Enrollment Update
September Board Meeting

20 años | Camino Nuevo Charter Academy
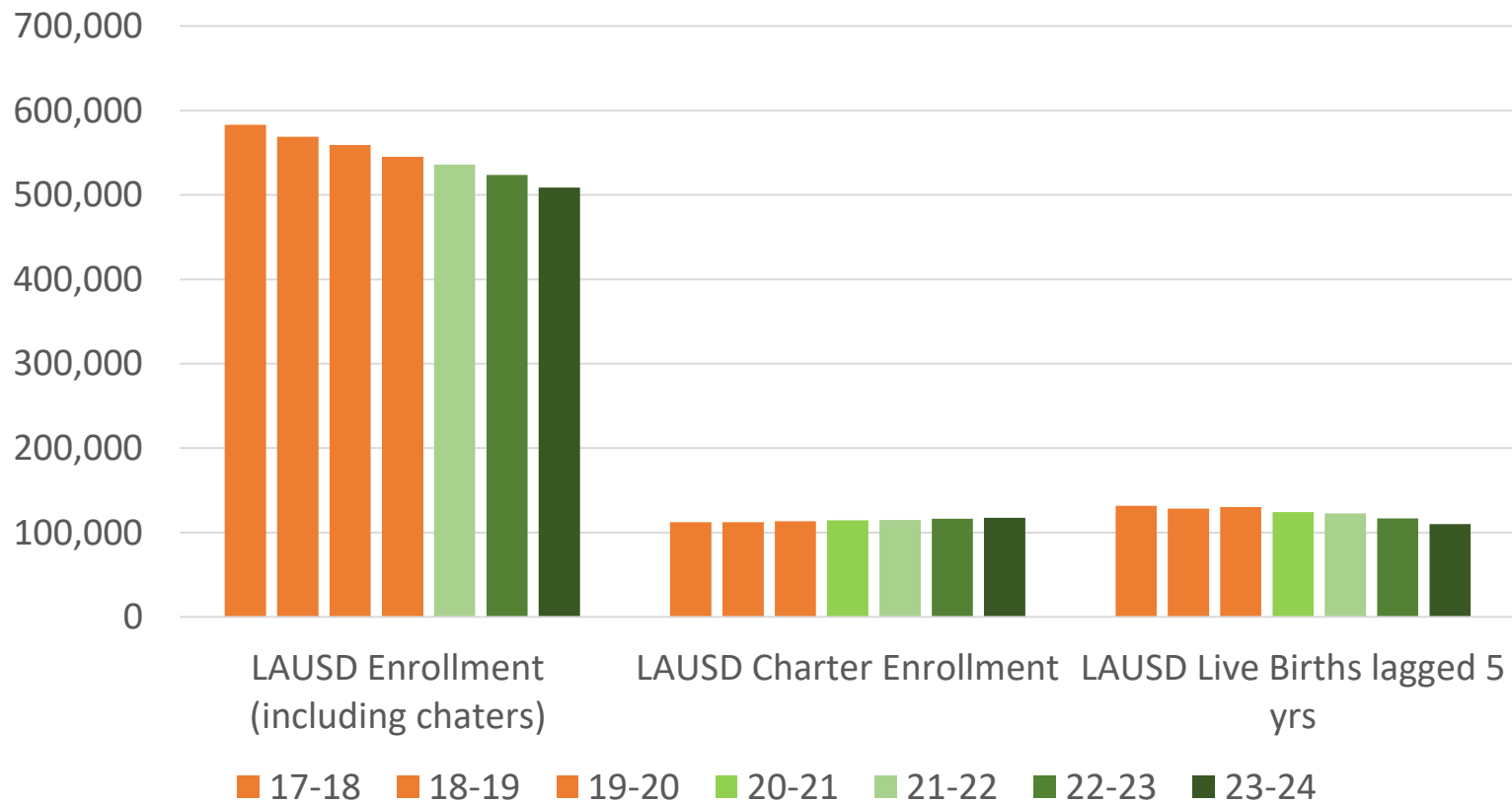
Crystal Day
Director of Strategic Enrollment

