

2022/23 Enrollment/Applications Update

Presentation to AoA's Board of Directors

2/17/2022

Key Recent Marketing Actions

1. Increased our Google and Facebook Ads
 - a. This has generated significant inquiry (Just over 70 leads)
 - b. I emailed all families - a number had follow up questions
2. Sent a postcard to all residents in Alameda and one zip code in Oakland (94607) - a total of 62,791 postcards
3. Surveyed 5th grade families (42 of 44 5th grade families have said that they are returning - 2 are undecided)
4. Principals held virtual events and are continuing to hold onsite tours
 - a. Middle school tour every Tuesday through March
 - b. Two K-5 onsite 5 tours



In January, our Google Search, Facebook and Instagram enrollment campaigns connected 35 families with The Academy. As parents and guardians seek out enrollment information or scroll through their social media feeds, these ads are keeping focus on the unique education we offer students.

<p>35</p> <p>Family Leads</p>  <p>December Family Leads: 31</p>	<p>34,118</p> <p>Enrollment Ads Seen</p> 	<p>438</p> <p>Enrollment Ads Clicked</p> 	<p>10.18%</p> <p>Google Search Click Thru Rate</p>  <p>Education & Instruction Industry Average: 2.33%</p>	<p>\$2.53</p> <p>Overall Cost Per Click</p>  <p>Education & Instruction Industry Average: \$2.02</p>
<p>17</p> <p>Google Search Leads</p> 	<p>2</p> <p>Google Phone Call Leads</p> 	<p>16</p> <p>Facebook/Instagram Leads</p> 	<p>\$42.54</p> <p>Ad Spend Cost Per Family Lead</p>  <p>December Cost Per Lead: \$41.78</p>	<p>\$1,489.24</p> <p>Total Ad Spend</p> 

Current Applications

Grade Level	# of Current Applicants /Enrollment Goal	In-District #'s	Outside of District #'s
K	92/48	54	38
1	17	13	4
2	20	7	13
3	19	8	11
4	24	7	18
5	18	8	10
6	120/135	70	50
7	24 (Current 6th - 118)	7	17
8	15 (Current 7th - 121)	12	3

Enrollment 2019-2022 and Goal for 2022/23

Enrollment #'s	Elementary School	Middle School	Total
2019/20	298	476	774
2020/21	303	439	742
2021/22	275	370	645
2022/23 Goal	296	385	681

Enrollment Strategies Moving Forward

Key Enrollment Dates

- Enrollment Window Closes February 28
- Lottery March 10

Strategies to build 2022/23 enrollment numbers include:

- Continue to hold onsite tours
- Implement Family Ambassador Program
- Continue social media campaign through June (and possibly through the summer)
- Leverage current parents to promote enrollment
- Hold early Welcome New Families Events (Mid April)

AoA Family Ambassador Program

- Goal: Connect Current Families (Ambassadors) to potential new families
 - 1 Ambassador for every 8 to 10 potential families
 - 2 to 3 contact from application to enrollment
 - Contact 1 goal: (Contact in December) Welcome new potential family, answer or direct questions that they might have
 - Contact 2 (Contact in early February) Check to see if they have questions, are still interested, welcome new applicants
 - Contact 3 goal: (Contact in late March/early April) Welcome new AoA families, invite to new families event
- Support Needed to Implement Program
 - Family Ambassador Lead/s to coordinate program with Matt
 - Recruit Parent Ambassadors for each grade level - If we need to focus this year, it's most important to have K and middle school ambassadors.
 - Create script/s for ambassadors
 - Create logistics plan