



# Enrollment Update

**20** años | Camino  
Nuevo  
Charter  
Academy



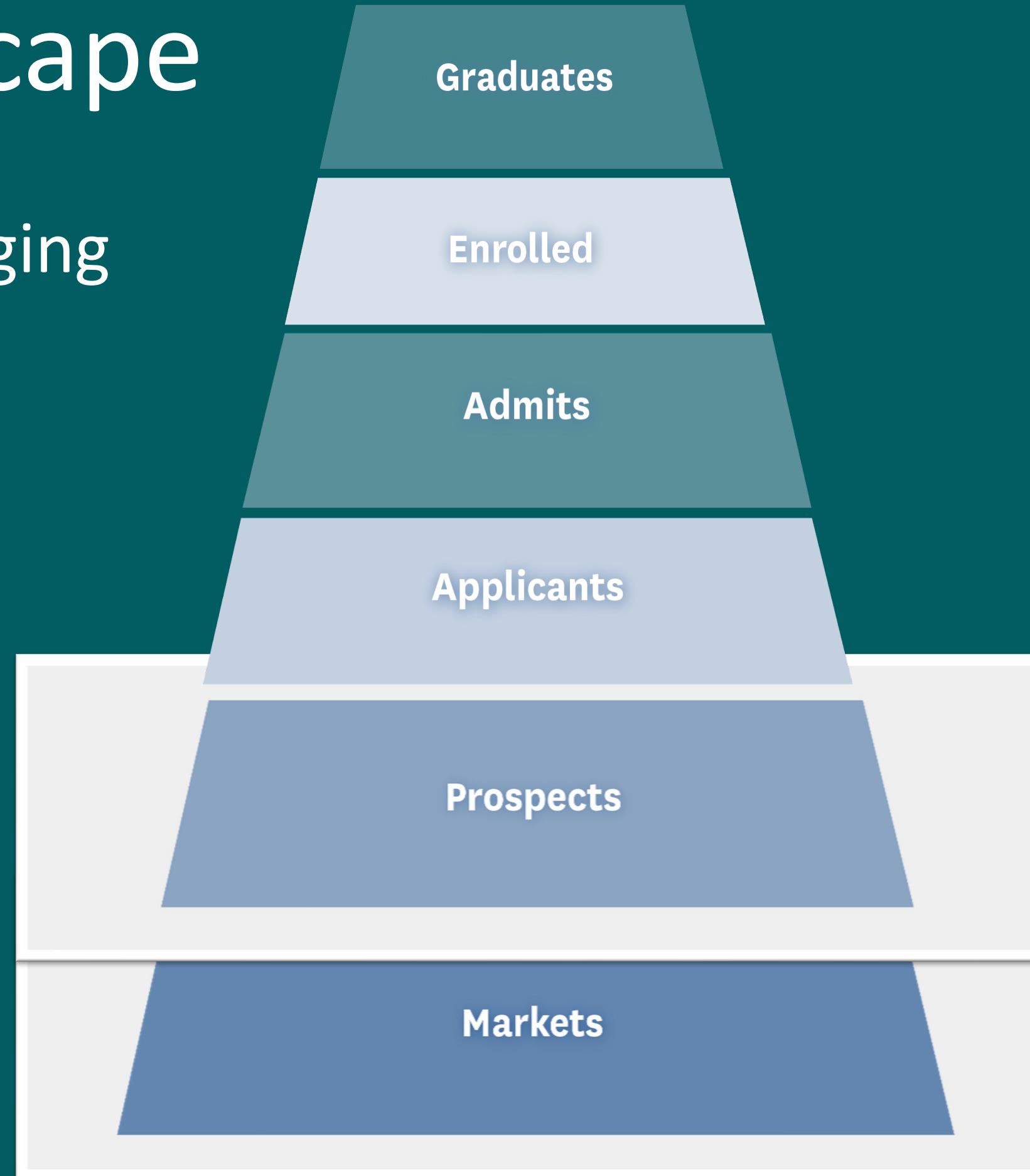
June 2021

# Agenda

- Current landscape
- Where we are
- What we are currently doing
- Where we are going
- What you can do

# Current Landscape

- Demographics are changing the market
- People are having less children
- More school options

