

The background is a light beige color decorated with various autumn-themed illustrations. There are several leaves in shades of orange, yellow, and red scattered throughout. A small branch with three yellow berries is at the top center. A red mushroom with white spots and a green stem is on the right side. In the bottom left, there is a small white figure with a red hat and a white beard, possibly a leprechaun or a gnome, partially obscured by leaves. The text is centered in two boxes: a large light green box for the main title and a smaller white box for the school year.

Enrollment Update

23-24
School Year

Enrollment Timeline

Lottery, March 9

Open Enrollment

October 1 - February 28

Applications eligible for lottery

Accepting Applications Tours, Info Sessions, Events, Marketing and Outreach

- Families can visit our **website** to find the link to our application (Schoolmint) and our event dates.
- Targeted outreach and marketing: Postcard, community events, etc.
- Prepare post lottery communications, forms, etc.
- Re-enrollment survey to current families in January

Lottery Prep

March 1 - March 8

Applications not eligible for lottery, straight to waitlist

Review Applications and Mock Lottery

- Applications will be reviewed to verify all lottery preferences
- Confirm available spots
- Run mock lottery prior to catch and fix errors prior to real lottery

Post Lottery

March 9 - March 23

Communicate Lottery Results: Families Accept/Decline by March 23

- Applications that have been chosen from the lottery will receive an offer. They will have until March 23 to accept or decline.

Follow Up

March 23 and beyond

Follow Up Communications: Forms, Electives, Events And Waitlist Offers

- Communicate to newly accepted families about forms, electives, events, and other next steps
- Continue to make waitlist offers as families decline

Application Numbers

Grade	# of applications	Lottery Spots	End of Year Target	1st Day of School Targets
K	15	52	52	48
1	3	< 10	52	48
2	3	< 10	52	48
3	0	< 12	52	50
4	2	< 10	56	54
5	1	< 10	56	54
6	22	~92	145	140
7	1	~71	145	140
8	1	~20	145	140

Projections are based off of our new enrollment goal. Prior enrollment goal was 130

Enrollment Events

ES Tours 9-9:45am

Friday, November 4, 2022
Tuesday, November 29, 2022
Tuesday, December 13, 2022
Tuesday, January 17, 2023
Tuesday, February 7, 2023

MS Tours

Thursdays
9-10am

October 27, 2022	January 19, 2023
November 3, 2022	February 2, 2023
November 17, 2022	February 16, 2023
December 8, 2022	March 2, 2023
December 22, 2022	

ES Info Sessions

November 3, 5-6 pm
December 6, 5:30-6:30 pm
January 28, 10-11 am
February 7, 5:30-6:30 pm

MS Info Sessions

November 3, 6-7 pm
December 7, 6-7 pm
January 28, 11-12 pm
February 9, 6-7 pm

Next Steps

- **Finishing edits on the postcard from Megan's interview content with principals. It should be mailed out by next Friday, 11/4**
- **Have a meeting with Larson Communications on 11/2 and will discuss creating ad for movie theater**
- **Updating the website is ongoing (from Megan's content and new content)**
- **Creating flyers (from Megan's content) and trying to scheduled for Farmer's Market (and determine families/teachers/staff/board members to be table a Farmer's Market)**

Next Steps cont.

- Elementary and Middle School tours and information sessions happening October through March (all information on our website)
- Trying to find families from schools all over Alameda to host Principal Thorman to discuss AoA's Middle School Program to interested fifth-grade families
- Our continued social media posting on Facebook will soon expand to Instagram.
- Later steps this school year: new pictures and video for website and possible complete rebuild of the website

The background is a light cream color decorated with autumn-themed illustrations. In the top left, there are orange and red leaves and a snail. In the top right, there are more leaves and two acorns. The bottom half of the image is filled with a dense layer of various autumn leaves in shades of orange, red, and yellow. The word "Question?" is centered in a large, bold, orange-red font.

Question?