

Making Waves Academy

Richmond Recruitment March Board Meeting Update

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March 2020



Richmond – Recruitment Update



- **Application Update:**
 - 1,261 applications submitted with MWA being at least one of the schools selected
 - Of those 1,261 applications, 608 only applied to MWA (48.2% of all applications submitted)
 - 96 sibling applications (7.6% of all applications submitted)
 - 7 employee children applications, (0 qualified for priority)
 - 1,045 applicants eligible for free and reduced lunch (82.8% of all applications submitted)

Richmond – Recruitment Update



Applications by Grade: 2020-2021

School Name	5th	6th	7th	8th	Total
Making Waves Academy Middle School	<u>420</u>	<u>344</u>	<u>352</u>	<u>145</u>	<u>1,261</u>

Application by Grade (MWA only): 2020-2021

School Name	5th	6th	7th	8th	Total
Making Waves Academy Middle School	<u>276</u>	<u>127</u>	<u>118</u>	<u>87</u>	<u>608</u>



Applicants by Race / Ethnicity:

<u>Race</u>	<u>Targets</u>	<u>Final Results</u>	<u>Applicants</u>
African American	25%	16.6%	210
Asian	6%	6.5%	82
Hawaiian or Pacific Islander	6%	0.5%	7
Hispanic or Latino	50%	61%	765
Multiple	6%	8.2%	104
White	6%	1.8%	23
Other	N/A	2.1%	31
Unreported	N/A	3.0%	39

Where Do Our Applicants Live?

(23 Different Cities)



- Richmond-652
- San Pablo-367
- El Sobrante-62
- Pinole-62
- Hercules-57
- Rodeo-23
- Vallejo-10
- Antioch-8
- El Cerrito-4
- Bay Point-2
- Berkeley- 2
- Pittsburg-1
- San Francisco-1
- San Rafael-1
- Suisun-1
- Emeryville-1
- Oakland-1
- Walnut Creek-1
- Crockett-1
- Fairfield-1
- Oakley-1
- Roseville-1
- Philadelphia-1



Commercial Advertisements Results

- **Movie Theater Ad**
 - Played approx. 10 minutes before the start of each movie
 - Campaign ran from Nov.22.2019-Jan.2.2020
 - Ad played a total of 5923 times between Dec. 21st-Feb. 15th
 - Cross platform banner promotion on sites such as Hgtv, Yahoo, and Moviefone
 - 124,813 total impressions with 1,922 clicks for more information
- **Direct Mail Campaign**
 - Sent postcards to MWA’s underrepresented groups during the recruitment process
 - Approx. 1000 homes received an invite to apply for MWA’s Lottery
- **Signage on Lakeside & Richmond Parkway**
 - placed just below the “Making Waves Academy” sign from October 1st-February14th
 - Seen by approx. 792,000 vehicles**
 - Also placed on Lakeside drive in front of play structure.

**Number based on traffic study by Caltrans. Approx. 198,000 cars pass MWA West Bound where the sign is most visible in a given month.

<https://dot.ca.gov/programs/traffic-operations/census/traffic-volumes/2017/route-71-80>

Commercial Advertisement 2020-2021



Movie Theater Screen @Century 16



TV Screen in Lobby of Century 16



Corner of Lakeside Dr. and Richmond Parkway

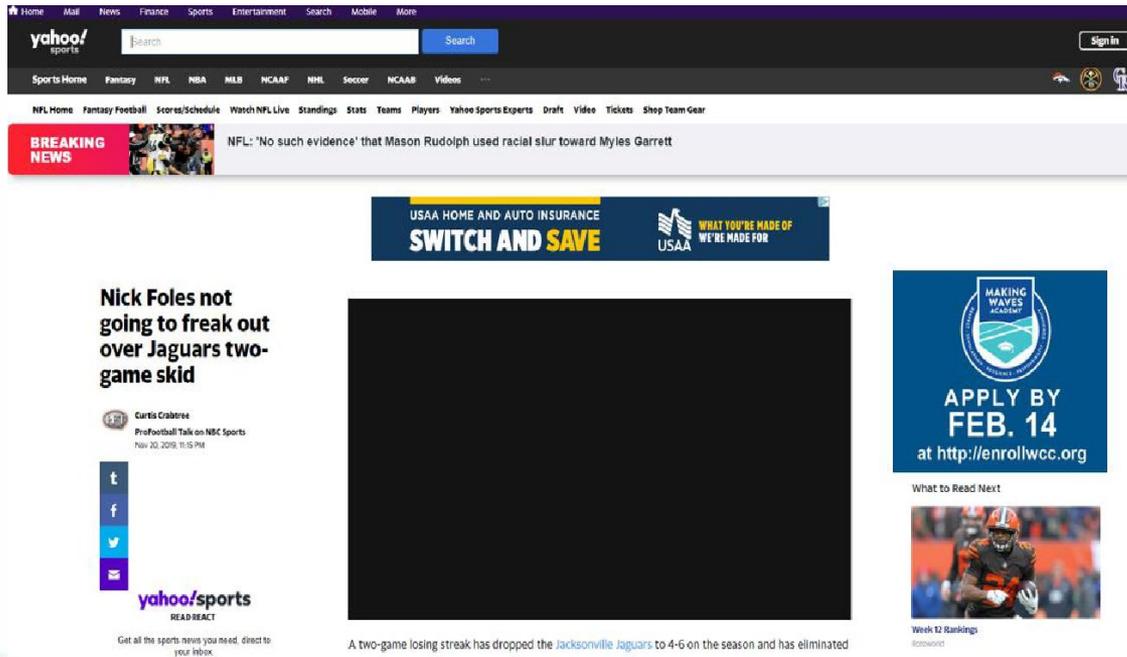


Lakeside Dr. near Play Structure

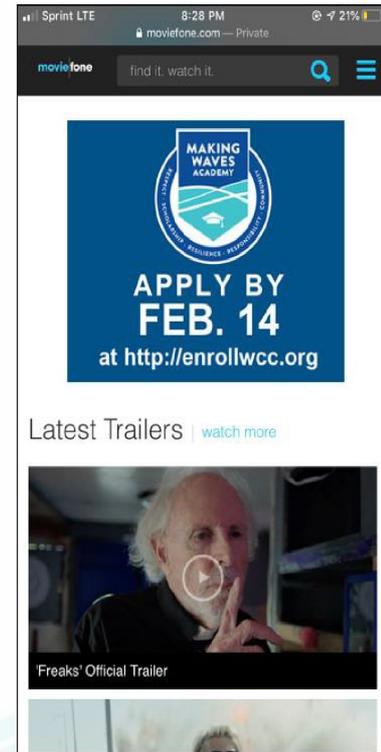
Cross Platform Promotions



HGTV.com



Yahoosports.com



Moviefone.com

Community Outreach



- **Sent email reminders about this year's lottery to over 700 families on 19-20 waitlist**
- **Led two Lottery Information Sessions which were attended by over 150 families**
- **Richmond PAL**
- **Booker T Anderson Center**
- **Nevin Community Center**
- **Girls Inc**
- **Yes Families**
- **Ryse Center**
- **All Nations Church**
- **Ephesians Church of God in Christ**
- **Richmond Recreation Centers**
- **Boys & Girls Club (Salesian)**
- **Building Blocks for Kids**
- **YMCA (Rodeo)**
- **YMCA (Coronado)**
- **San Pablo Community Center**
- **Parchester Community Center**
- **La Petite Academy (Hilltop)**
- **KinderCare (El Sobrante)**
- **Pinole Valley Lanes**
- **YMCA (Hilltop)**



QUESTIONS?