



SY 2022-2023 Enrollment Update

November Board Meeting

20 años

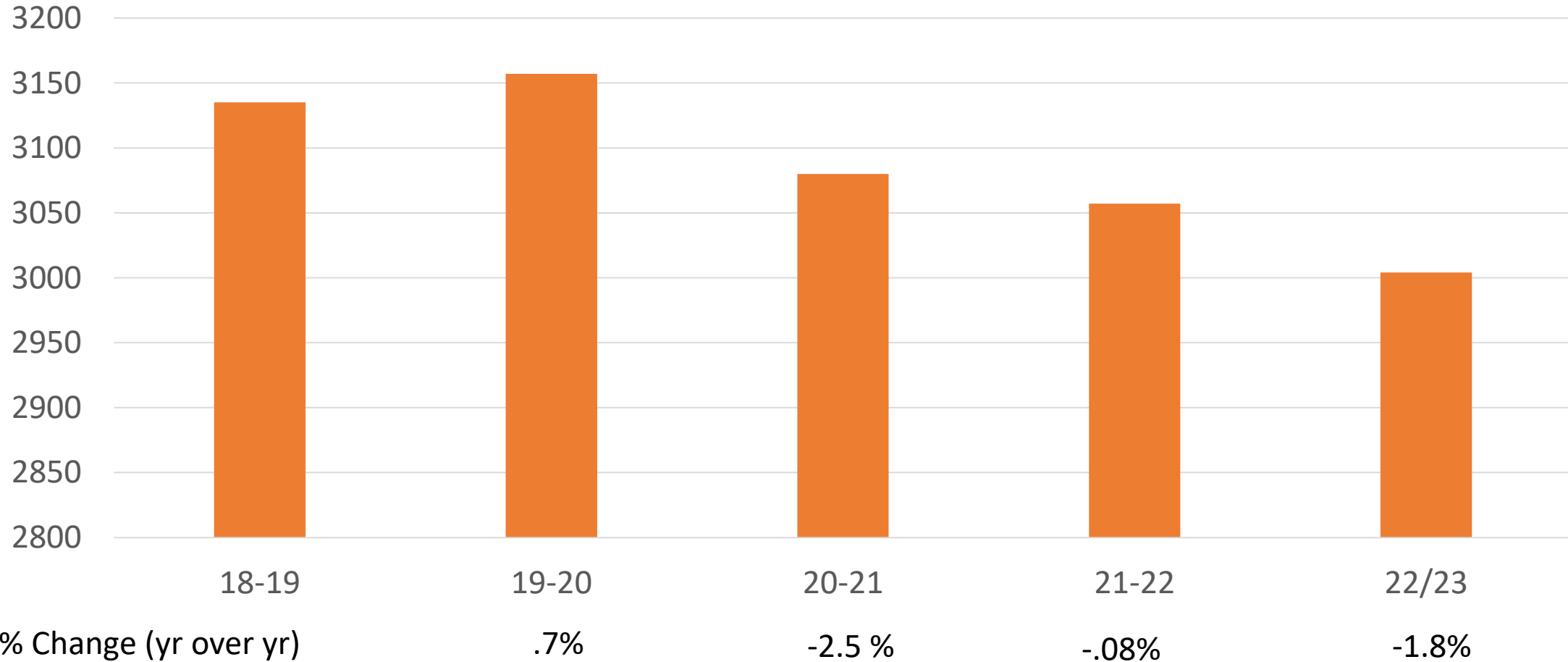
Camino
Nuevo
Charter
Academy



