



SY 2022-2023 Enrollment Update

April Board Meeting

20
años

Camino
Nuevo
Charter
Academy



Crystal Day, Enrollment Manger
Data collected: March 30, 2022

Agenda



- Enrollment Context
 - Shift to Strategic Enrollment Management
 - Current Trends
 - Goal Framework
- Enrollment Timeline
- Data Review: Applications, Lottery Acceptances, TK Enrollment, Attrition
- Enrollment Forecast
- Outreach and Yield Tactics

Shift to Strategic Enrollment Management

Research and Market Trends

Data Analytics – Data Dashboard Development

Goal-Minded Effective Team

Customer Service Approach: Inform, Connect, and Personalize

Support and Accountability

Context: External and Internal Trends



EXTERNAL

Decreasing

Decreasing LAUSD Enrollment steadily decreasing – 8.1% pre-pandemic (18/19 to 22/23)

Decreasing

Decreasing Live Births within LAUSD 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

Initial Multi-Year Strategic Enrollment Goal Framework



To achieve our enrollment goals through recruitment and retention

GOAL 1: Applications

Maintain or Grow Applications
by Lottery Date

In 2022: Maintain Applications
By 2027: 10% Increase Applications

TACTICS

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

GOAL 2: Retention

Retain more 5th to 6th grade students
By 2023: 75% retained
By 2025: 90% retained

TACTICS

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

GOAL 3: Yield

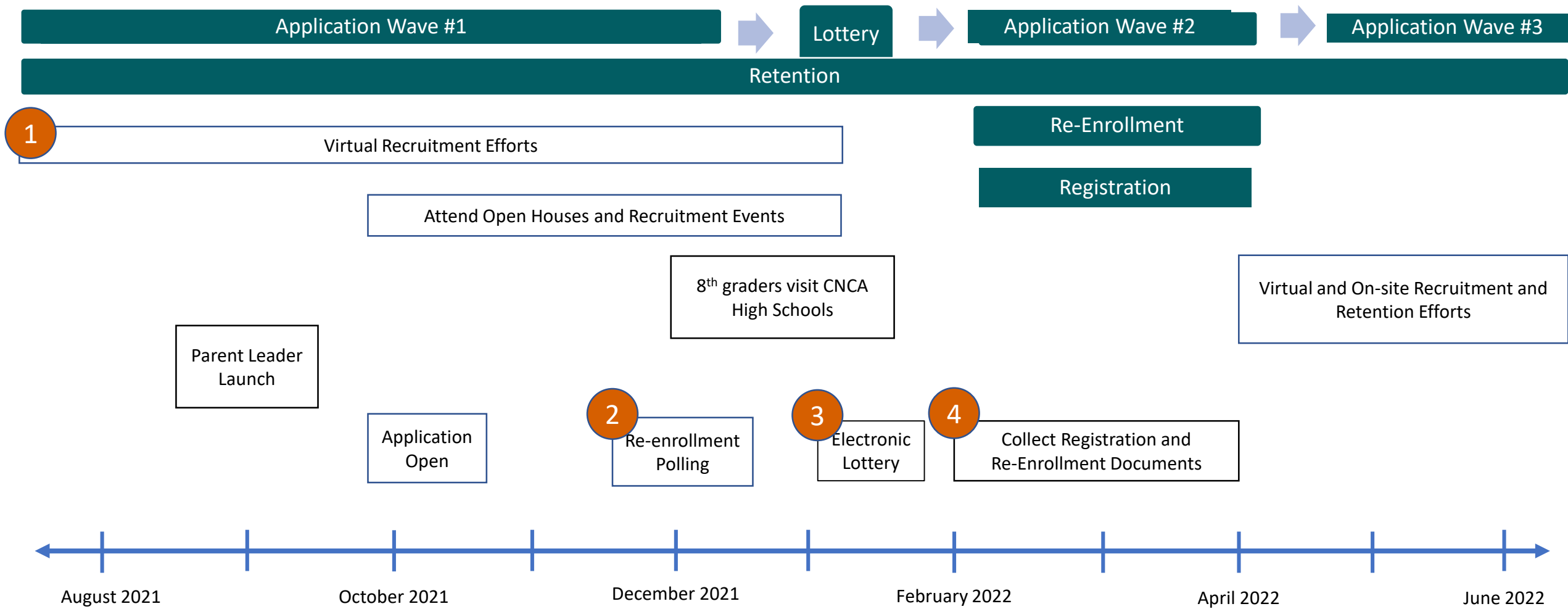
Reduce summer and first-month of school
attrition

