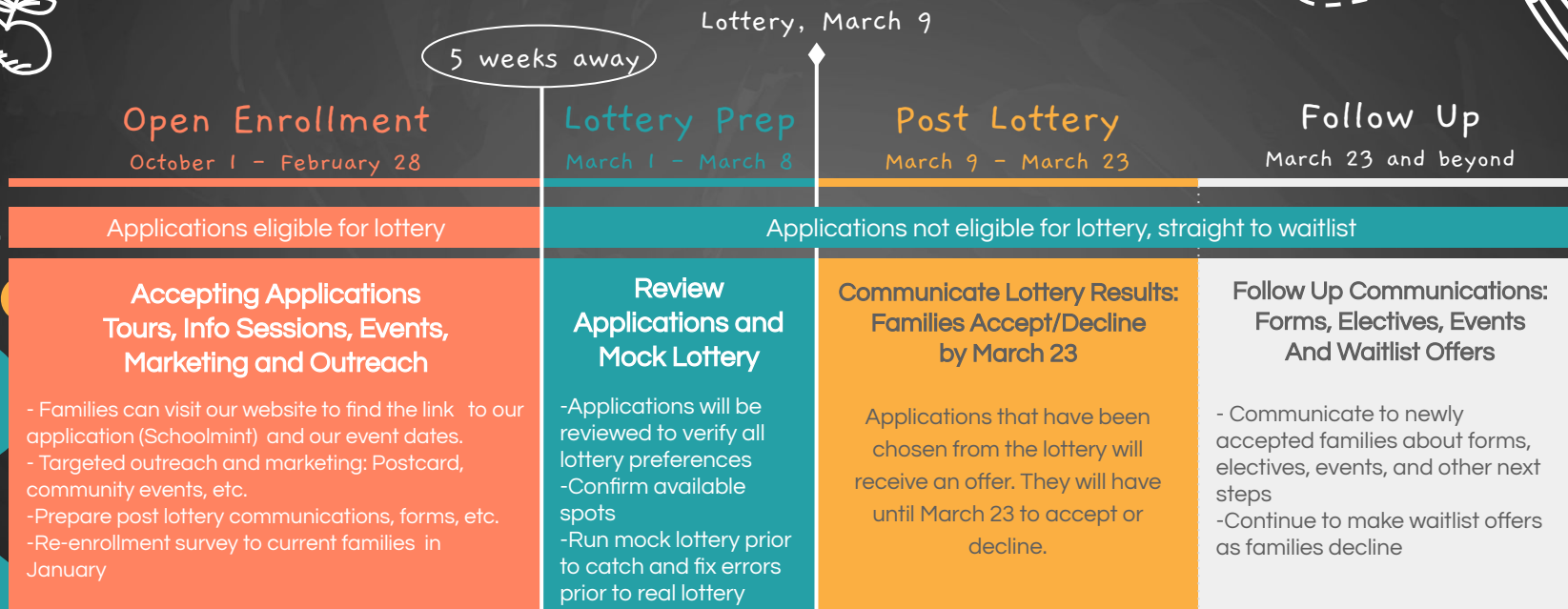


Enrollment Update

January 26, 2023



Enrollment Timeline



5 weeks away

Lottery, March 9

23-24 Application Progress

as of 1/23/23



Grade	Last Year # of applications	23-24 # of applications	Comparison
K	65	58	-7
1	10	14	4
2	11	12	1
3	14	11	-3
4	17	11	-6
5	10	13	3
6	61	72	11
7	15	15	0
8	7	5	-2
Total	210	211	1

Current Enrollment

Grade	Current	Targets	In Process	Waitlist
K	46	48	2	33
1	48	48	-	5
2	46	48	on hold	2
3	50	50	-	22
4	54	54	-	30
5	53	54	1	31
6	75	140	0	0
7	124	140	0	0
8	111	140	0	0

Mid-year transition difficult

New teacher started this month



Intent to Return Update



Grade	Current Enrollment	Returning	Possibly/Confirmed Not returning	Awaiting Reply	Potential Retention
K	46	18	0	28	46
1	48	20	2	26	46
2	46	14	1	31	45
3	50	23	0	27	50
4	54	20	0	34	54
5	53	18	1	34	52
6	75	22	2	51	73
7	124	41	0	83	124
Total	496	176	6	314	490