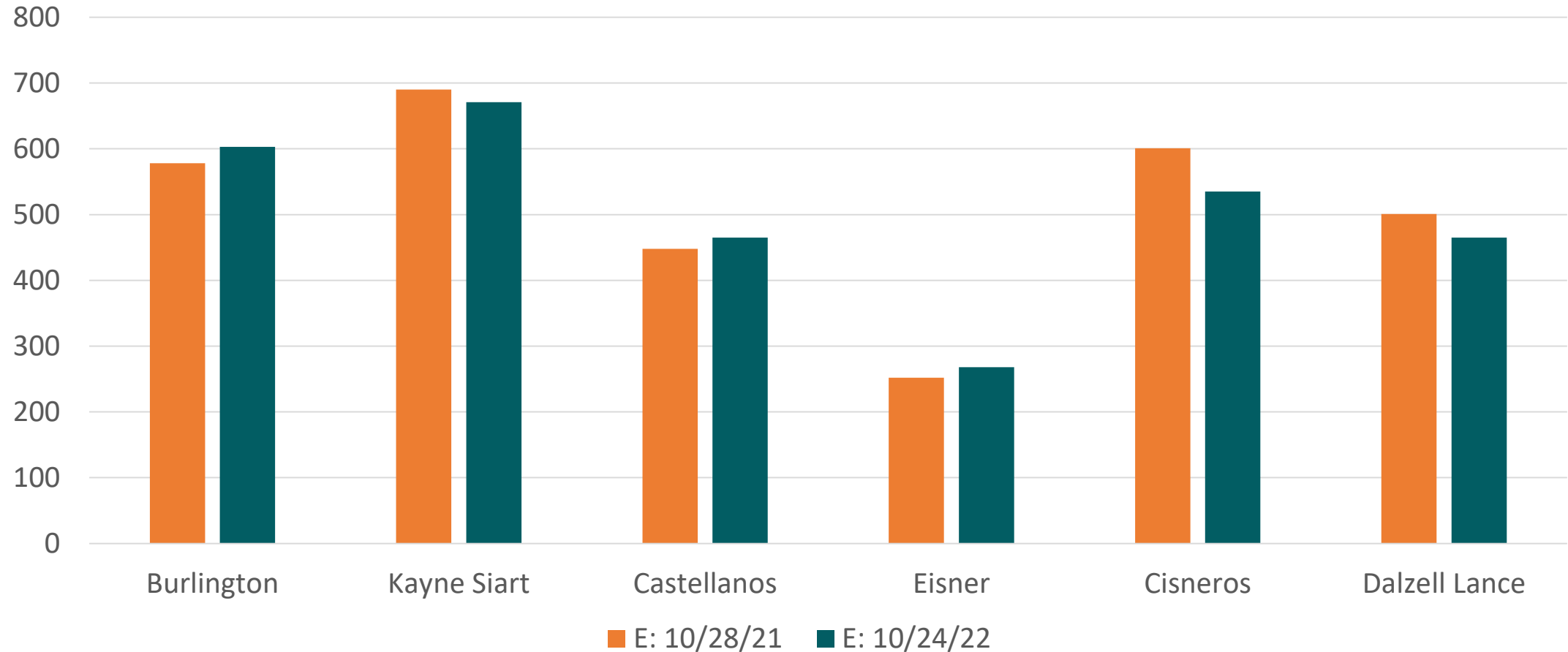
Crystal Day

Director of Strategic Enrollment

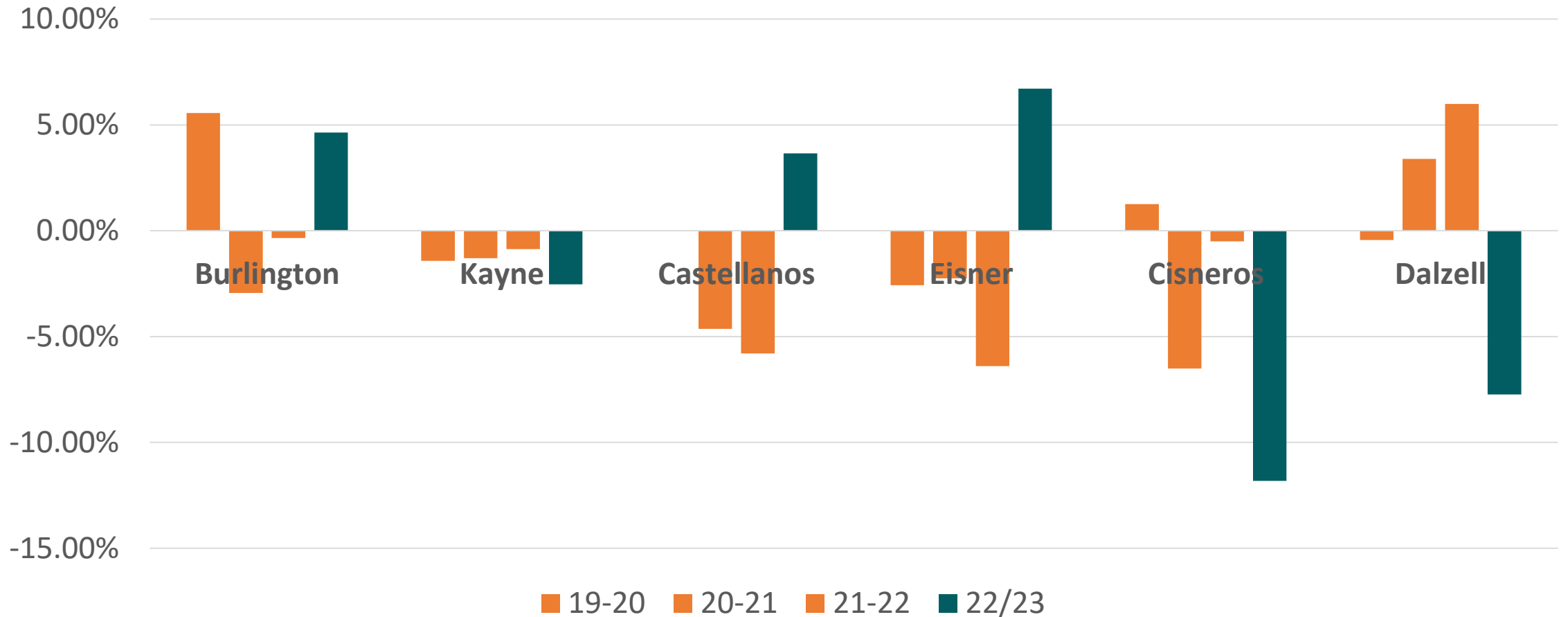