By 2022: reduce attrition by 20%
By 2027: reduce attrition by 50%

TACTICS

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

Enrollment Timeline and Phases

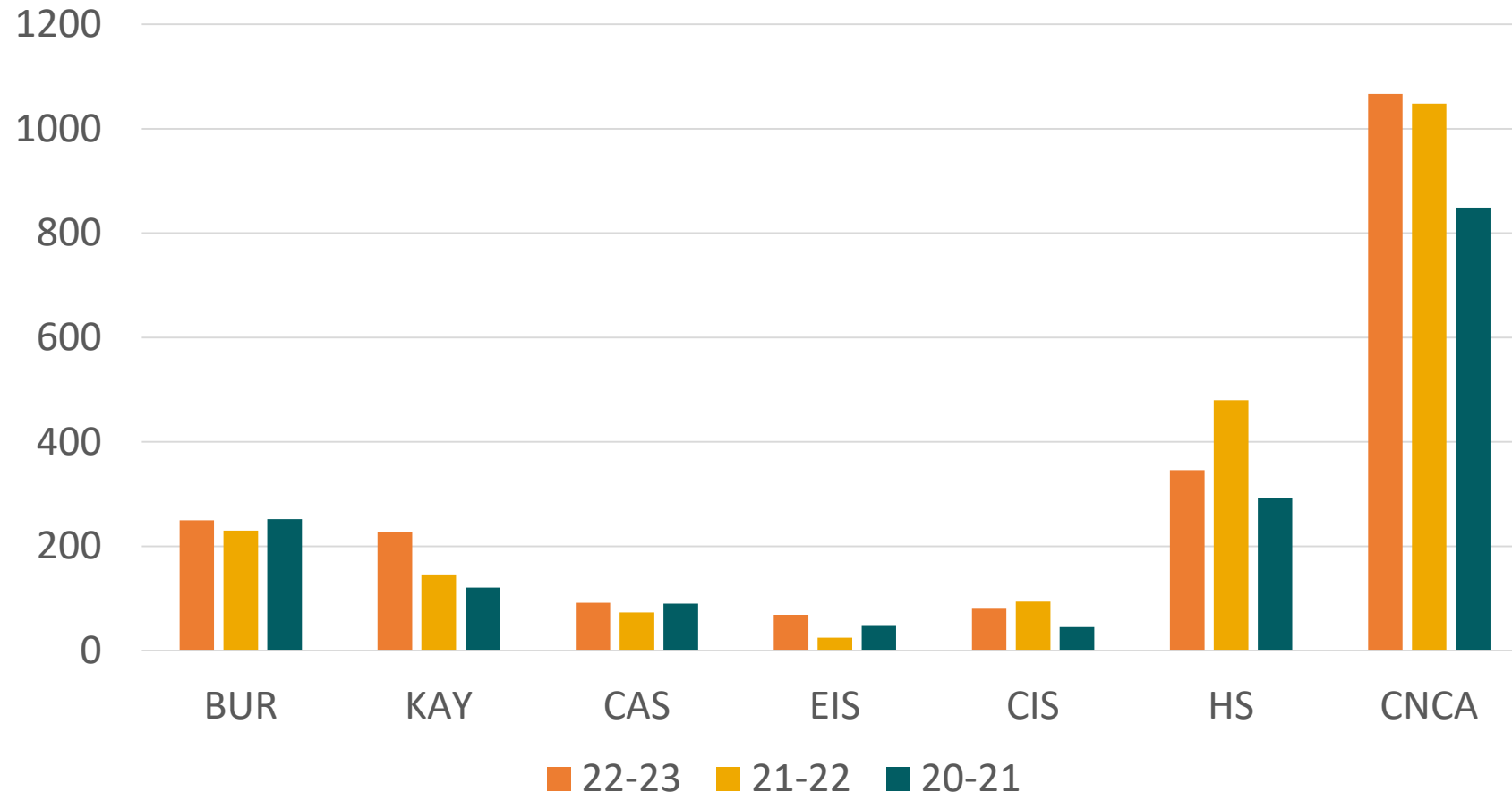


Applications Submitted as of March 29

As of March 29	22-23	21-22	20-21	now compared 2 yr
ALL CNCA	1067	1048	874	up by around 22%
TK	89	53	54	up 64%
Kinder	257	263	243	up slightly (6%)
TK-8th	721	568	582	up 24%
6th to 8th	197	105	141	up 39%
9th	306	290	278	up slightly (8%)

