SY 2022-2023 Enrollment Update

20 años | Camino Nuevo Charter Academy

February 2022

Agenda

- Shift to Strategic Enrollment Management
- Context: External and Internal Trends
- CNCA Enrollment History
- Goal Framework
- Current Tactics
- Applications
- Potential Attrition
- Enrollment Forecast | TK and Network

Shift to Strategic Enrollment Management

Research and Market Trends

Data Analytics

Goal-Minded Effective Team

Customer Service Approach: Inform, Connect, and Personalize

Support and Accountability

Context: External and Internal Trends

EXTENERAL	
Decreasing	Decreasing LAUSD Enrollment steadily decreasing – 8.1% pre-pandemic (18/19 to 22/23)
Decreasing	Decreasing Live Births within LAUSUD decreasing – 5% year over year
Decreasing	The number of charter schools has reduced from 228 to 225, 3 less
Increasing	Increasing LAUSD Charter enrollment projected to increase by more than 3%

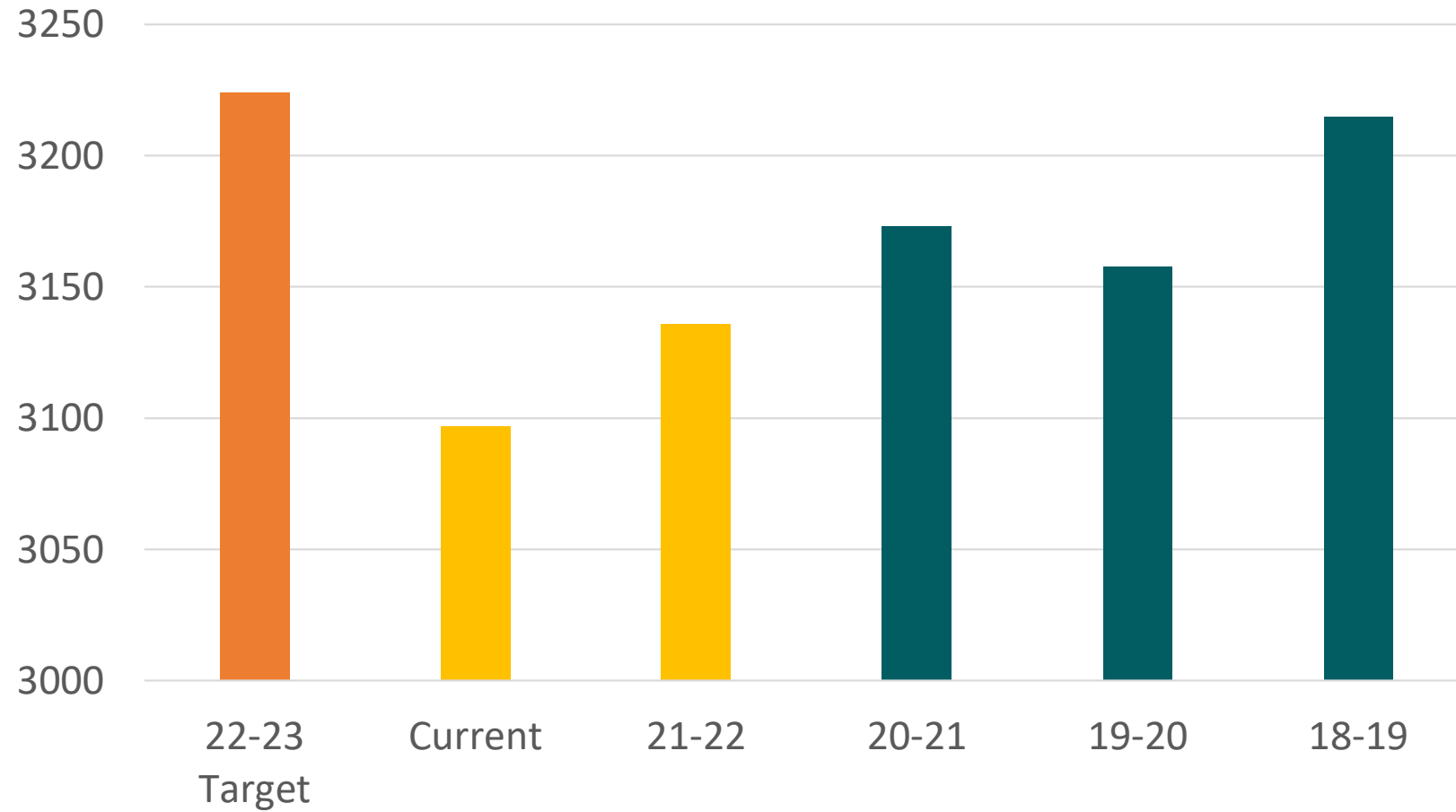| INTERNAL	
Increased	CNCA increased applications last year by 10%
Exceeded	CNCA was enrolled at 100.56% the week before school
Reduced	Enrollment 2 months into school reduced to 97%
Retained	CNCA only retained 67% of CAS 5th to 6th