CNCA Network | Enrollment on October 24– 5 year history



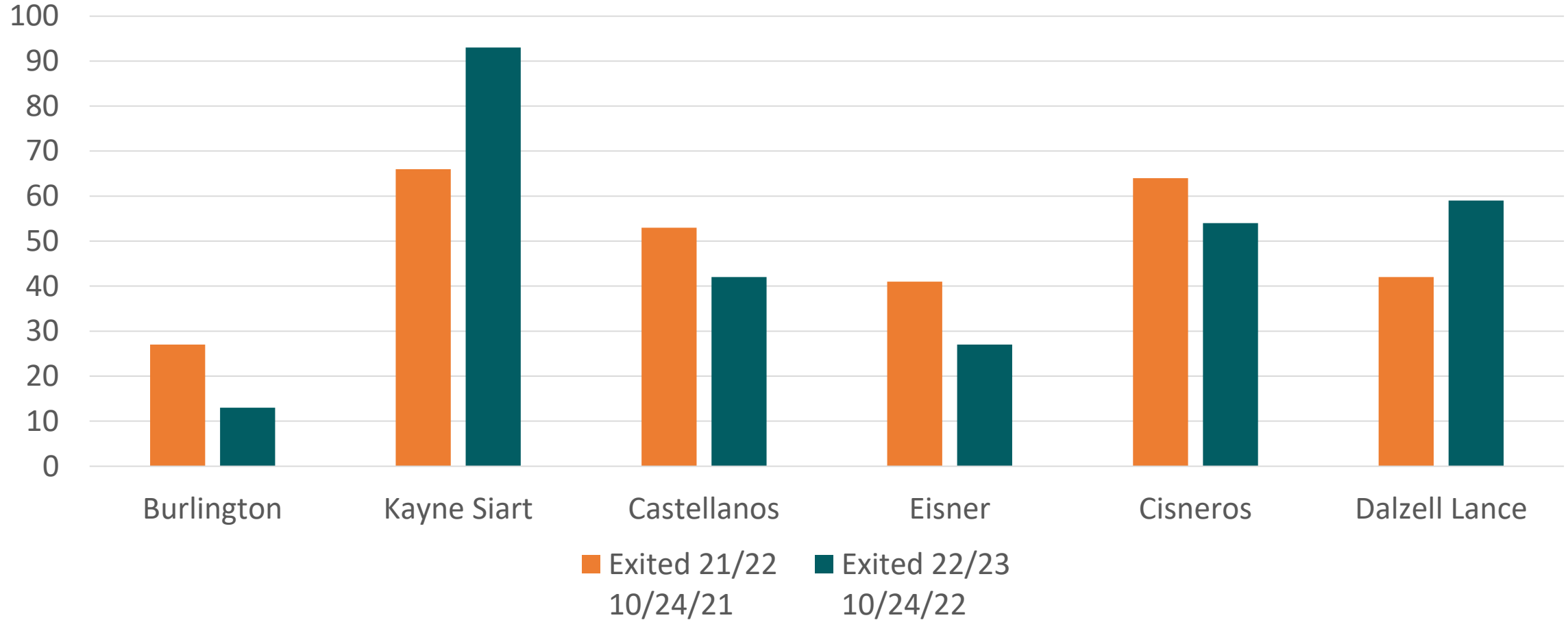
School-Site | Enrollment Change (year over year)



