



Enrollment Recruitment Strategy Presentation to AoA's Board

Fall, 2020/21

The Academy of Alameda
AoA Public Schools

Enrollment Areas of Strength and Growth Areas

Strengths

- Low mobility: We have retained families who have enrolled at AoA (strong messaging about our program)
- Enrollment at the ES has been strong since its inception
- Feedback on our presentations has been generally very favorable
- We have continued to enroll a diverse student body
- Strong communication from the application through enrollment process
- High percentage of 5th grade students enrolled into the 6th grade (45/50)

Areas to Improve this Year

- Increase incoming 6th grade enrollment (and current 6th grade enrollment)
- Increase in-district enrollment
- Complete enrollment process by May 1 (Verified Enrollment)
- Increase Kindergarten applications
- Continue to communicate to and “excite” families through the 1st day of school
- Improve social media recruitment efforts
- Utilize current families more effectively
- Track how families heard about us and reputation in the community



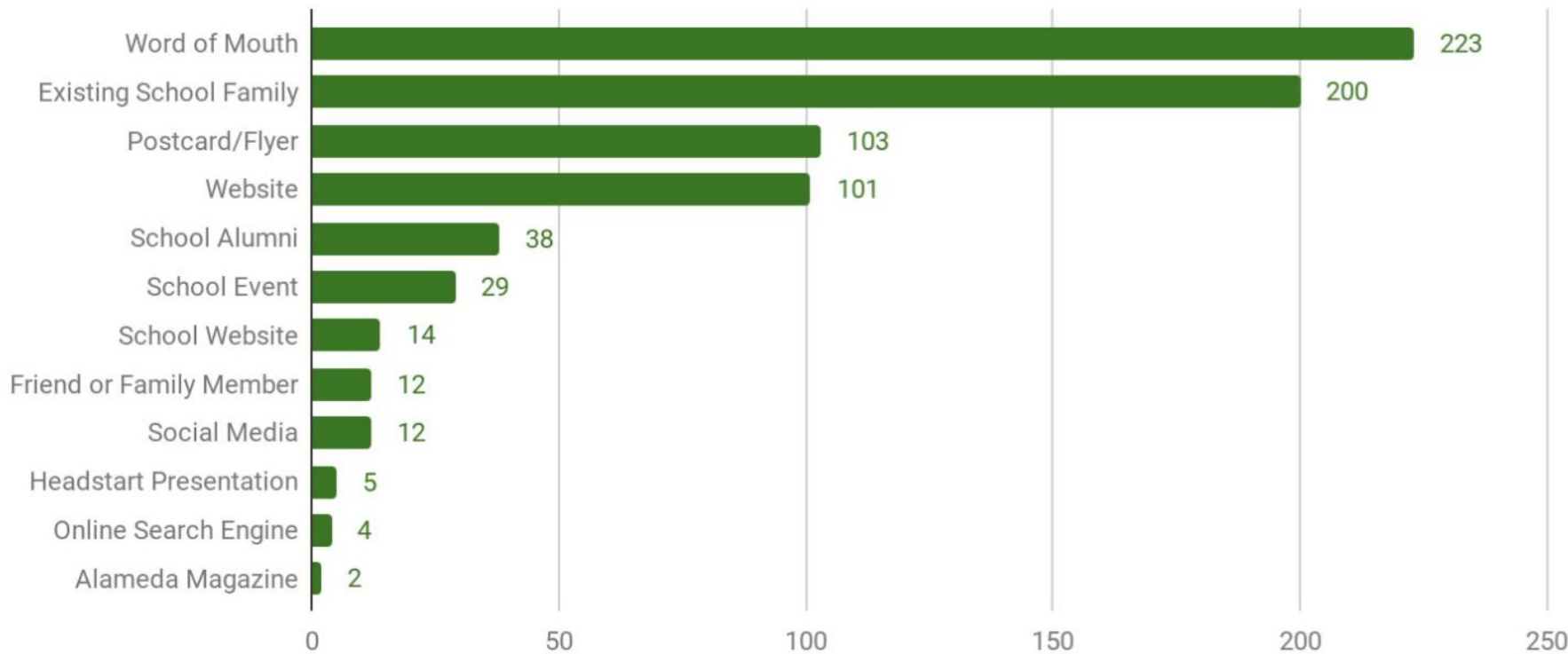
Enrollment Targets/Applications: For 2021/21

Grade	Current Enrollment	Enrollment Goal: 2021/22	Applications by April 1
K	47	48	105
1st	47	48	20
2nd	52	48	20
3rd	51	50	20
4th	51	50	20
5th	56	50	20
6th	129	140	220
7th	143	145	25
8th	166	150	20 Public Schools



2018/19 Enrollment Study: How did families hear about AoA?

2018-19 Source Information for Incoming Families



Recruitment Events/Strategies

ELEMENTARY SCHOOL

Information Events

- December 5th
- Thursday, January 23rd
- Tuesday, February 11th

Meet the Principal (Smaller, intimate sessions)

- 11.10
- 12.8
- 1.5
- 1.19
- 2.2
- 2.16

MIDDLE SCHOOL

Information Events

- November 17
- December 12
- January 19

Meet the Principal (Smaller, intimate sessions)

- 1/20
- 12.1
- 12.15
- 1.12
- 1.26
- 2.9
- 2.23



Recruitment Events/Strategies (Cont.)

Utilize All Current Families

- Provide messaging tips
- How to drive potential families to events, AoA website
- Social media - Provide families ways to leverage their own social media to support us
- Incentivize Referrals (Lottery with prizes for referring families to apply)

Targeted Families

- Families hold information events for possible incoming families
- Invite families to speak at enrollment events



Recruitment Events/Strategies (Cont.)

SOCIAL MEDIA

- Increasing and improving your social media will give you a big bang for your buck in reaching more families and continuing to attract a diverse population.
- Prioritize Facebook over other platforms.
- Focus on reconfiguring AoA's Facebook & Instagram presence to optimize it for external marketing efforts.
- Commit to maintaining a consistent, active social media presence aligned to your key messages, with a mix of highlights/fun announcements, sharing other people's content, and direct calls to action.

VIDEO - Create enrollment videos for both schools



Enrollment Presentations to The Board

AoA' Board of Directors will be updated monthly beginning in November:

- Total applications for each grade (compared to goal)
- In-District/Out-of-District
- Applicant demographics
- Enrollment strategy data (How families heard about us)



QUESTIONS