Possibly/Confirmed Not Returning Reasons:

1. Moving out of country
2. Possible military reassignment
3. Commute (Antioch)
4. Enrolling at Otis if spots available
5. Enrolling at Junior Jets if accepted
6. 5th grader considering one other middle school



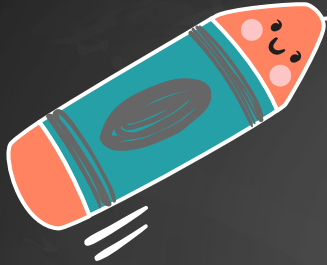
23-24 Enrollment Progress



Grade	Current - potential not returning	Applications	Potential Pool (Current+Apps)	End of Year / First Day Targets	Waitlist/ Available Spots
K	0	58	58	52 / 48	6
1	46	14	60	52 / 48	8
2	46	12	58	52 / 48	6
3	45	11	56	52 / 50	4
4	50	11	61	56 / 54	5
5	54	13	67	56 / 54	11
6	52	72	124	145 / 140	-21
7	73	15	88	145 / 140	-57
8	124	5	129	145 / 140	-16
Total	490	211	701	755 / 722	-54



Anecdotal Data



AUSD Full-Day Kindergarten

AUSD's Board voted to reinstate full-day kindergarten in the 23-24 school year to increase enrollment.

Raskob Day School (Oakland) Closing

This has increased the number of applicants coming from Raskob. We currently have 6 applicants compared to 1 from last school year.

AUSD Jr Jets Change

AUSD Board decision from October 2021 to eliminate open enrollment at Jr Jets does not appear to have increased our enrollment at this time. We have 10 applicants this year from Maya Lin, which is probably the most affected by the decision, compared to 16 applicant from last year.

A teal notepad with a white border and a white dotted line at the top, pinned with an orange paperclip. The text is written in a white, rounded, sans-serif font.

Larson
Communications
Update

Notes, Observations, and Next Steps

- Since launching our digital campaigns, one-in-five family leads brought in by our Google and Facebook ads turn into applicants. This is a strong conversion rate and will help us build a pipeline of prospective families. 5% increase over last year's conversion rate.
- Our paid search campaign (Google) click-through-rate is nearly three times greater than the education industry average, indicating our ads are effectively reaching the target audience with compelling messages.
- This month, we will focus on growing and optimizing our Google Ads campaign based on AoA's revised messaging strategy document. Further, we will launch a new Facebook/Instagram ad set in February to highlight your key messages.

Since December 1, our digital student enrollment campaigns with Larson Communications have connected 59 new families with The Academy — thirteen of whom submitted an application for one or more children.

59

Family Leads



26,309

Enrollment Ads Seen



715

Enrollment Ad Clicks



6.54%

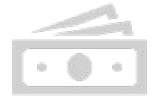
Google
Click-Thru -Rate



Education & Instruction
Industry Average: 2.33%

\$2.93

Enrollment Ad Clicks



Education & Instruction
Industry Average: \$2.02

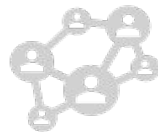
50

Google Search Leads



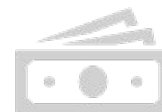
9

Facebook Leads



\$35.99

Enrollment Ad Clicks

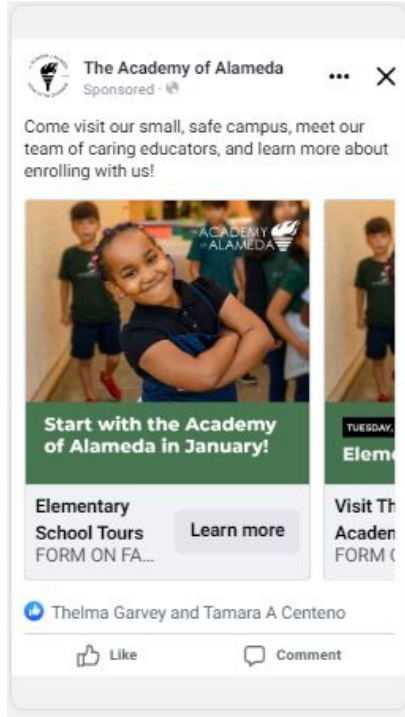



\$2,123.12

Total Ad Spend




Facebook and Instagram Ads appear in a variety of contexts, including Stories, Marketplace and Messenger.



