

# 2022/23 Enrollment Update

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Presentation to Marketing Committee

6/23/2022

# Current Enrollment Numbers

<b>Grade Level</b>	<b>Waitlist</b>	<b>Current Enrollment</b>	<b>Projected enrollment 2022/23 Budget</b>
K	<b>59</b>	Full	<b>48</b>
1	<b>12</b>	Full	<b>48</b>
2	<b>14</b>	Full	<b>48</b>
3	<b>23</b>	Full	<b>50</b>
4	<b>33</b>	Full	<b>54</b>
5	<b>28</b>	Full	<b>54</b>
6	<b>0</b>	<b>95</b>	<b>110</b>
7	<b>0</b>	<b>138</b>	<b>130</b>
8	<b>0</b>	<b>130</b>	<b>125</b>

# New Students – In/Out of District

School Program	# of Students	In District %	Outside of District %
ES	75	68%	32%
MS	70	49%	51%
K-8	140	<b>59%</b>	41%

**Current (2021/22) K-8 AoA In-district Student Population Percentage: 68%**

# Enrollment Current Actions Being Taken

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- Continue to enroll students into the Elementary school where needed (over-enroll each grade level by 4 over 2022/23 budgeted numbers)
- Continue to focus on total recruitment, but especially middle school recruitment through June 30.
- We're calling all families who have been offered and accepted a enrollment seat
  - 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
  - Contract with Larson Communications begins September 1



In May, we connected 34 families with The Academy of Alameda at an ad spend cost per lead of \$43.81. We continue to see high engagement with our ads at a cost per click near the industry average.

34

Family Leads



May Family Leads: 24

9,255

Enrollment  
Ads Seen



705

Enrollment  
Ads Clicked



7.54%

Google Search  
Click Thru Rate



Education & Instruction  
Industry Average: 2.33%

\$2.13

Overall  
Cost Per Click



Education & Instruction  
Industry Average: \$2.02

34

Google Search Leads



0

Facebook Event  
Responses & Leads



0

Google Phone Call  
Leads



\$43.81

Ad Spend Cost  
Per Family Lead



May Cost Per Lead: \$61.68

\$1,489.55

Total Ad Spend



May Ad Spend: \$1,480.47