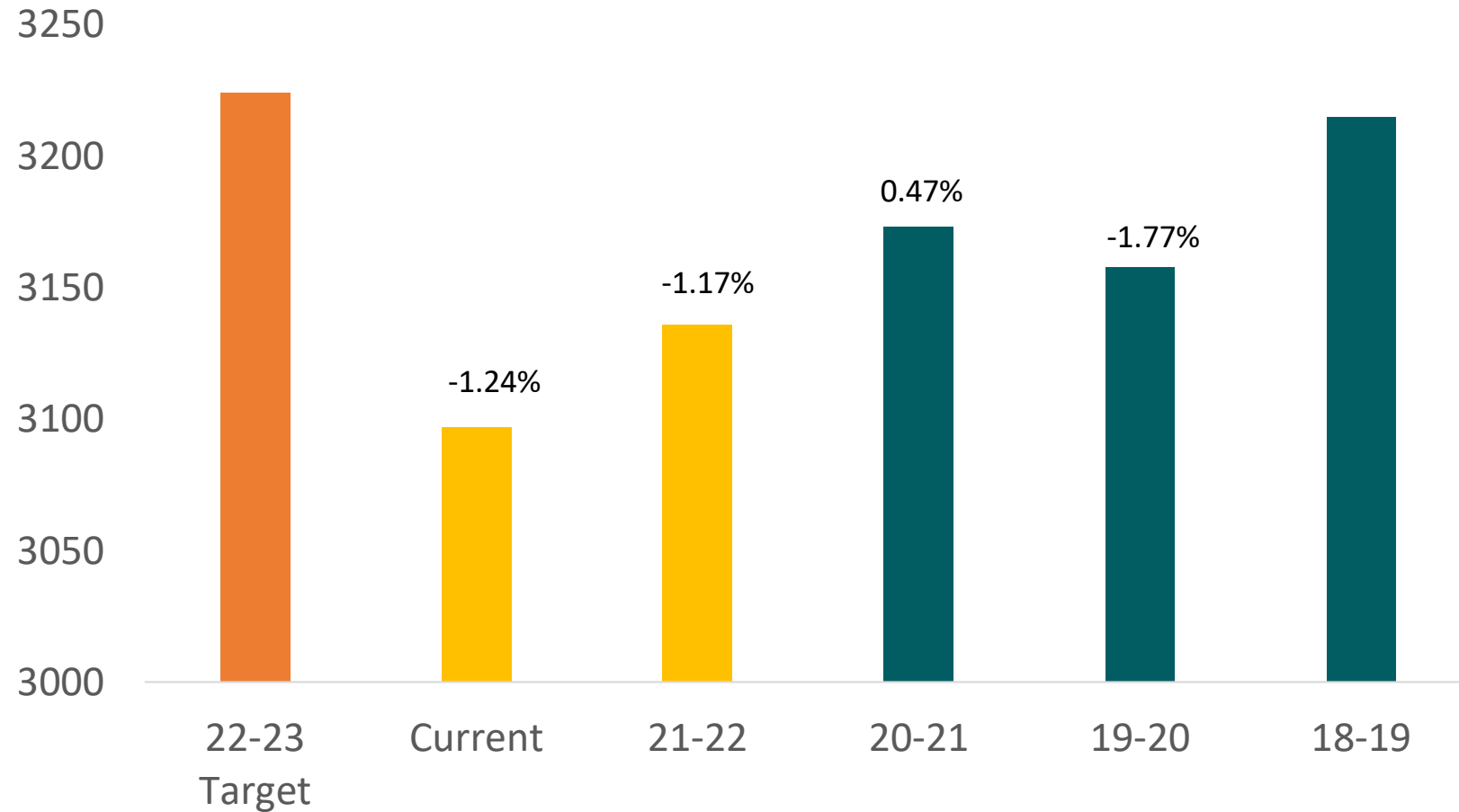# Market: Current Enrollment Trends near CNCA- Cisneros