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Come visit our small, safe campus, meet our team of caring educators, and learn more about enrolling with us!





Start with the Academy of Alameda in January!


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 Thelma Garvey and Tamara A Centeno

 Like  Comment



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Reels 



TUESDAY, JAN. 17 | 9-9:45 A.M.

Elementary School Tour

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[Learn more](#)



Instagram

aoeschools
Sponsored



TUESDAY, DEC. 13 | 9-9:45 A.M.

Elementary School Tour

[Learn more](#) 

aoeschools Free, Public, and Open to All
Come visit our small, safe campus, meet our te... [more](#)

Google Ad Examples



Free Public Charter School



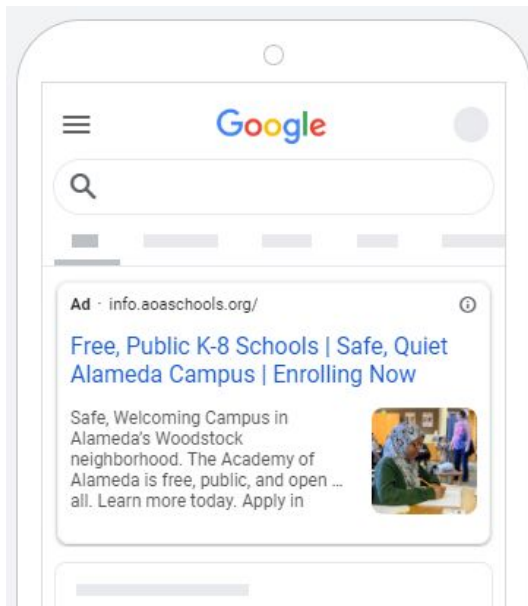
Our intentionally diverse community welcomes students of all backgrounds.



Ad · info.aoschools.org/elementary

The Academy of Alameda | Free, Public, and Open to All

Apply now for the 2023-24 school year at The Academy of Alameda, a free public K-8 School. Don't miss this opportunity for your child. Apply now for the 2023-24 school year.

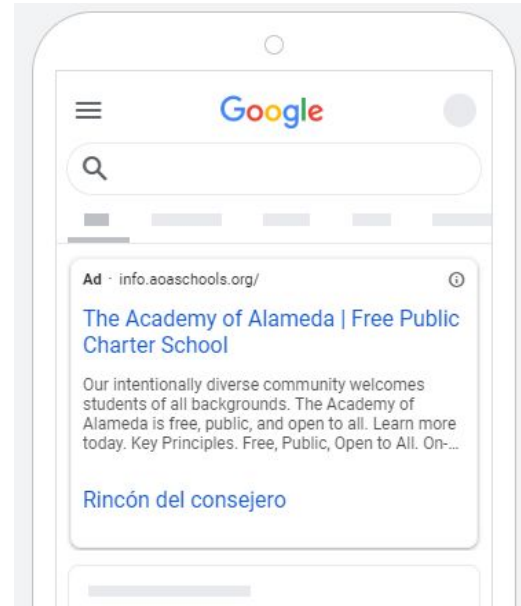



Google

Ad · info.aoschools.org/

Free, Public K-8 Schools | Safe, Quiet Alameda Campus | Enrolling Now

Safe, Welcoming Campus in Alameda's Woodstock neighborhood. The Academy of Alameda is free, public, and open to all. Learn more today. Apply in



