Facebook campaign. The process mirrored Group A.

ALPUNTO ADVERTISING:

- Census Day Push Summary (see attached report):
 - The digital campaign ran from September 9th to September 28th
 - Strategies to included:
 - SEM (Search Engine Marketing)
 - Facebook
 - Video Pre-roll
 - Postcard mailer
 - It generated 142,505 impressions
 - and 1,930 clicks to the landing page
 - alPunto also tracked 10 phone calls with an average duration of 1.37 minutes

SchoolMint: Additionally, as of July 1, 2018, we have launched the more effective and efficient electronic online and mobile student enrollment platform SchoolMint. These platforms will significantly streamline the manner in which Magnolia monitors and supports schools in reaching or exceeding their enrollment numbers.

Parent and Community Engagement (PACE): The Parent and Community Engagement (PACE) program coordinators from various MSA's as part of the Outreach & Communications Department (OCD) are working directly with MSA schools who have not met their enrollment targets for the 18-19' school year.

ANALYSIS (IF APPLICABLE)

Enrollment Marketing Campaign Strategy - October 2018 through January 2019

Open Enrollment Winter Break

- Timeline:
 - Pre-Winter Break Campaign December 11th - December 14th
 - Winter break December 17, 2018 - January 2, 2019
 - Lottery Campaign January 4th - January 10th

BUDGET IMPLICATIONS

These updated enrollment numbers and future projections are being used to calculate the 2018-19 budgets for all of MPS.

EXHIBITS (ATTACHMENTS):

- Magnolia September 2018.pdf
- 2018-2019_ MPS Enrollments & Lotteries - Census Day Enrollments 10.3.18.pdf
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(Formulas are calculating totals below. DO NOT CHANGE)

		TARGET ENROLLMENT	CURRENT ENROLLMENTS		TARGET ENROLLMENT	CURRENT ENROLLMENTS	MPS TARGET ENROLLMENTS	
	MPS	2018-2019	2018-2019	MPS	2018-2019	2018-2019	4182	ENROLLMENTS NEEDED
	MSA-SD	480	406	MSA-4	181	176		
	MSA-SA	771	675	MSA-5	241	247		
	MSA-1	635	590	MSA-6	152	156		
	MSA-2	465	437	MSA-7	292	291		
	MSA-3	485	511	MSA-8	480	472		
							3961	221
ILLUMINATE - ENROLLMENT COUNT REPORT:		10/3/2018						
(Totals are entered from Illuminate enrollment count report. DO NOT CHANGE)								
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy San Diego	6	148	160	12				
	7	132	160	28				
	8	126	160	34				
		406	480	74				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy Santa Ana Elementary	TK	7	25	18				
	K	53	60	7				
	1	59	75	16				
	2	56	60	4				
	3	50	60	10				
	4	59	60	1				
Magnolia Science Academy Santa Ana Secondary	5	64	60	-4				
	6	52	60	8				
	7	58	62	4				
	8	72	74	2				
	9	56	60	4				
	10	25	38	13				
	11	30	37	7				
	12	34	40	6				
		675	771	96				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 1	6	133	140	7				
	7	89	100	11				
	8	86	85	-1				
	9	77	85	8				
	10	71	75	4				
	11	65	75	10				
	12	69	75	6				
		590	635	45				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 2	6	97	95	-2				
	7	86	90	4				
	8	79	80	1				
	9	49	55	6				
	10	47	55	8				
	11	38	45	7				
		437	465	28				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 3	6	77	90	13				
	7	105	90	-15				
	8	107	90	-17				
	9	69	60	-9				
	10	51	55	4				
	11	52	50	-2				
		511	485	26				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 4	6	12	5	-7				
	7	10	18	8				
	8	19	25	6				
	9	36	36	0				
	10	32	28	-4				
	11	24	44	20				
		176	181	5				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 5	6	60	60	0				
	7	61	60	-1				
	8	52	50	-2				
	9	39	30	-9				
	10	24	30	6				
	11	11	11	0				
		247	241	-6				
Current Site Name	Current Grade Level	Current Enrollments	Target Enrollments	Enrollments Still Needed				
Magnolia Science Academy 6	6	55	42	-13				
	7	43	50	7				

	8	58	60	2			
		156	152	-4			
	Current	Current		Enrollments Still			
	Grade Level	Enrollments	Target Enrollments	Needed			
Magnolia Science Academy 7	TK	13	12	-1			
	K	59	56	-3			
	1	47	56	9			
	2	57	56	-1			
	3	30	28	-2			
	4	31	28	-3			
	5	53	56	3			
		291	292	1			
	Current	Current		Enrollments Still			
	Grade Level	Enrollments	Target Enrollments	Needed			
Magnolia Science Academy Bell	6	129	120	-9			
	7	159	180	21			
	8	184	180	-4			
		472	480	8			

Magnolia Public Schools
Digital Campaign
September 2018 Report

Presented By



SUMMARY

- The campaign run from September 9th to September 28th
- It generated 142,505 impressions
- And 1,930 clicks to the landing page
- We also tracked 10 calls with an average duration of 1.37

SEARCH ENGINE MARKETING (SEM) – JUNE 2018

- SEM Budget: \$3,000
- CTR: 6.20%
- Average position: 1.64 (goal is to be 4 or under)
- Impressions delivered: 10,065
- Clicks to website: 624
- Impressions Share: TBD

FACEBOOK DISPLAY

- SEM Budget: \$3,000
- CTR: 1.35%
- Impressions delivered: 73,163
- Clicks to website: 989

YOUTUBE

- SEM Budget: \$1,750
- VTR: 70.39%
- Impressions delivered: 50,277
- Clicks to website: 317

APPENDIX

THANKS!