Competitor Schools	2021	2020	2019	2018	Enrollment Change from 2021 to 2018	
Rosemont (2-5)	216	246	265	299	reduction	28%
Mayberry (K-5)	180	191	260	285	reduction	37%
Micheltorena (K-5)	385	408	388	404	reduction	5%
Commonwealth (K-5)	549	602	662	656	reduction	16%
Gabriella (K-8)	468	459	465	433	increase	8%
CNCA- Cisneros (K-8)	598	605	639	625	reduction	4%

*California School Dashboard (caschooldashboard.org)

CNCA Network | 3 Year Enrollment History (current schools)

CNCA Network | 3 Year Enrollment History (current schools) w/ % Changes

Strategy- Multi-Year Goal Framework

To achieve our enrollment goals through recruitment and retention

GOAL 1:

Maintain or Grow Applications by Lottery Date

In 2022: Maintain Applications

By 2027: 10% Increase Applications

GOAL 2:

Retain more 5th to 6th grade students

By 2023: 75% retained

By 2025: 90% retained

GOAL 3:
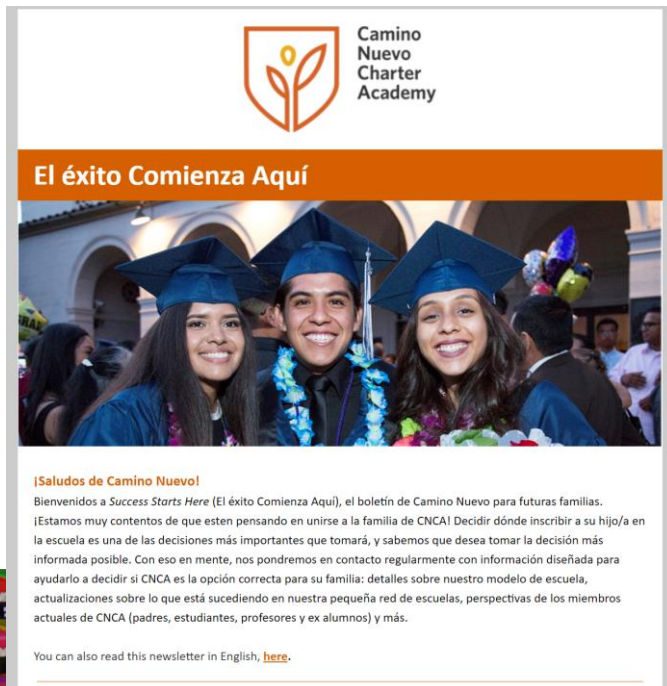
Reduce summer and first-month of school attrition

By 2022: reduce attrition by 20%

By 2027: reduce attrition by 50%

TACTICS

- Strengthen Feeder School Partnerships
- Mobilize Parent Ambassadors
- Social Media and Online Brand Campaigns