Review Market Trends

LAUSD Enrollment: Past, Current, and Projected

Legend: 17-18, 18-19, 19-20, 20-21, 21-22, 22-23, 23-24

Categories: LAUSD Enrollment (including chaters), LAUSD Charter Enrollment, LAUSD Live Births lagged 5 yrs
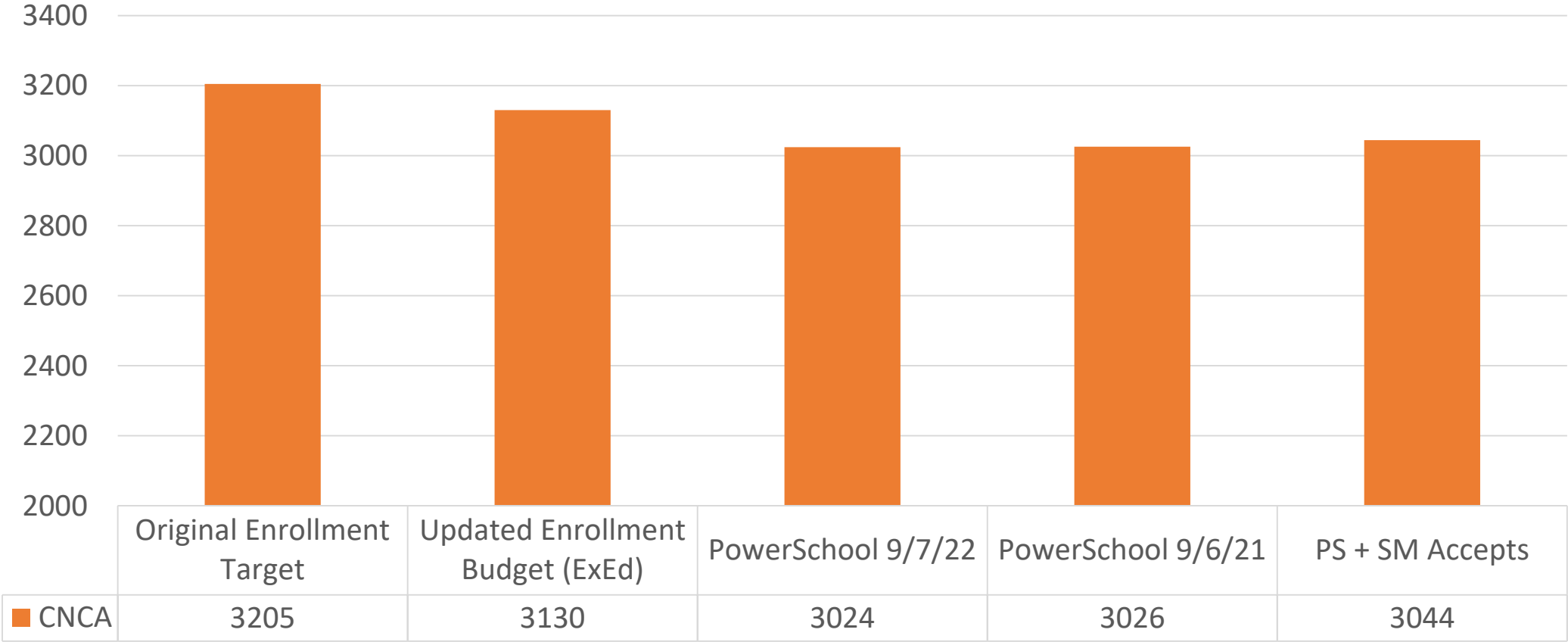
Data and Antidotal Trends