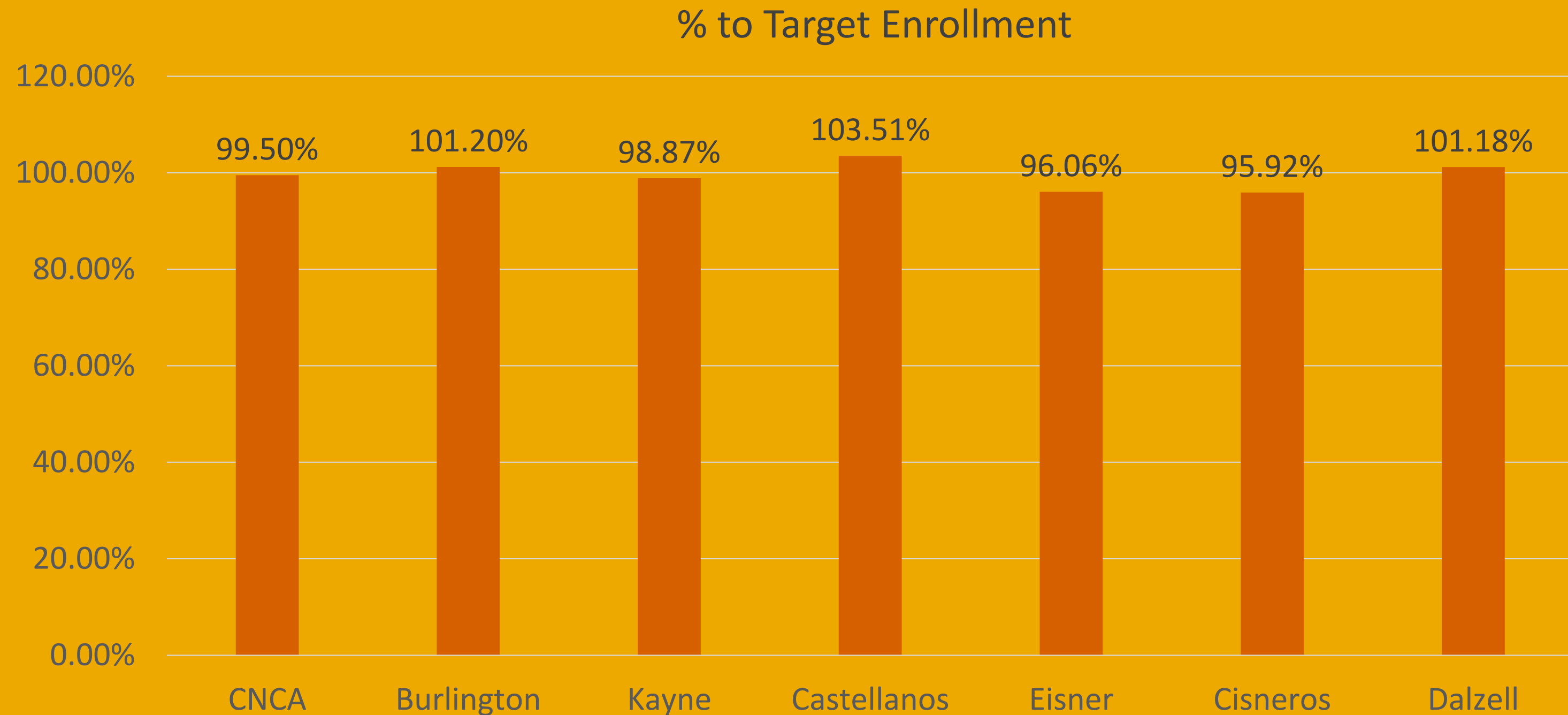


Outreach and  
Student Recruitment  
Strategy

School Location &  
Market Strategy

# Where we are

- 99.5% toward Enrollment Goal





# What we are doing: Current Initiatives

## Removing Barriers and Creating Access Points

- Inquiry Card
- Application
- General Email accounts for each school-site
- Recruitment Flyer in 3 languages w/ QR code

## Fostering Community Partnerships

- Community Partner Database
- Feeder Schools, community and youth centers, businesses, and neighborhood councils