TACTICS

- Strategic Communication
- Student Mentor Program
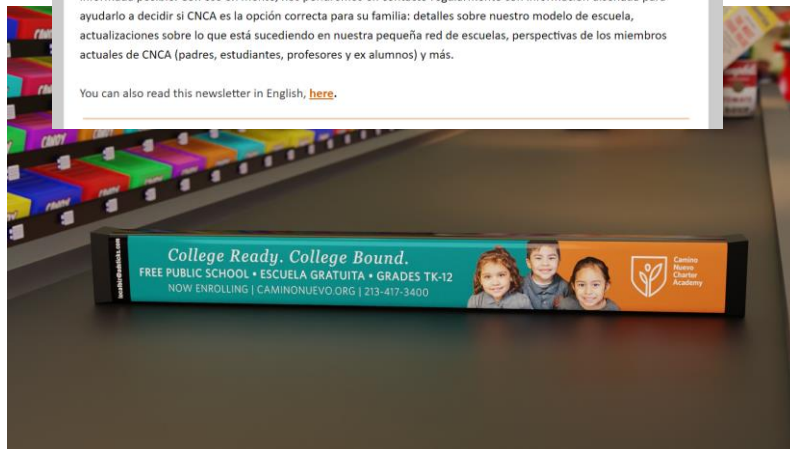- "Umbrella Calls" in fall and spring

TACTICS

- Increase touchpoints with communication
- New Students / Parent Mentor Program
- Target on Entry and Transitional Points

Snapshot of Current Tactics

- Strategic (and Personalized) Communication
  - *Success Starts Here (2)*
  - Virtual Events (+10)
- CNCA Parent Community Leaders (3)
  - Growing Enrollment
  - Adding to the Sense of Belonging
  - Mentoring / Welcoming New Families
- LACFEPS Collaboration
  - 2 In-person recruitment fairs
  - Retention Dashboard Development
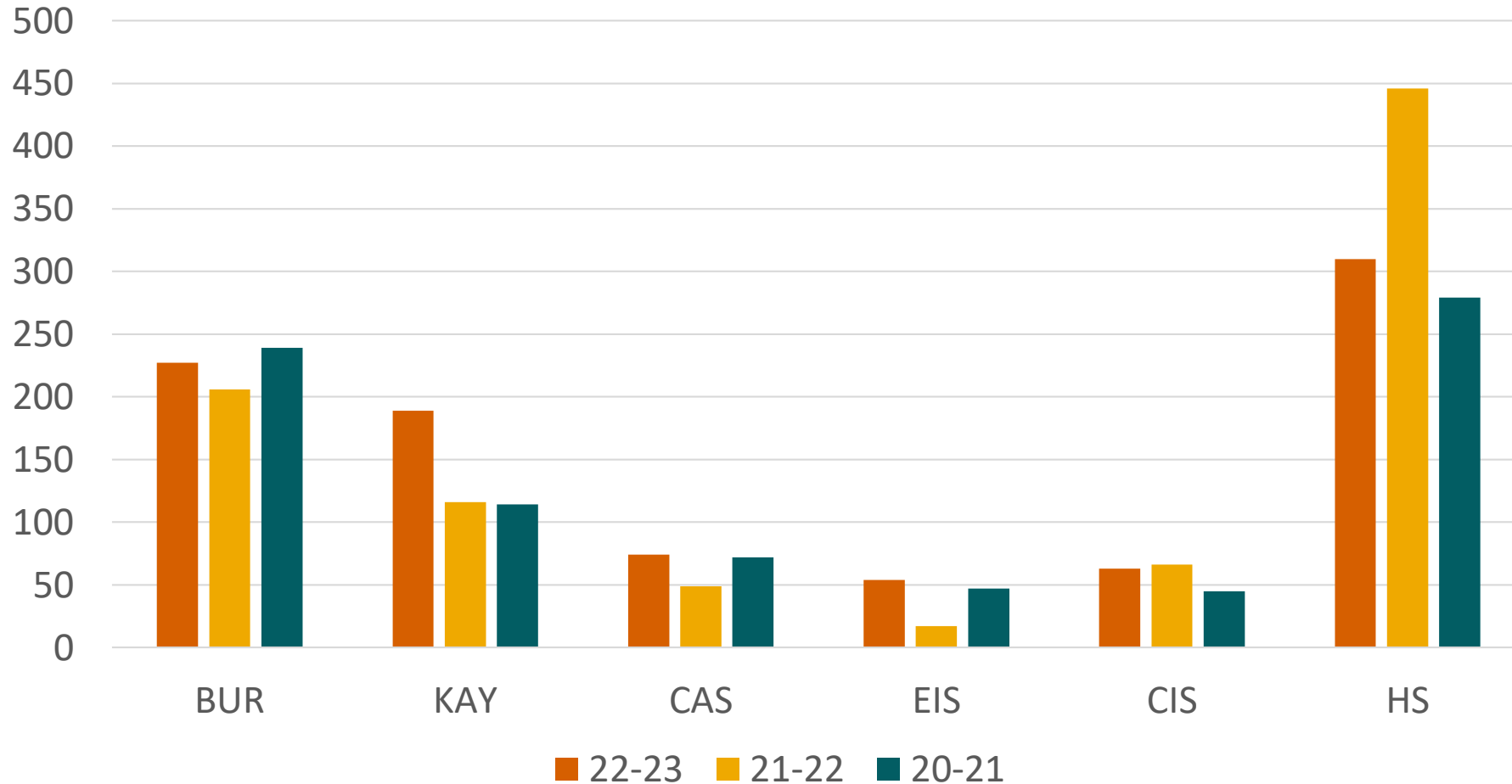 - Recruitment and Retention Think Tank

