Sustainable enrollment is critical to the viability of a school. Demographic changes are making and will continue to make the market more difficult for schools. The reality is that people are having fewer children, and there are more school options available. We are strategizing methods for increasing enrollment by using research and data to better position our network. There are no "big fish" when it comes to enrollment. One initiative will rarely increase enrollment by itself; it takes all of them together. Also, each year and each season will be different. Here are some examples of the initiatives that we are currently working on:

* Removing barriers and creating access points
  + Inquiry cards: We created an inquiry card (both paper and electronic) to allow prospective families to submit their contact information when they are interested in more information. We track their information to follow-up on leads until they go to the next phase, applying. **(complete)**
  + Application: Our current application is available online. Navigating an online application can be a barrier some families. We are creating more communication access points for prospective families to obtain support through the application process. **(in-process)**
  + Communication access: In addition to having the school address and phone number, we are in the process of having a general email account listed on the website (i.e. [InfoBurlington@CaminoNuevo.org](mailto:InfoBurlington@CaminoNuevo.org)).  **(in-process)**
  + Recruitment Flyer: the updated recruitment flyers included a QR code to our online application (complete)
  + Recruitment Flyer: being translated in Korean **(in-process)**
  + Retention and Enrollment Calls: We are going to call newly enrolled students to continue relationship-building and to ask for enrollment referrals (not started)
* Internal Marketing
  + Messaging: A messaging guide has been developed to help create consistency around our messaging and to train our CNCA brand ambassadors **(complete)**
  + Communication samples (in two languages) are being shared with school sites for social media and parent square **(complete)**
  + Ambassador Kits: equipping 10 parents from each school with CNCA swag to increase community exposure, boost school morale, and build enrollment within **(in-process)**
* Increasing Online Presence
  + Each school is posting at least 3 social media posts a week, including 1 post re: enrollment **(complete\on-going)**
  + Virtual events are happening at any school with open seats (**on-going**\**in-process)**
    - These events are posted on the website, school-site Facebook page, CNCA network Facebook page, Parent Square, and local Facebook group pages
* Fostering Community Partnerships
  + Keeping a Community Partnership Database of nearby preschools, feeder schools, religious organizations, community and youth centers, businesses and neighborhood organizations **(complete\on-going)**
  + Reached out to three neighborhood associations to schedule information presentations: Harvard Heights, Harvard Heights, and Wilshire Koreatown (**on-going**\**in-process)**
* Mobilizing Canvassing Teams
  + Conducting trainings on messaging and community outreach **(complete)**
  + Conducted 6 community canvassing trips for 1-2 hours with 2-4 people each time  (**on-going**\**in-process)**