Data
- LAUSD Enrolled Decreasing- 8.1% pre-pandemic (18-19 to 22-23)
- Charter Enrollment Increasing- 3.38%
- Birth Rates Decreasing- 5% year over year
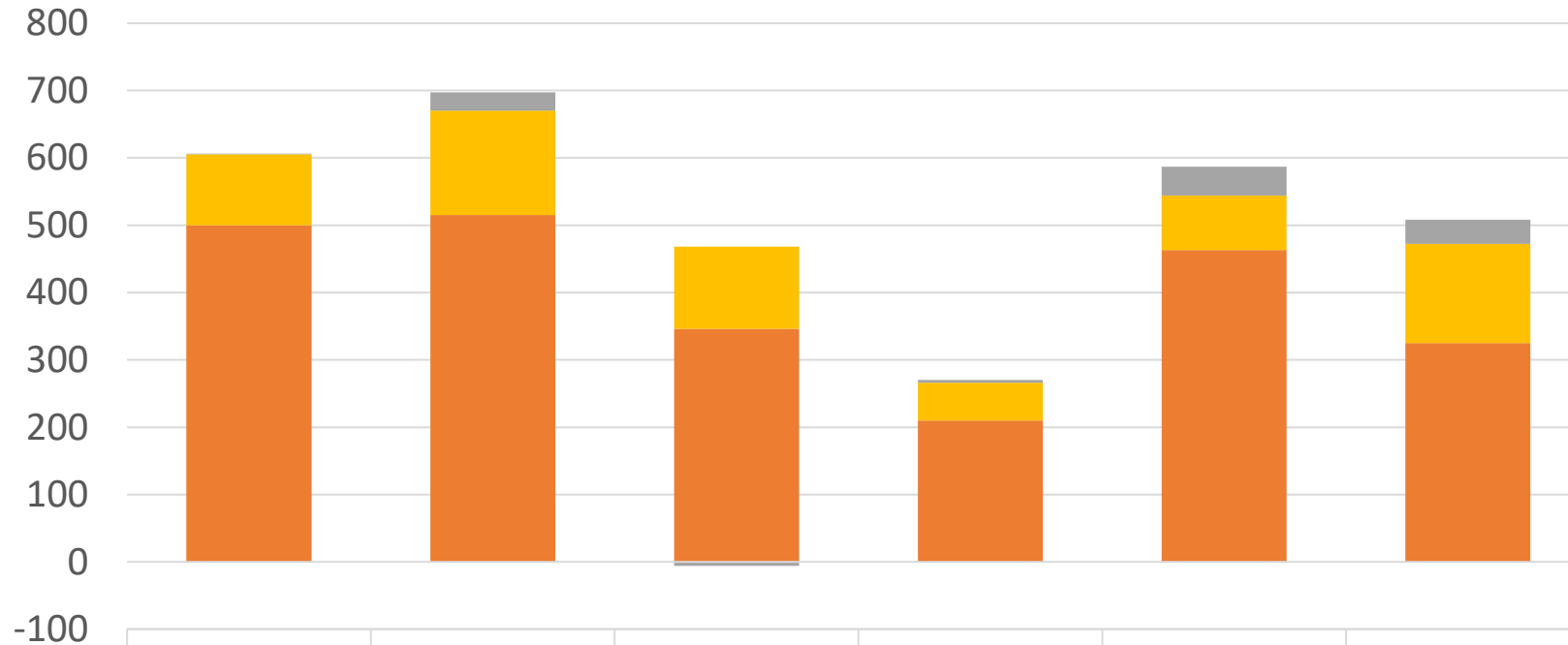- # of Charters reduced by 3 schools

Antidotal Trends
- People are migrating out of the area
- Declining ADA – K to 3rd at the highest
- Increasing student mobility
- Alternative school options– home school and hybrid learning spaces
- Saturated educational landscape – lower enrollment allows for more options

CNCA Network | Target, Budget, Current Enrollment 9/7

CNCA	Original Enrollment Target	Updated Enrollment Budget (ExEd)	PowerSchool 9/7/22	PowerSchool 9/6/21	PS + SM Accepts
	3205	3130	3024	3026	3044