CNCA Network | Application History Submitted by Feb. 23

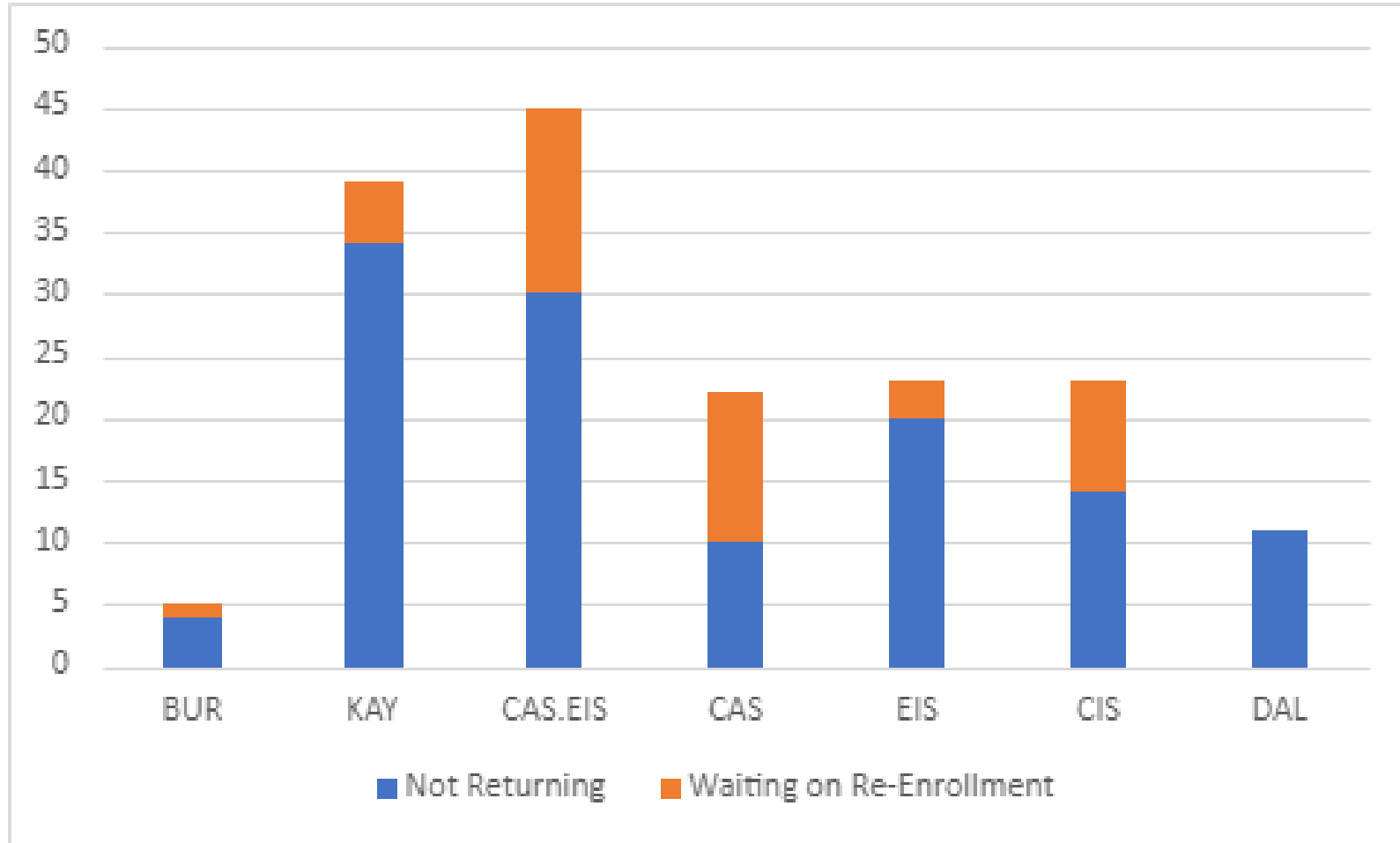| As of February 23	22-23	21-22	20-21	now compared 2 yr
ALL CNCA	917	900	796	up by around 15%
TK	78	42	48	up 62%
Kinder	224	203	213	up slightly (5%)
TK-8th	607	454	517	up 17%
6th to 8th	172	80	121	up around 42%
9th	283	266	271	up slightly (4%)

