



# Enrollment Update - 2021/22 School Year

AoA Board Meeting Presentation - 12/15/20

The Academy of Alameda  
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 Applications (12/11/20) V. 2019/20 (12/11/19)

Grade	2019/20	2020/21	6/30/20 Goal	Current Enrollment
K	56	23	52	47
1	3	10	52	46
2	9	6	52	52
3	11	9	52	51
4	9	6	52	51
5	14	6	56	56
6	107	65	150	129
7	3	3	145	143
8	6	3	140	166

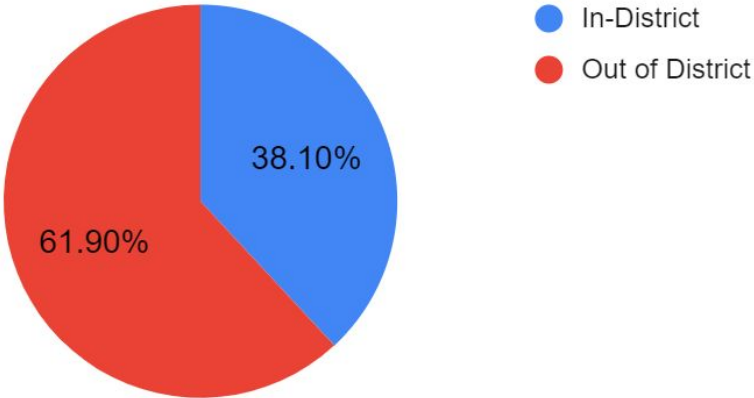
The Academy of Alameda  
Public Schools



# K-5 and Middle School Applications - In/Out of District %'s (12/11/20)

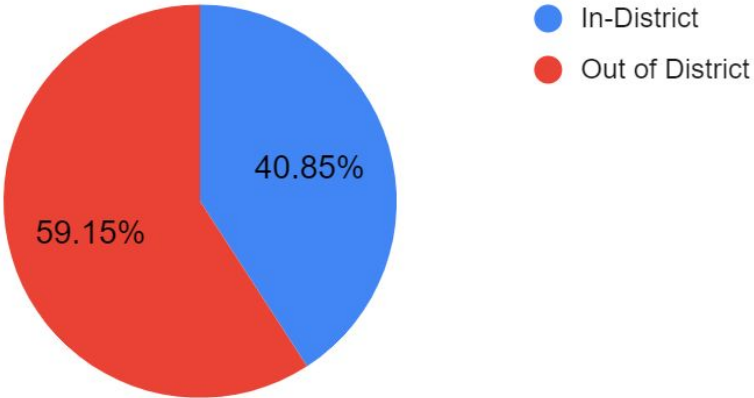
## 2021/22 Elementary School Applications