School Site | Current Enrollment 9/7
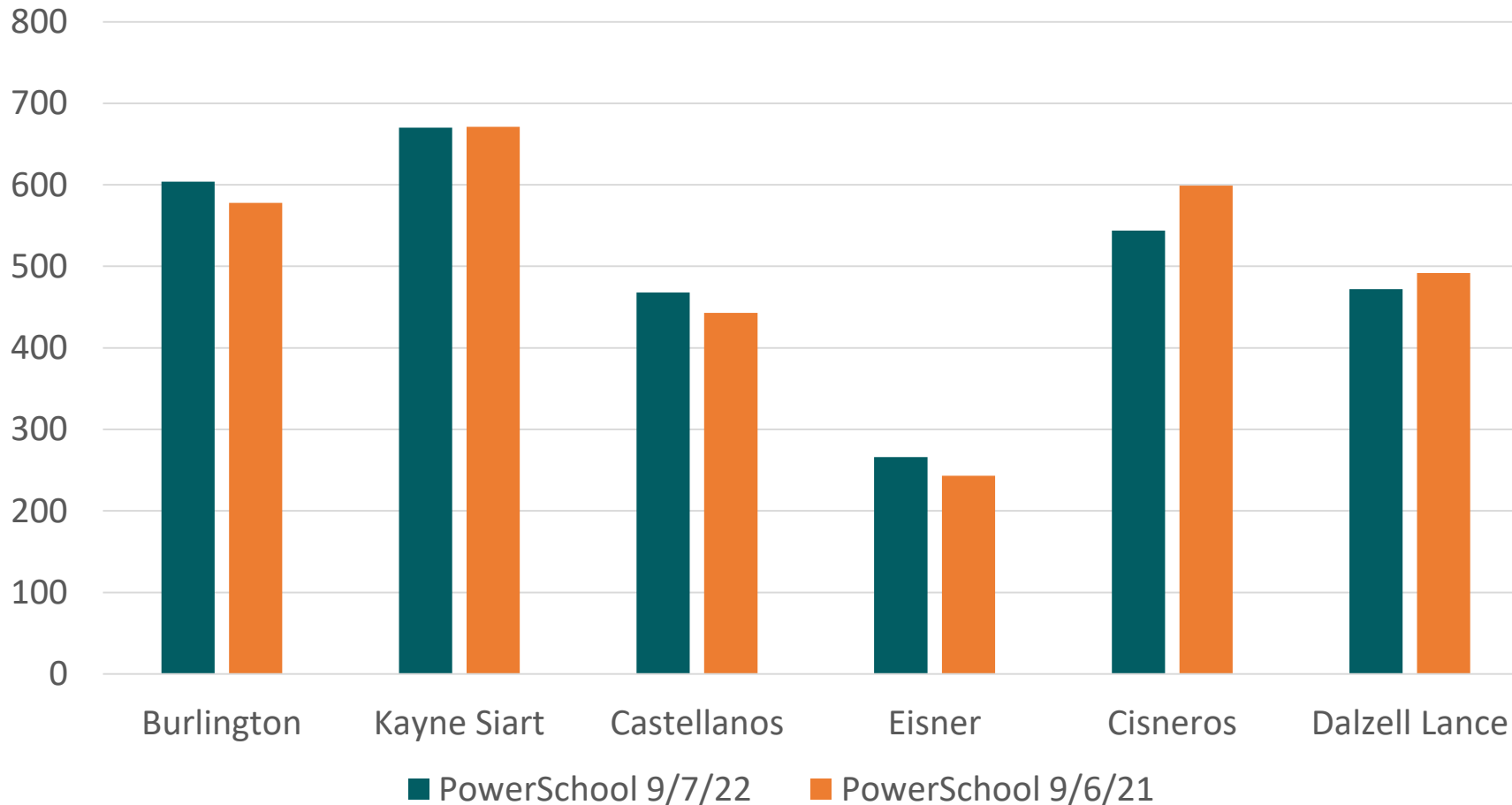

% Enrolled (w/ Accepts) to Actual Budget

- Burlington 100%
- Castellanos 102%
- Eisner 99%
- Kayne 97%
- Dalzell 95%
- Cisneros 93%
- CNCA 97.25%

Currently:

- 20 Accepts
- 10 Offers

	Burlington	Kayne Siart	Castellanos	Eisner	Cisneros	Dalzell Lance
Open Seats	1	27	-6	4	43	36
Newly Enrolled	105	155	122	56	81	147
Re-Enrolled	500	515	346	210	463	325
	605	697	462	270	587	508