- CELEBRATE!
  - We are continuing to increase our applications. Interest is high, but we have to continue to monitor yield.
- CAUTION
  - We have more seats to fill this year than we did last year. We need to continue to retain students AND increase applications to meet targets

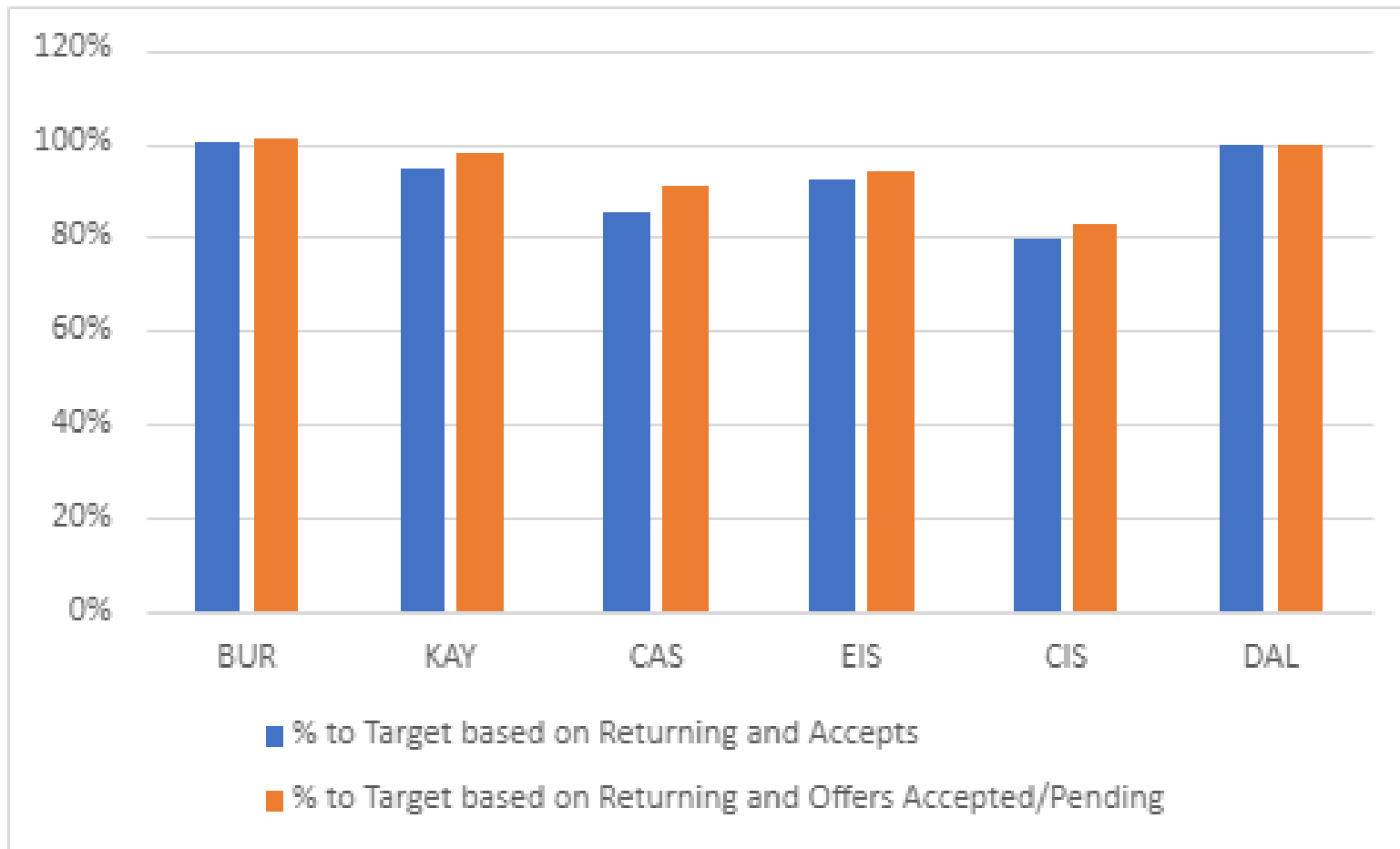CNCA Network | Applications Submitted by School – 3 year (2/23)