10/1/20 - 12/11/20

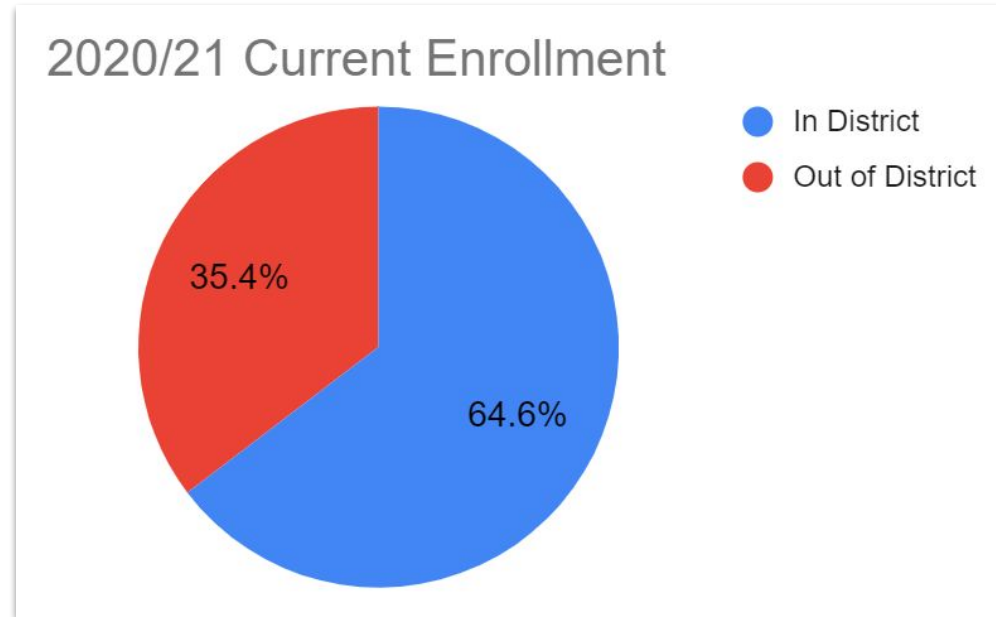


## 2021/22 Middle School Applications

10/1/20 - 12/11/20



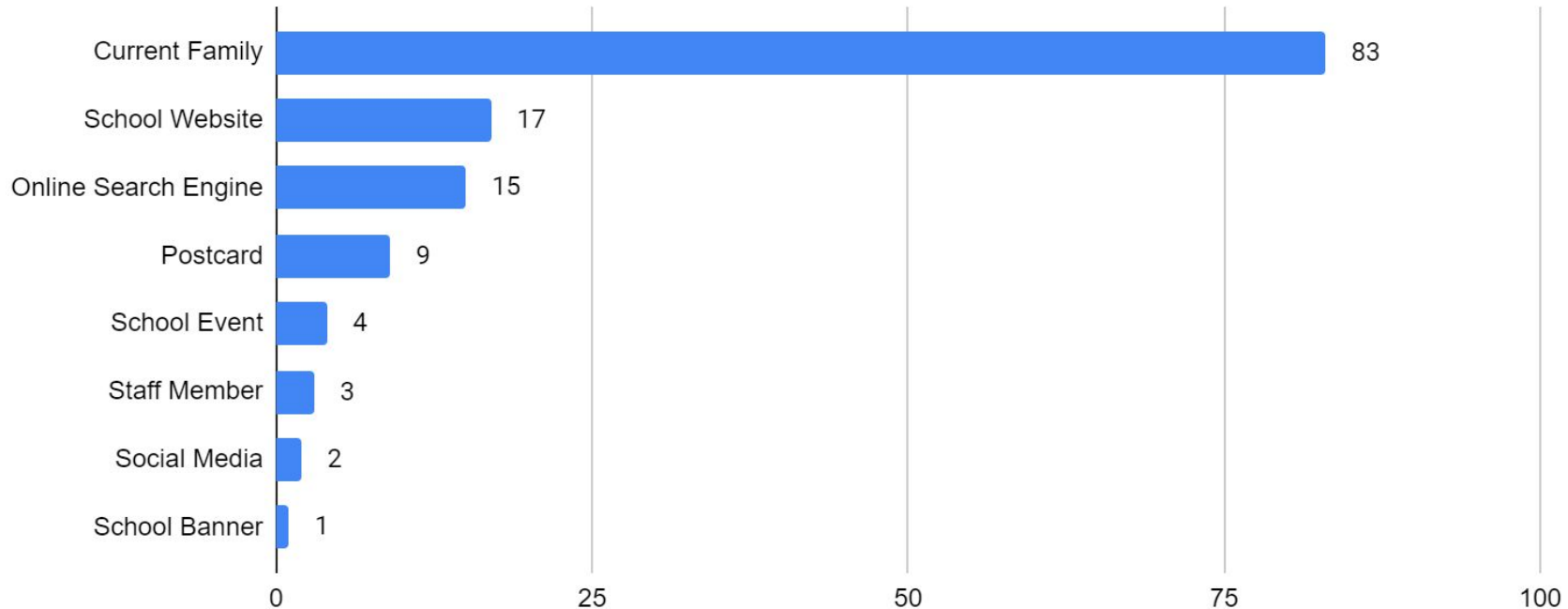
# Current K-8 Enrollment - In/Out of District



# 2021/22 Source Information for Incoming Families

## 2021-22 Source Information for Incoming Families

10/1/20 - 12/9/20



# Next Steps

- Add one additional Enrollment Information Event for each school
- Make a decision whether or no to create a short-term 2 to 3 months) contract with Larson Communications or a similar organization from January through March (Targeted social media ads, remarketing, etc.) to build our capacity to utilize social media.
- Attempt to schedule specific exclusive enrollment events with Head Start, and 3 to 5 Alameda preschools.
- Increase use of social media and communication to current parents to promote our enrollment events
- Advertising in 510 families (Website that promotes family events, schools, etc.)
- Utilize enrollment video with current families, social media etc.
- Review and consider changes to lottery preferences (Present recommendations at 1/15 meeting)



# Questions