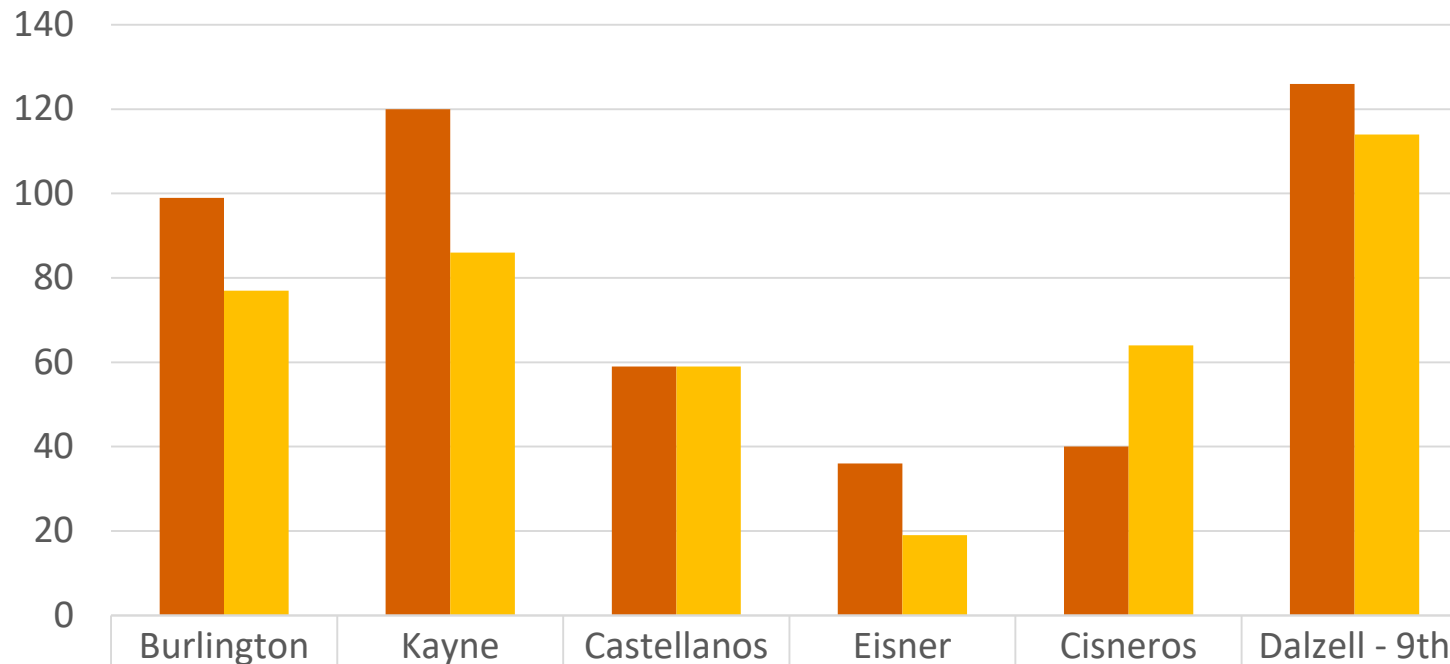
- CELEBRATE!
 - We continue to see an increase in applications year over year.
- CAUTION
 - We have more seats to fill this year than we did last year. We need to continue to retain students AND increase applications to meet targets

CNCA Network | Applications Submitted by School – 3 year (3/29)



- BUR – dipped slight in applications
- KAY – significant increase in applications
- CAS.EIS – slightly higher, but has more seats to fill
- CIS – slightly lower than last year, slightly higher than the year before
- DAL- higher 9th grade applications than the last 2 years (including MIR)

Lottery Acceptances -- March 30, 2022 vs. April 6, 2021

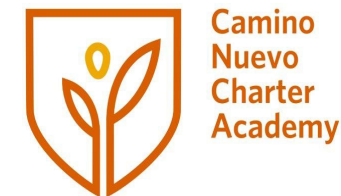


Acceptances have:

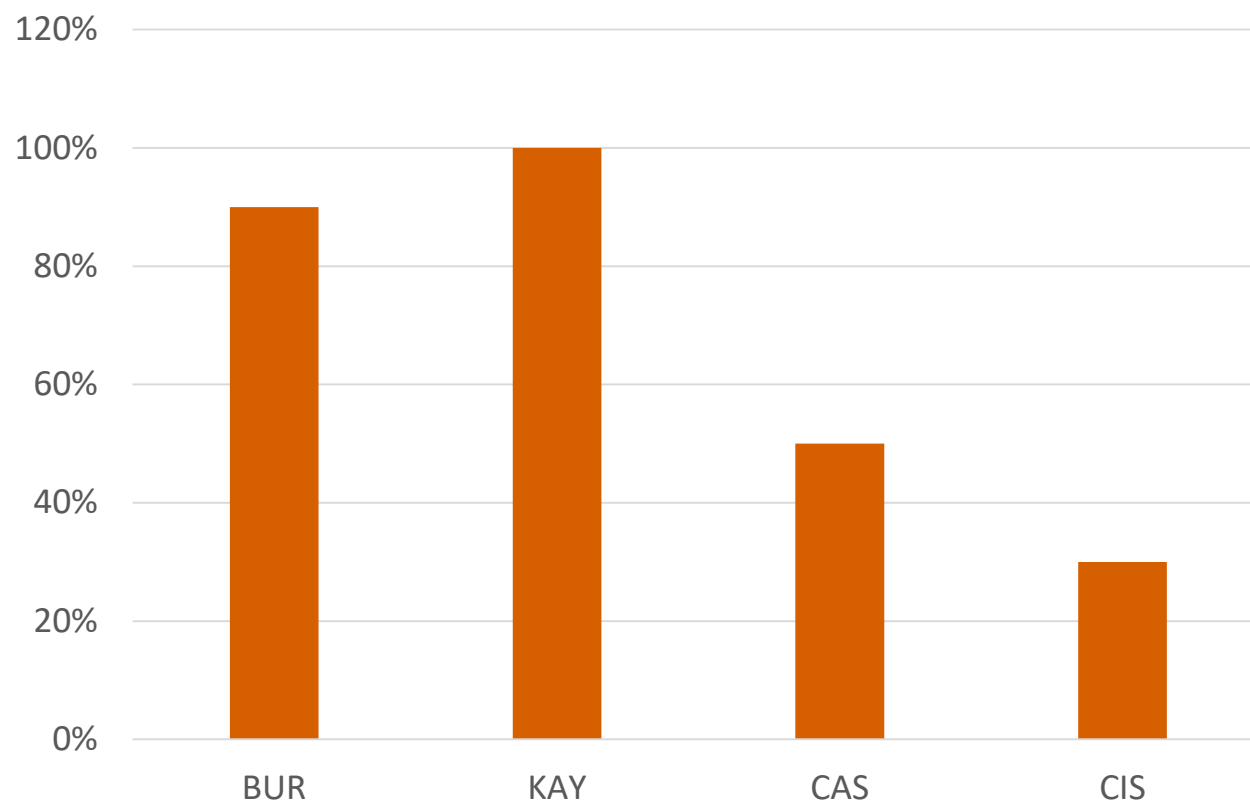
- Increased at BUR, KAY, EIS, DAL
- Stayed the same at CAS
- Decreased at CIS

	Burlington	Kayne	Castellanos	Eisner	Cisneros	Dalzell - 9th
Lottery Accepts 3/30/22	99	120	59	36	40	126
Lottery Accepts 4/6/21	77	86	59	19	64	114