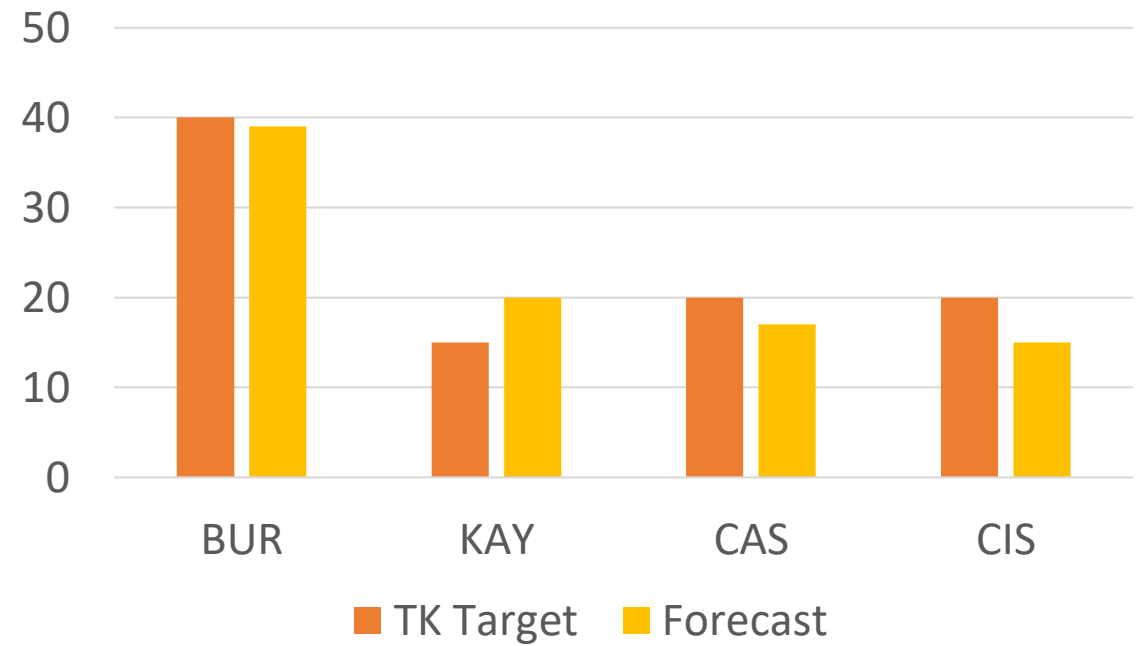# CNCA Network | Potential Attrition for 22-23 as of Feb. 23