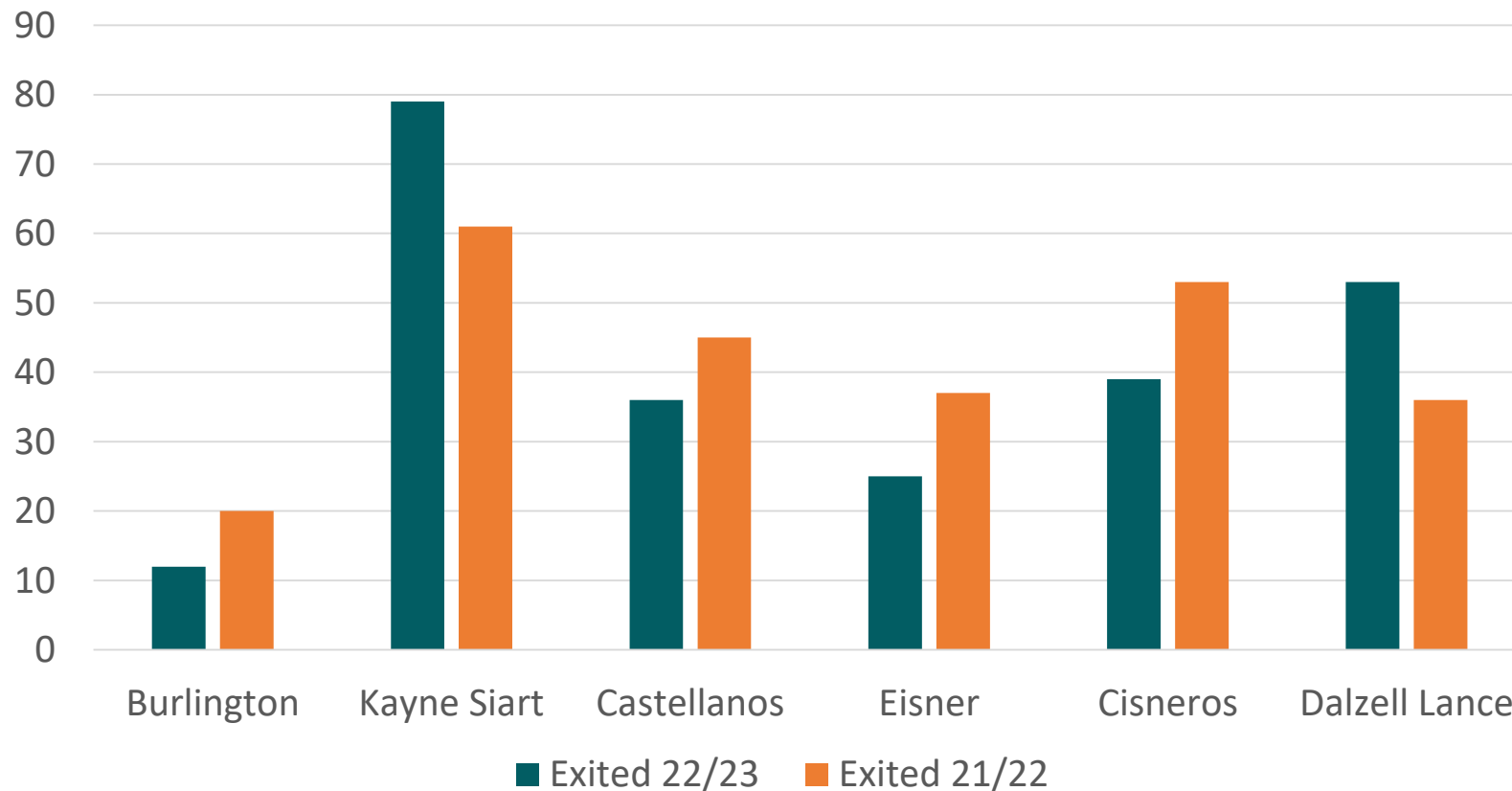# School Site | Current Enrollment 9/7 – 2 yr history

% Enrolled (w/ Accepts) to Actual Budget

- Burlington 100%
- Castellanos 102%
- Eisner 99%
- Kayne 97%
- Dalzell 95%
- Cisneros 93%
- CNCA 97.25%

Currently:

- 20 Accepts
- 10 Offers

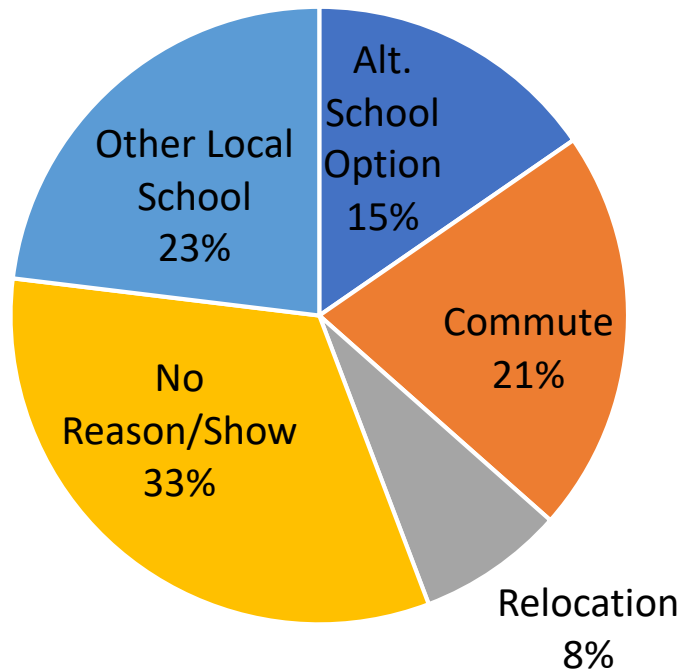# CNCA Network| Exit Student Data -- "Summer Sweat"

Exit Student Trends

- Even with additional tactics, summer sweat remained high this year

- Exited 244 compared to 252 last year

- Reduced dramatically in:
  - Kinder and 4th
  - CAS, EIS, and CIS

- Highest in:
  - 6th and 9th
  - KAY and DAL

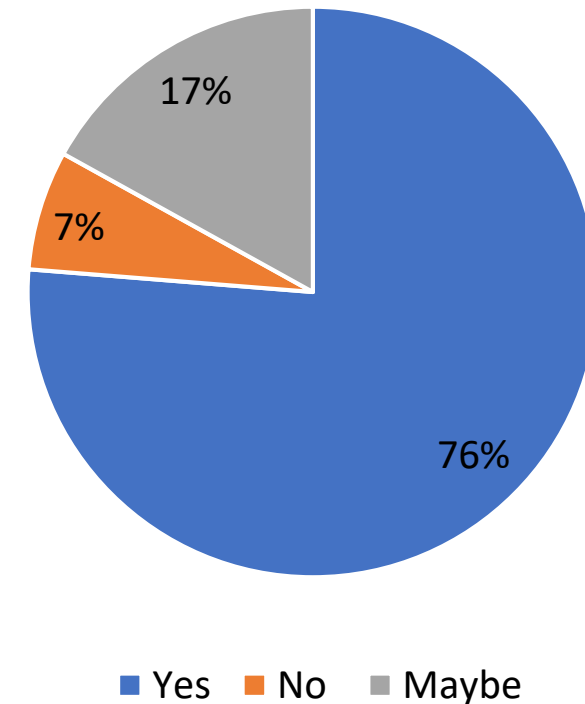- Current response rate on exit survey/interviews is 35%

