

2022/23 Enrollment Update

Presentation to Marketing Committee

5/26/2022

Current Enrollment Numbers

Grade Level	Waitlist	Current Enrollment (Partial /Verified Enrollment)	Projected enrollment 2022/23 Budget	+/-
K	51	49 (3 offered)	48	+1
1	17	48 (4 offered)	48	0
2	10	52	48	+4
3	16	49 (3 offered)	50	+1
4	26	53 (3 offer)	54	-1
5	20	52 (4 offer)	54	-2
6	0	95	110 (Reduced projection by 15 students)	-15
7	0	138	130	+8
8	0	127	125	+ 2

New Students – In/Out of District

School Program	# of Students	In District %	Outside of District %
ES	75	68%	32%
MS	65	48%	52%
K-8	140	58%	42%

Enrollment Current Actions Being Taken

- Continue to enroll students into the Elementary school where needed (over-enroll by 4 over 2022/23 budgeted numbers)
- Determine IEP numbers and contact families to receive IEP's
- Continue to focus on total recruitment, but especially middle school recruitment through June 30.
 - Social media: Facebook, Instagram, and Google search ads (150 leads have been generated - 120 were K-5, 30 were 6-8)
 - 35 enrolled or on wait list
 - Final enrollment postcard sent to 3 zip codes in Oakland, 2 in San Leandro (Over 100,000 households)
 - Communication to AoA families promote AoA

In April, our digital enrollment campaigns connected 24 families with The Academy of Alameda. We saw a significant drop in the number of received phone calls, which elevated our overall cost per lead.

24

Family Leads



March Family Leads: 43

10,623

Enrollment
Ads Seen



705

Enrollment
Ads Clicked



7.82%

Google Search
Click Thru Rate



Education & Instruction
Industry Average: 2.33%

\$2.10

Overall
Cost Per Click



Education & Instruction
Industry Average: \$2.02

23

Google Search Leads



0

Facebook Event
Responses & Leads



1

Google Phone Call
Leads



\$61.68

Ad Spend Cost
Per Family Lead



March Cost Per Lead: \$34.31

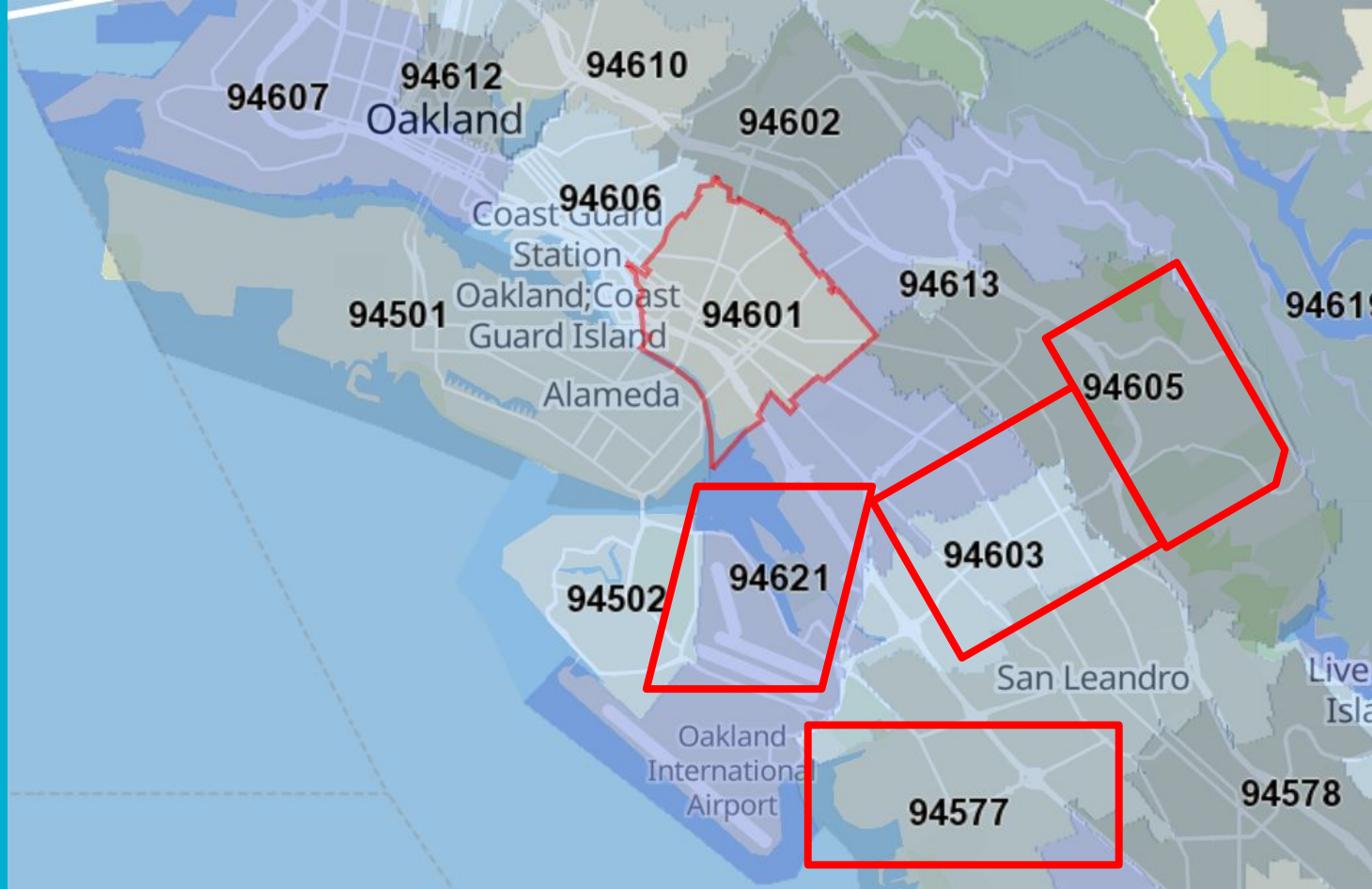
\$1,480.47

Total Ad Spend



March Ad Spend: \$1,475.74

Targeted Zip Codes



Discovery Reasons 2021/22

Count of Discovery Reason Name