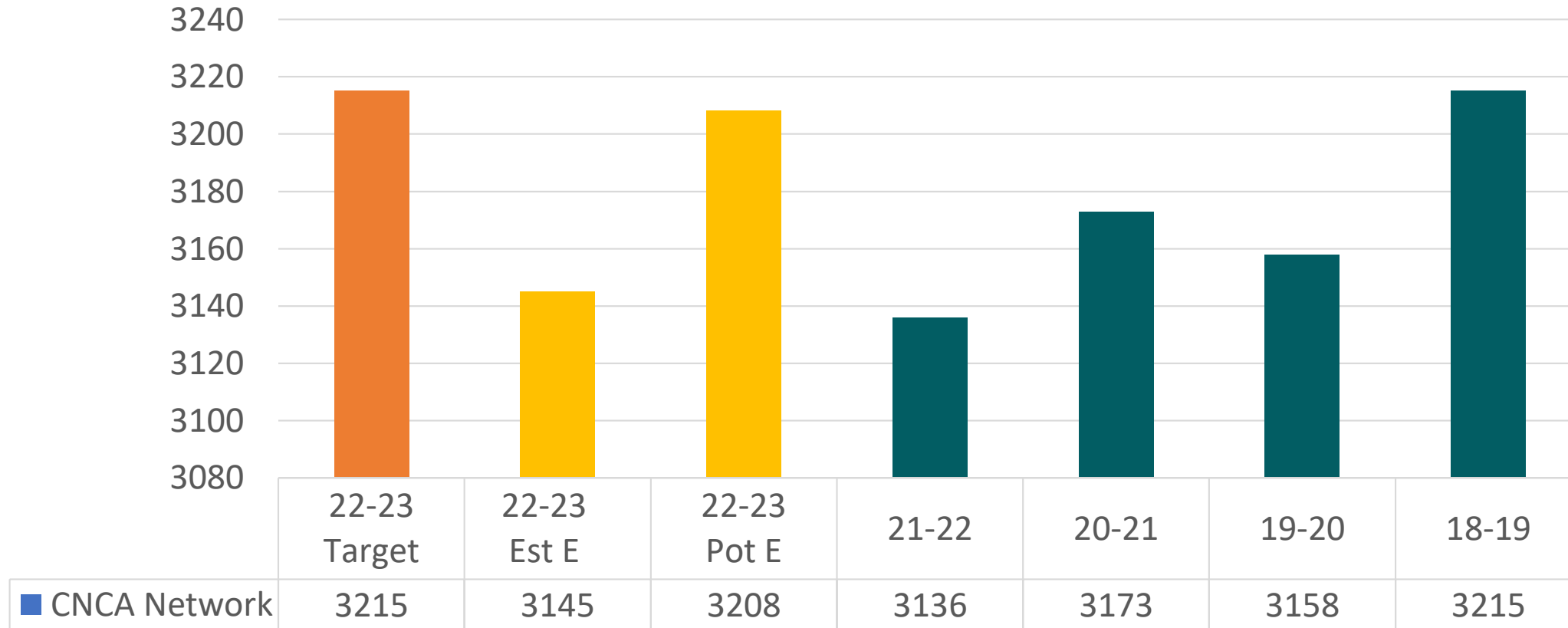# CNCA Network | Percentage Toward Meeting Enrollment Goals as of 2/26

- CNCA is 91.8% enrolled toward our 22-23 targets
- Based on current data and historical data, these schools are tracking to meet targets:
  - BUR, KAY, EIS, and DAL
  - CAS at 97%, and CIS at 91%

CNCA TK Expansion

TK Enrollment	Target	Current Accepts	Pending	Forecast
BUR	40	31	2	39
KAY	15	12	2	20
CAS	20	8	3	17
CIS	20	6	1	15
	95	57	8	91

CNCA Network | 22-23 First Day Enrollment Forecast

	22-23 Target	22-23 Est E	22-23 Pot E	21-22	20-21	19-20	18-19
■ CNCA Network	3215	3145	3208	3136	3173	3158	3215

Est E - Students Returning, Newly Accepts as of 2/23,plus 2yr avg applications (March to July) w/ 70% yield

Pot E- Student Returning, Pending Returning, Newly Accepts, and Pending Accepts as of 2/23, plus 2yr avg applications (March to July) w/ 70% yield

Feedback/Questions