



Board Agenda Item #	IIA - Discussion Item
Date:	November 7, 2018
To:	Magnolia Board of Directors – Stakeholders Committee
From:	Alfredo Rubalcava., CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships
RE:	Enrollment Update as of October 26, 2018

### PROPOSED BOARD MOTION

Information item, no actions required.

### BACKGROUND

#### **ENROLLMENT UPDATE:**

The following enrollment figures are pulled directly from the NEW student information system Illuminate on October 26, 2018, which delivers up to date enrollment numbers for all Magnolia schools.

MPS	TARGET ENROLLMENT 2018-2019	CURRENT ENROLLMENTS 2018-2019	MPS	TARGET ENROLLMENT 2018-2019	CURRENT ENROLLMENTS 2018-2019	MPS TARGET ENROLLMENTS	ENROLLMENTS NEEDED
<b>MSA-SD</b>	480	406	<b>MSA-4</b>	181	175	4182	
<b>MSA-SA</b>	771	676	<b>MSA-5</b>	241	247	CURRENT ENROLLMENTS	229
<b>MSA-1</b>	635	591	<b>MSA-6</b>	152	155		
<b>MSA-2</b>	465	435	<b>MSA-7</b>	292	292	3953	
<b>MSA-3</b>	485	507	<b>MSA-8</b>	480	469		

### MARKETING CAMPAIGNS

In partnership with Digital First Media, and aPunto Advertising Agency has 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.

- o Group A- The 4 Valley Schools (MSA-1, 2, 5, and 7)
  - 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.

- o Group B- MSA-4 and MSA-6
  - 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:

- o The digital campaign ran from September 9th to September 28<sup>th</sup>
- o Strategies to included:
  - SEM (Search Engine Marketing)
  - Facebook
  - Video Pre-roll
  - Postcard mailer
- o The campaign generated 142,505 impressions;
- o and 1,930 clicks to the landing page;
- o alPunto also tracked 10 phone calls with an average duration of 1.37 minutes

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 (NEXT STEPS)

#### NEXT STEPS:

Enrollment Marketing Campaign Strategy - October 2018 through January 2019

#### Open Enrollment during Winter Break

- Timeline: Pre-Winter Break Campaign December 11<sup>th</sup> - December 14<sup>th</sup>
  - o MSA focus schools by enrollment need include :
    - Group 1: Valley - 1, 2, 5, and 7
    - MSA-Santa Ana
    - MSA-San Diego

### BUDGET IMPLICATIONS

- No budget implications

### EXHIBITS (ATTACHMENTS)

- MSASD\_HeatMap