CNCA TK Enrollment by School



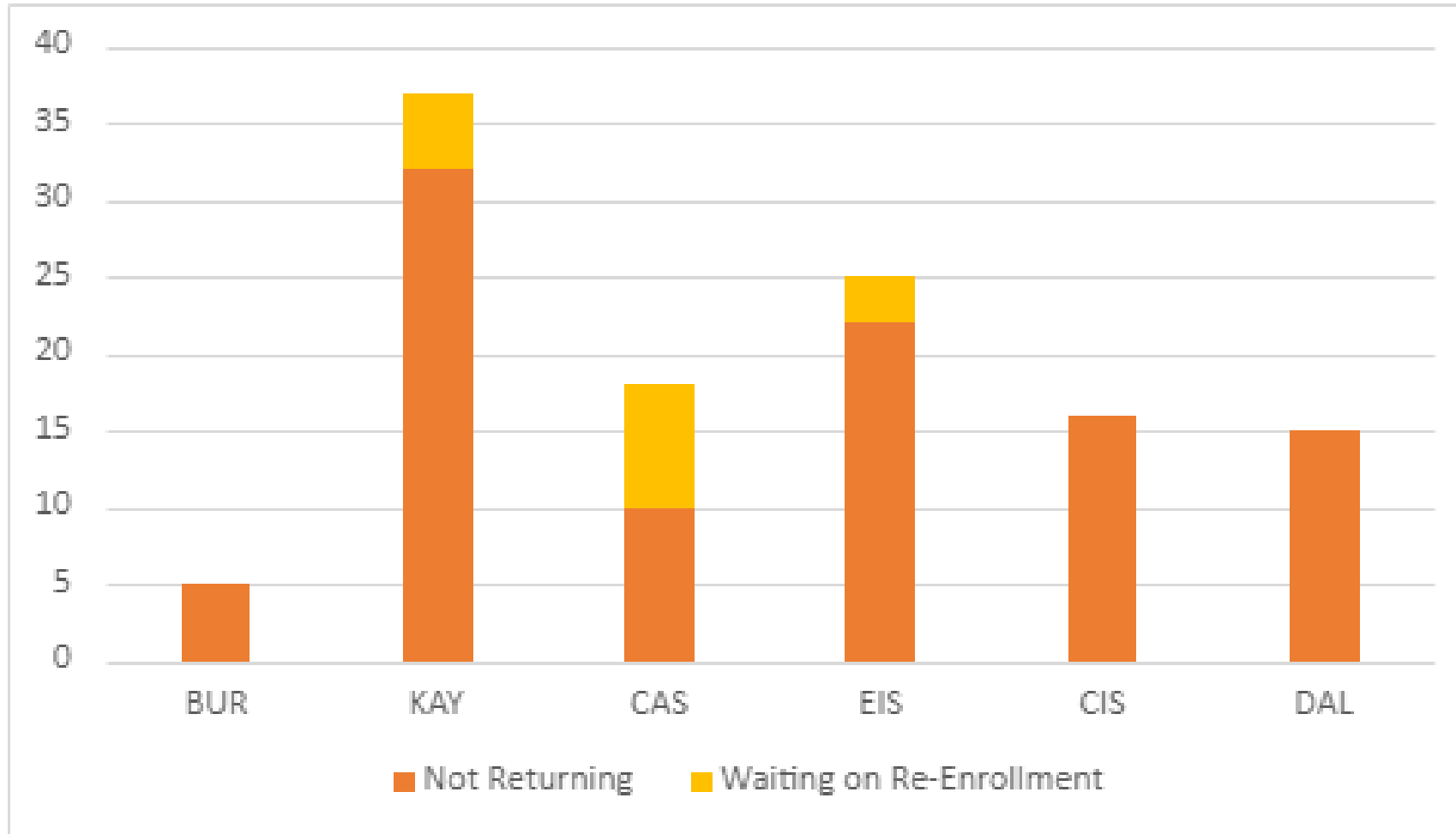
% to Enrollment Target (Accepts + Pending)



- Burlington and Kayne are tracking to meet targets
- CAS and CIS are likely to be 75%
 - Spring outreach efforts are vital in closing the gaps
 - CAS & CIS receive the highest amount of applications in May and July