School-Site | % of Enrollment Change



CNCA Network | Exiting Students – 2 yr history



School-site | What was the main reason for exiting?



Kayne Siart	Cisneros	Dalzell
36% Other 20% Attending Siblings School 20% Commute / Relocation 16% Academic 8% Prefer to attend another local school	67% Commute / Relocation 25% Other 8% Attending Siblings School	42% Other 32% Commute / Relocation 16% Prefer to attend another local school 3% Academic

What did you most enjoy?	What did you least enjoy?	What factors would encourage you to return?
<p>School Culture and Community Enrichment options– art, drama, and robotics Amazing faculty Family Support Communication via ParentSquare Small school environment “My daughter felt accepted even as a new student”</p>	<p>Faculty, Staff, and School Leader Attrition Class ratios Lack of communication Middle School Discipline Lack of Admin Support Traffic</p>	<p>If transportation was available Different location Better communication Improved reputation More security</p>

Enrollment Goals

To achieve our enrollment goals through recruitment, retention, and yield strategies

GOAL 1:

To secure full enrollment in all grades across all schools, or increase school-site applications by 7%

GOAL 2:

Intentional increase school continuity and yield in targeted areas– TK, Kindergarten, 6th, and 9th

Current Tactics

Removing Barriers and Creating Access Points

- Application confirmation mailer
- Enrollment Office Hours weekly
- Online lead generation
- Regular community outreach

TK and Kinder Pipeline

- Preschool Leaders Breakfast, Learn + Share event
- TK and Kinder Workshops
- Preschool Presentations

Middle School Retention

- Student Panel event to differentiate the middle school from elementary

Community Partnerships

- Parent Community Leaders (>50)
- Charter School Collaborative
- Feeder Schools, community and youth centers, businesses, and neighborhood councils

Event Opportunities

- Virtual Info. Sessions, TK-12 (8)
- Campus Tours
- HS Open House (3)
- TK and Kinder Workshops
- Enrollment Fair in Jan

High School Matriculation

- 8th grade advisory lesson on Dalzell
- Field trip to Dalzell
- Student Leadership presentation
- Transportation to the Open House