## Developing Internal Marketing Strategies

- Messaging Guide
- Communication Samples
- CNCA Parent Ambassador Kits

## Mobilizing Canvassing Teams

- 7 Community canvassing trips with 2-4 people
- Training on messaging

## Increasing Online Presence

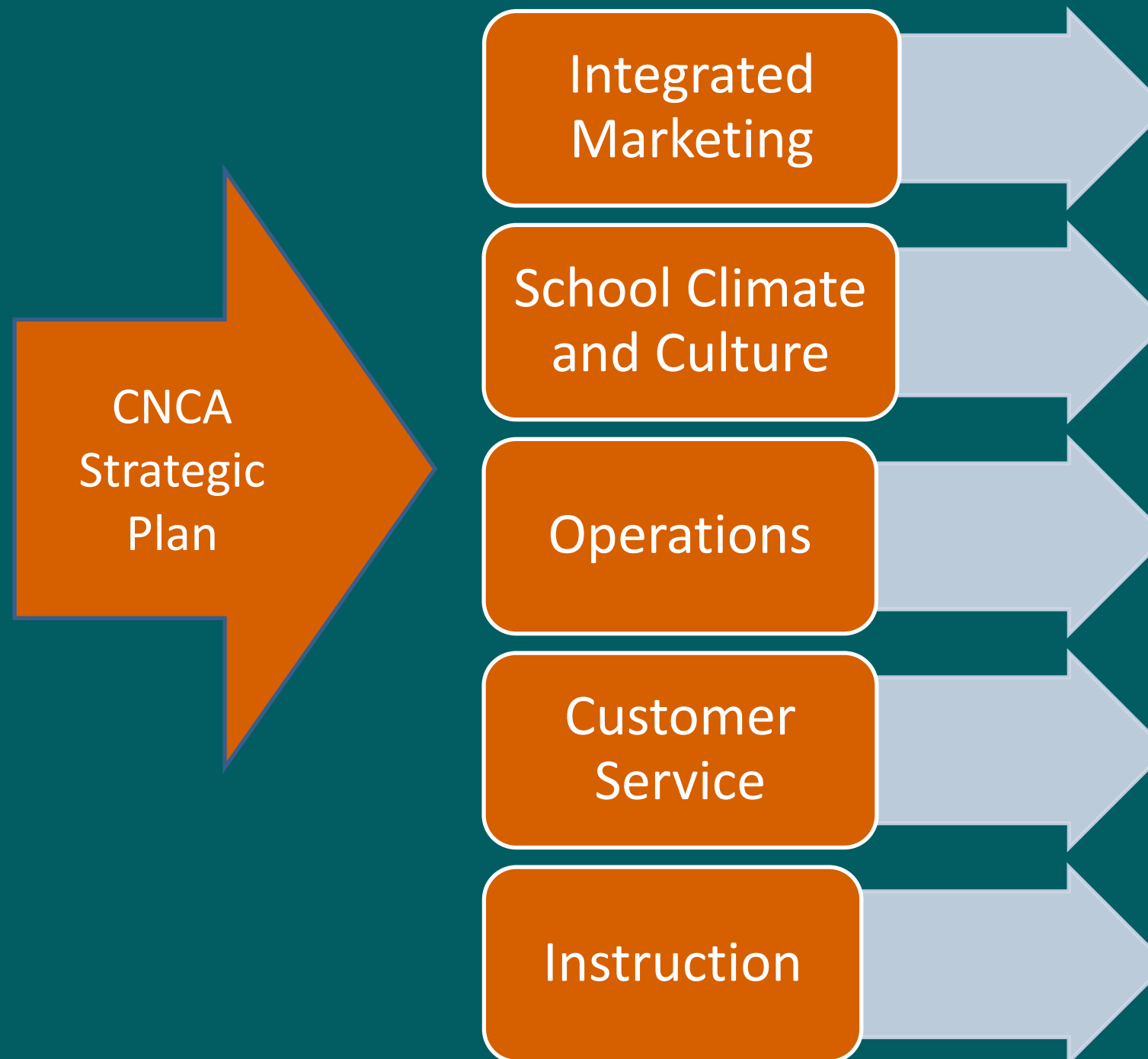
- 3 Social Media posts a week per school
- 6 Virtual Events

# Where we are going: Strategic Enrollment Management

## Family Decision Drivers



## Priority Focus Areas



## Impacts

- Financial Stability
- Operational Efficiency
- Positive Enrollment
- Student Success
- Culture of Innovation
- Student Retention
- Teacher Retention
- Equity and Access

# What You Can Do

- Share your experience! Why CNCA?
- Follow and share CNCA on social media
- Know the enrollment process
- Write a review
  - GreatSchools, Niche, Google, Facebook, Yelp