Google

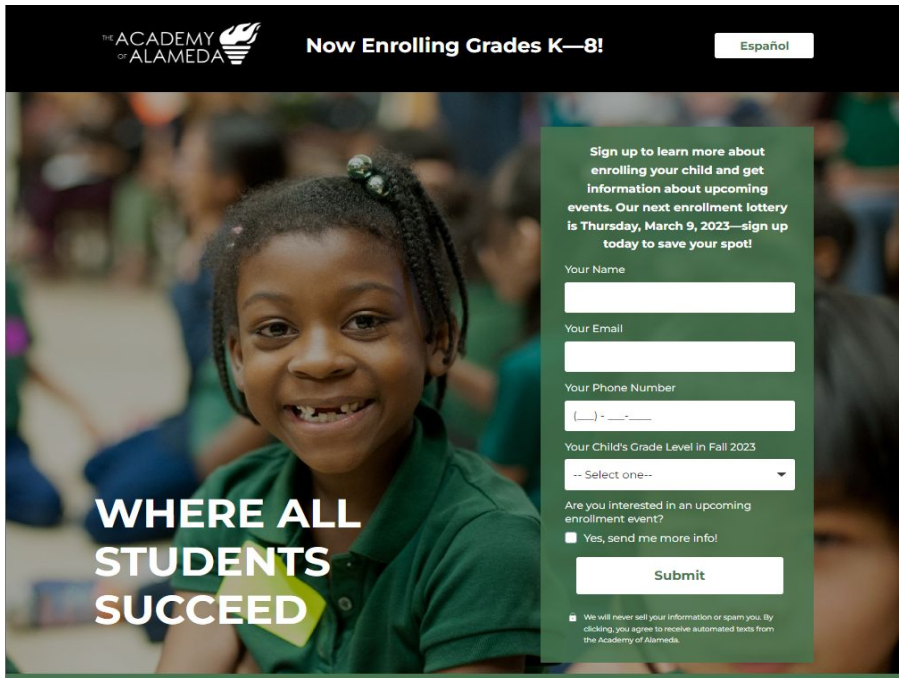
Ad · info.aoschools.org/

The Academy of Alameda | Free Public Charter School

Our intentionally diverse community welcomes students of all backgrounds. The Academy of Alameda is free, public, and open to all. Learn more today. Key Principles. Free, Public, Open to All. On...

Rincón del consejero

Clicking on a Google Ad campaign directs prospective families to **our landing page.**



The Academy of Alameda logo is in the top left. The text "Now Enrolling Grades K—8!" is in the top center, with a "Español" button to its right. The background features a smiling young girl in a green shirt. On the right, a green box contains the following text: "Sign up to learn more about enrolling your child and get information about upcoming events. Our next enrollment lottery is Thursday, March 9, 2023—sign up today to save your spot!" Below this is a form with fields for "Your Name", "Your Email", "Your Phone Number", and "Your Child's Grade Level in Fall 2023" (a dropdown menu). A "Submit" button is at the bottom of the form. At the bottom left, the text "WHERE ALL STUDENTS SUCCEED" is overlaid on the image. At the bottom right of the form, there is a small disclaimer: "We will never sell your information or spam you. By clicking, you agree to receive automated texts from the Academy of Alameda."



A grid of four event registration cards on a dark green background. Each card has a title, dates, and a "Sign Up" button.

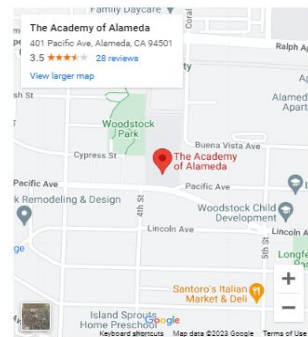
Event Type	Dates	Sign Up Button
Elementary School Tours	9—9:45 a.m. Tuesday, Feb. 7, 2023	Sign Up
Middle School Tours	9—10 a.m. Thursday, Feb. 2, 2023 Thursday, Feb. 16, 2023	Sign Up
Elementary School Info Sessions	Saturday, Jan. 28, 10—11 a.m. Tuesday, Feb. 7, 5:30—6:30 p.m.	Sign Up
Middle School Info Sessions	Saturday, Jan. 28, 11 a.m.—12 p.m. Thursday, Feb. 9, 6—7 p.m.	Sign Up

WHERE WE ARE

Located In Heart of the East Bay

We serve students in grades K—8 at one small, safe campus centrally located in Alameda. Our students come from many communities around the East Bay. **And, as a public charter school, we are tuition-free and open to all—regardless of what district you live in.**

[Learn More](#)



Marketing Efforts



- Sticker Ad on the Alameda Journal on Friday, January 20 to Zip Codes 94501 and 94502



Marketing Efforts



- One additional postcard mailing next week
- Movie theater ad beginning in the next week or two
- Two remaining information sessions each for ES and MS
- One remaining ES tour and three remaining MS tours
- Library booked months out. Looking for alternative options for middle school night.
- Have not heard back from Farmer's Market event team to schedule a table. Will continue trying.



Questions?



ee

www