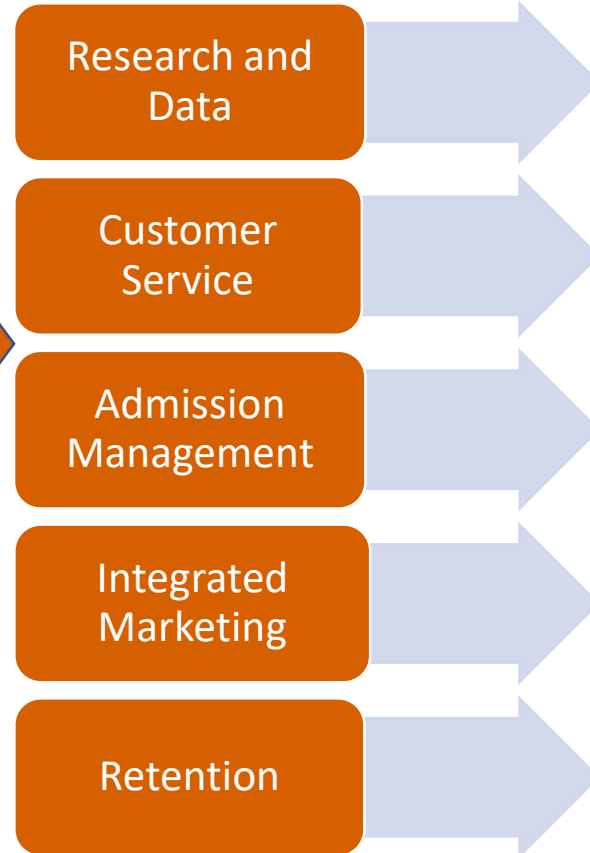
Optimizing Strategic Enrollment



Family Decision Drivers



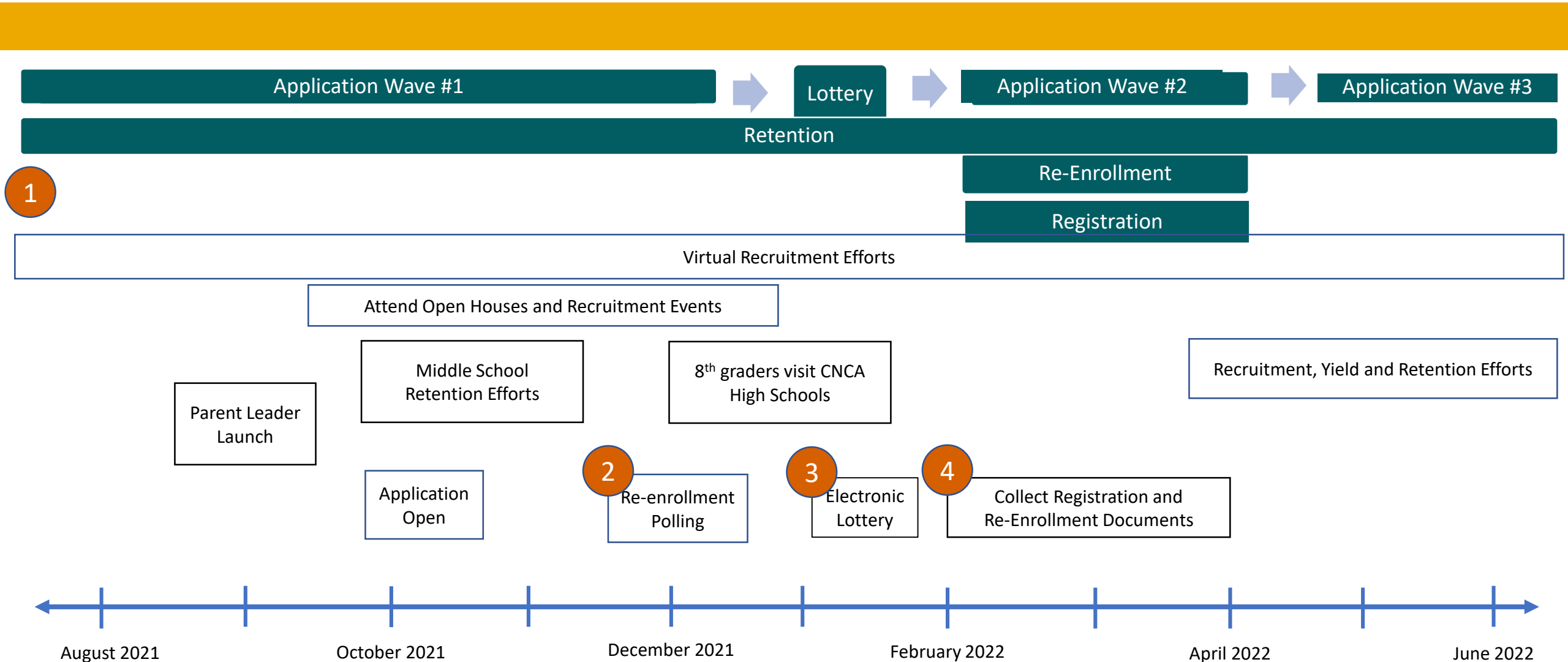
Priority Focus Areas



Impacts

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

Enrollment Timeline and Phases



Current Applications

Applications	11/9/2022	11/9/2021	% Change
BUR	113	96	18%
KAY	68	55	24%
CAS	33	17	94%
EIS	34	19	79%
CIS	29	21	38%
DAL	107	115	-7%
	379	323	19%

Questions



**Camino
Nuevo
Charter
Academy**