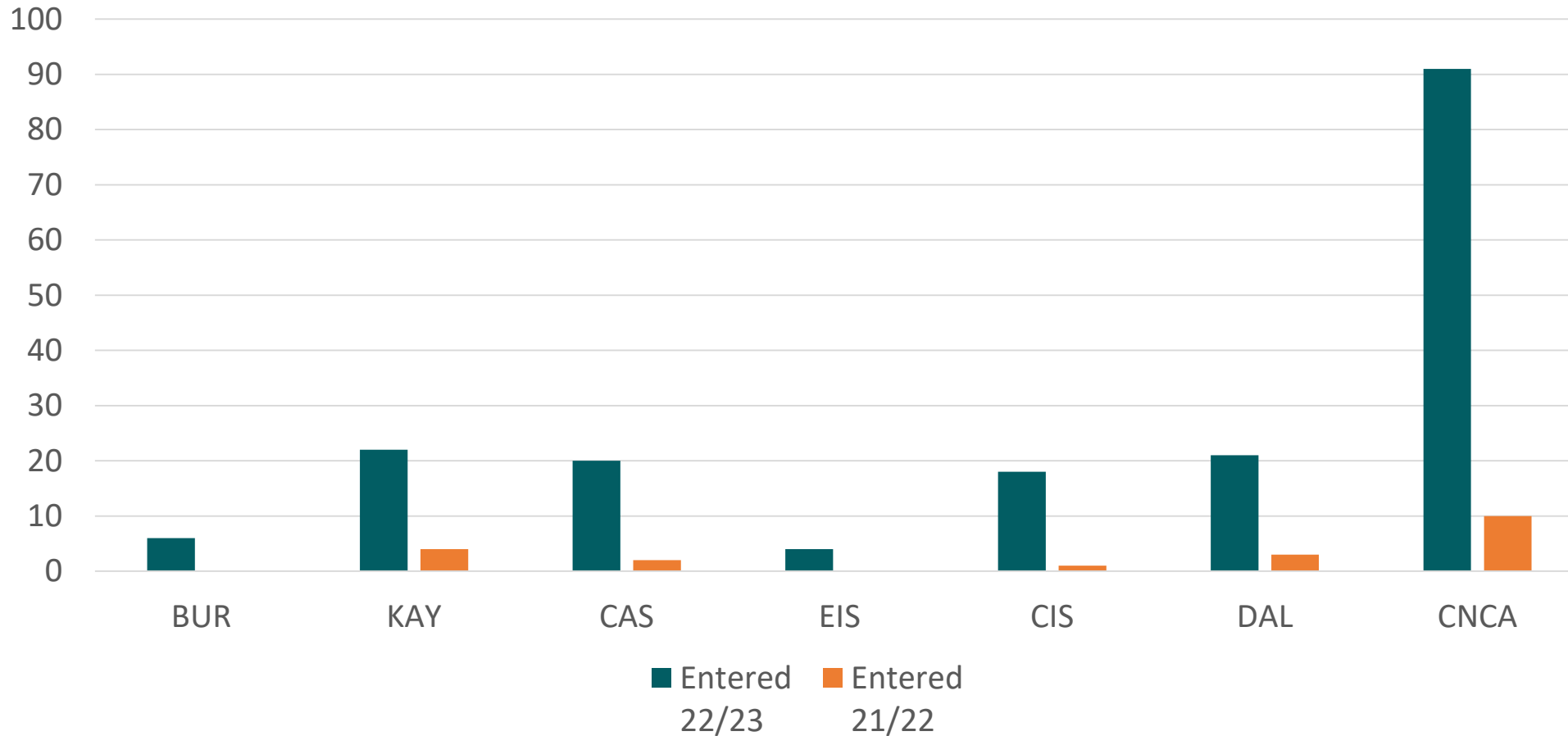# CNCA Network| Exit Student Data -- "Summer Sweat"

Dalzell's Exit Reason Coding

- Alt. School Option 15%
- Commute 21%
- Relocation 8%
- No Reason/Show 33%
- Other Local School 23%

Would you recommend CNCA? (60 responses)

- 76%
- 7%
- 17%
- Yes
- No
- Maybe

School-Site and CNCA | Newly Enrolled Students since Day 1

	Entered 22/23	Entered 21/22
BUR	6	0
KAY	22	4
CAS	20	2
EIS	4	0
CIS	18	1
DAL	21	3
CNCA	91	10

23/24 Strategic Enrollment Goals

2022-23 CNCA Areas for Growth	Vision for Success	WIGS EOY Goals	Q1 LAGS Metrics
Student Intellectual Engagement	• Create opportunities for key-stakeholders to engage in relationship building opportunities that support district enrollment goals	Intentionally increase school continuity and yield in targeted areas (TK, K, 6th, and 9th) measured by a 5% reduction in 6th grade attrition an 5% increase in TK, K, and 9th grade yield.	• Q1- Growing the parent community leaders • Q1 Collaboratively pilot at least 2 targeted initiatives to support current students and parents in choosing CNCA for middle school and high school • Q1- Research and plan at least 1 event focused on building the TK pipeline
Data-Driven Decision Making	• Review district enrollment data trends by school, grade, and other demographic details, and review LAUSD market demographic data trends that could impact CNCA enrollment. • Ensure school leaders and teams have access to site level data for applications, enrollment, attrition/retention, and yield. • Provide Enrollment Data coaching to facilitate action	• Schools 100% fully enrollment by June 31 or • Increase applications by 7%	• Q1- 100% of school-site enrollment teams will engage in weekly/bi-weekly enrollment data coaching during enrollment meetings • Q1- Launch an online marketing campaign where 100% of leads receive a follow-up with 24 hr (72 hr if received on the weekend) • Q1- Track and report out on attrition/retention by site and grade

Camino Nuevo Charter Academy

Questions