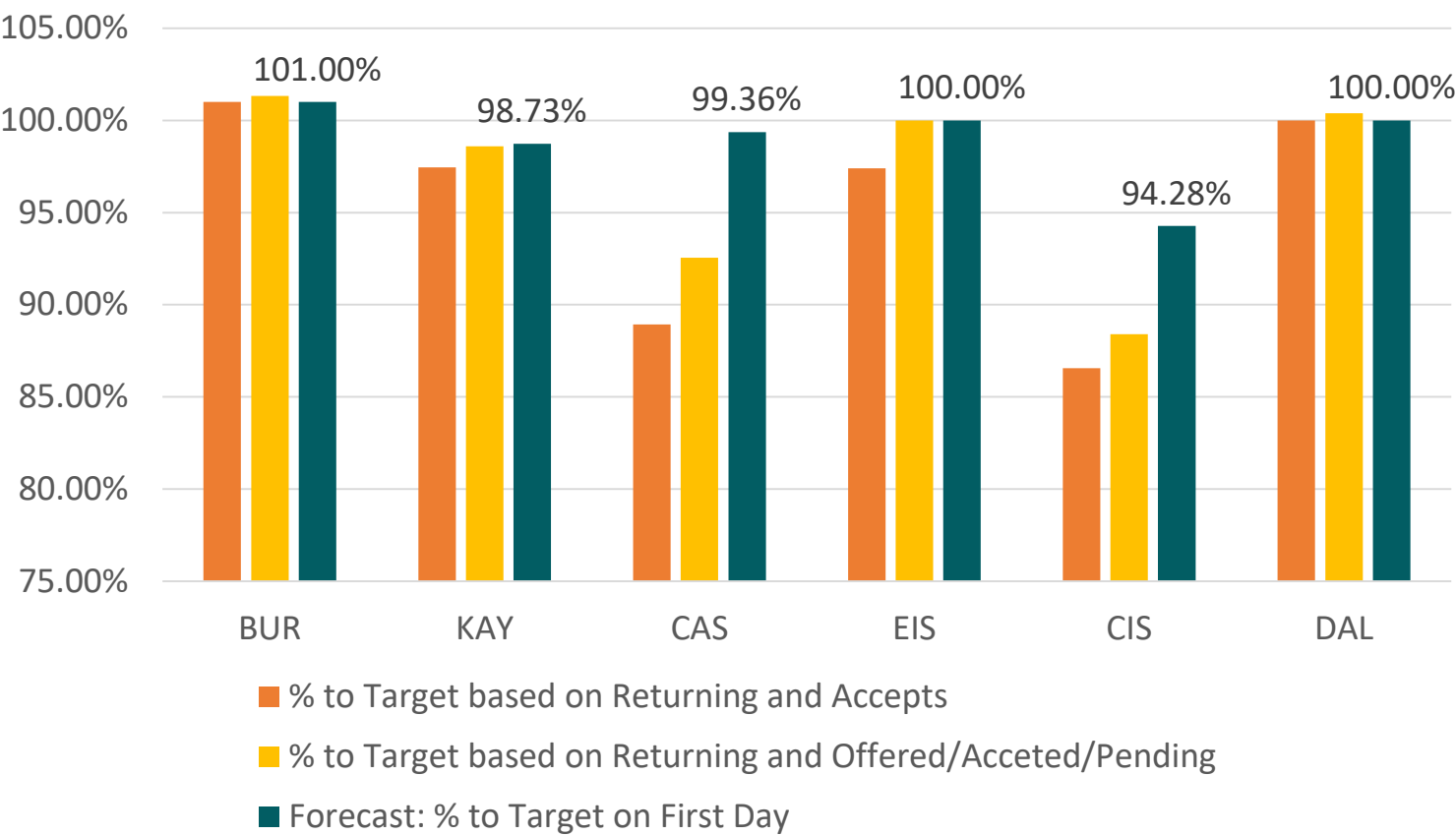
TK Enrollment	Target	Current Accepts	Pending	Accepts +Pending 3/30
BUR	40	36	0	36
KAY	15	14	1	15
CAS	20	10	0	10
CIS	20	6	0	6
	95	66	1	67

Potential Attrition for 22-23 as of 3/29



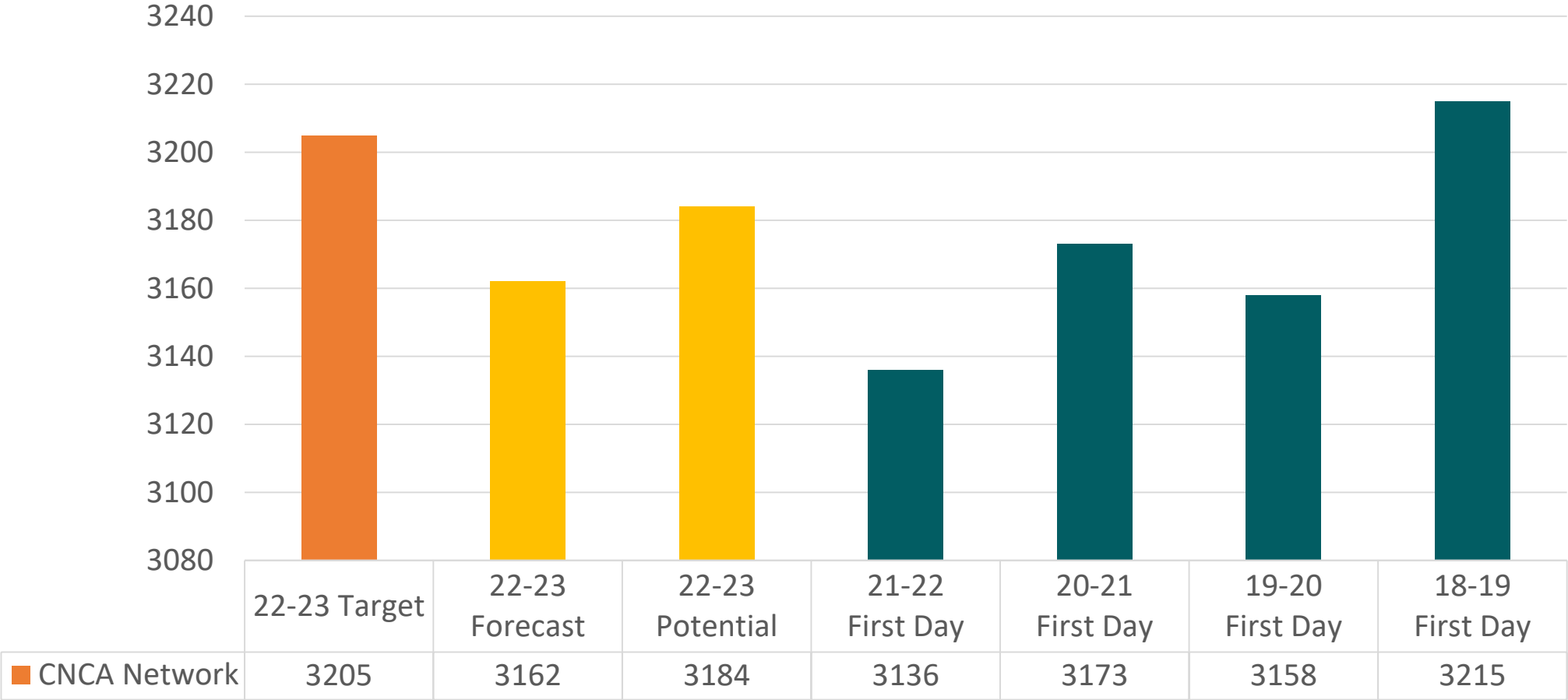
- Retention is key! It costs less to retain a student than it does to acquire a student.
- Not Returning – these students already told us that they will not be returning or have exited already.
 - Next step– surveying/interviewing families
- Waiting in Re-Enrollment – these students have not completed an Intent to Return. Reasons vary by family/school

CNCA Network | Percentage Toward Meeting Enrollment Goals as of 3/30



- CNCA is 95.04% enrolled toward our 22-23 budget
- Based on current data and historical data, we can forecast that:
 - BUR, EIS, and DAL will meet enrollment targets
 - KAY is likely to be at 98% (gaps in 1st-3rd), CAS at 99%, and *CIS at 93-95%
- Spring outreach efforts are key in meeting targets and closing gaps!
- By securing our pending offers, limiting attrition, increasing applications, we can close the gap. Forecasting:
 - KAY at 99%, CAS at 100%, and CIS at 95%
 - I am closely monitoring CIS for trends

CNCA Network | 22-23 First Day Enrollment Forecast and History*



* History includes historical enrollment for current schools (BUR, KAY, CAS, EIS, CIS, DAL), not MIR or ECE

Snapshot of Current Outreach and Yield Efforts

- Strategic (and Personalized) Communication
 - *Success Starts Here* (3)
 - Virtual Events (+10)
 - TK and K park playdates rolling out in May
- CNCA Parent Community Leaders (4)
 - Growing Enrollment
 - Adding to the Sense of Belonging
 - Mentoring / Welcoming New Families
- Other
 - LACFEPS Collaboration
 - In-person recruitment fairs (2)
 - Retention Dashboard Development
 - Recruitment and Retention Think Tank
 - Preschool outreach
 - St. Anne's
 - Angelina Preschool
 - LA First Preschool
 - Grocery Store Divider
 - Installed 70+ dividers in 5 grocery stores including Rancho Market near CIS, Numero Uno near BUR, and Numero Uno near CAS, Ralphs near KAY
 - Community Canvassing
 - CIS- 1x week
 - BUR and CAS- 2x month
 - Yard Signs
 - Community Tabling- Libraries and Grocery Stores
 - Social Media Marketing
 - Facebook Ads
 - Google Ads



Feedback/Questions