



SY 2023-2024 Enrollment Update

August Board Meeting

20
años

Camino
Nuevo
Charter
Academy



Crystal Day
Director of Strategic Enrollment

Strategy- Multi-Year Goal Framework

To achieve our enrollment goals through recruitment and retention

GOAL 1:

Maintain or Grow Applications
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:

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:

Reduce summer and first-month of school attrition
By 2022: reduce attrition by 20%
By 2027: reduce attrition by 50%

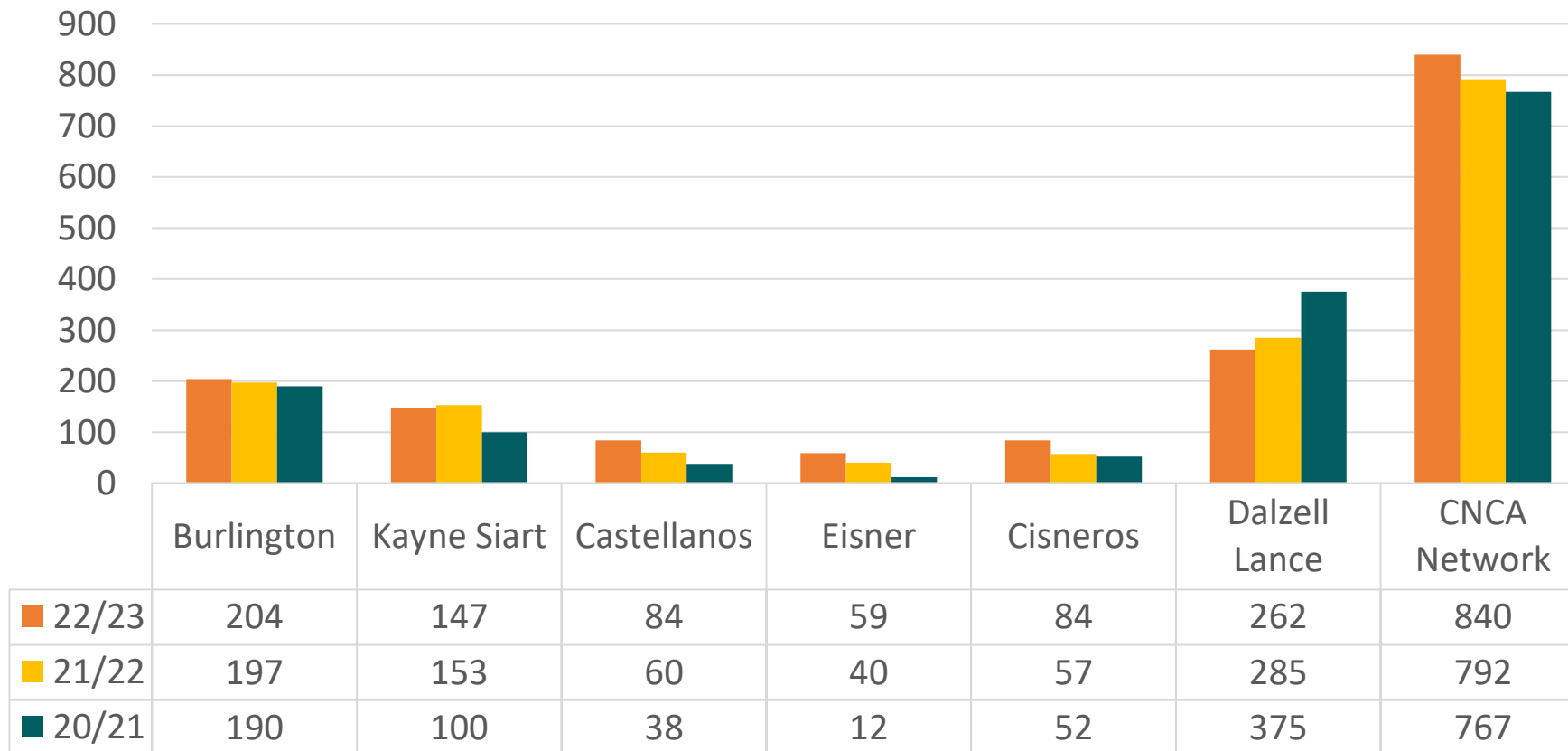
TACTICS

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

Strategy- Multi-Year Goal #1: Maintain or Grow Applications



3YR Historical of Applications before Deadline



Notes

- Overall, we grew lottery applications by 6% last year and 3% from 2 years ago
- Grew the most: CAS (40%), EIS (48%), CIS (47%)
- Reduced: KAY (4%), and DAL (8%)

Strategies and Areas of Focus for Goal 2 (Retention) and Goal 3 (Yield)



1. Recruitment Strategies– KAY, CAS, and CIS – recruiting to fill gaps

- Making enrollment visible and including all stakeholders– internal families and Parent Community Leaders, community partners, and folding in alumni – “word of mouth” is the #1 way people learn about Camino!
- “Camino in the Community” – attending community events, grocery store tabling, and canvassing
- Digital Media Marketing (online ads) for leads and events in **four languages**
 - Continually researching market trends to look for opportunities
- Virtual Information Sessions – 14 sessions, over 250 attendees
- School Events “Family Lunch and School Tour” at CIS

2. Retention Strategies – BUR, KAY, CAS, EIS, CIS, and DAL

- “Experience the Grades” at KAY
- Park Playdates for TK, Kinder, and 6th – targeted approach on transitional grades
- Summer @ CNCA

3. Yield Strategies – all schools – relationship-based and driven by proactive communication

- Park Playdates and 6th Grade Ice Cream Social
- 9th Grade Events each month- course selection, summer program and orientation
- Strategic Communication – Virtual **“Welcome Packet”** for each school
- In-person Orientation in June and July/August

4. Attendance

- Attendance Committee – cross function department collaboration
- July “welcome back to school” postcard -- connectivity between attendance and enrollment
- ParentSquare posts leading up to the start of the school year
- Streamlining and standardization of daily attendance procedures

Camino Nuevo Charter Academy
20 años

CNCA CISNEROS CAMPUS
**FAMILY LUNCH
AND SCHOOL TOUR**
SATURDAY, JUNE 24TH

Enrollment Openings in TK, Kinder, 1st, 2nd, 4th, 5th, 6th, and 8th Grade.
The first 25 families signed up to bring another family for a tour will receive a lunch on Camino.

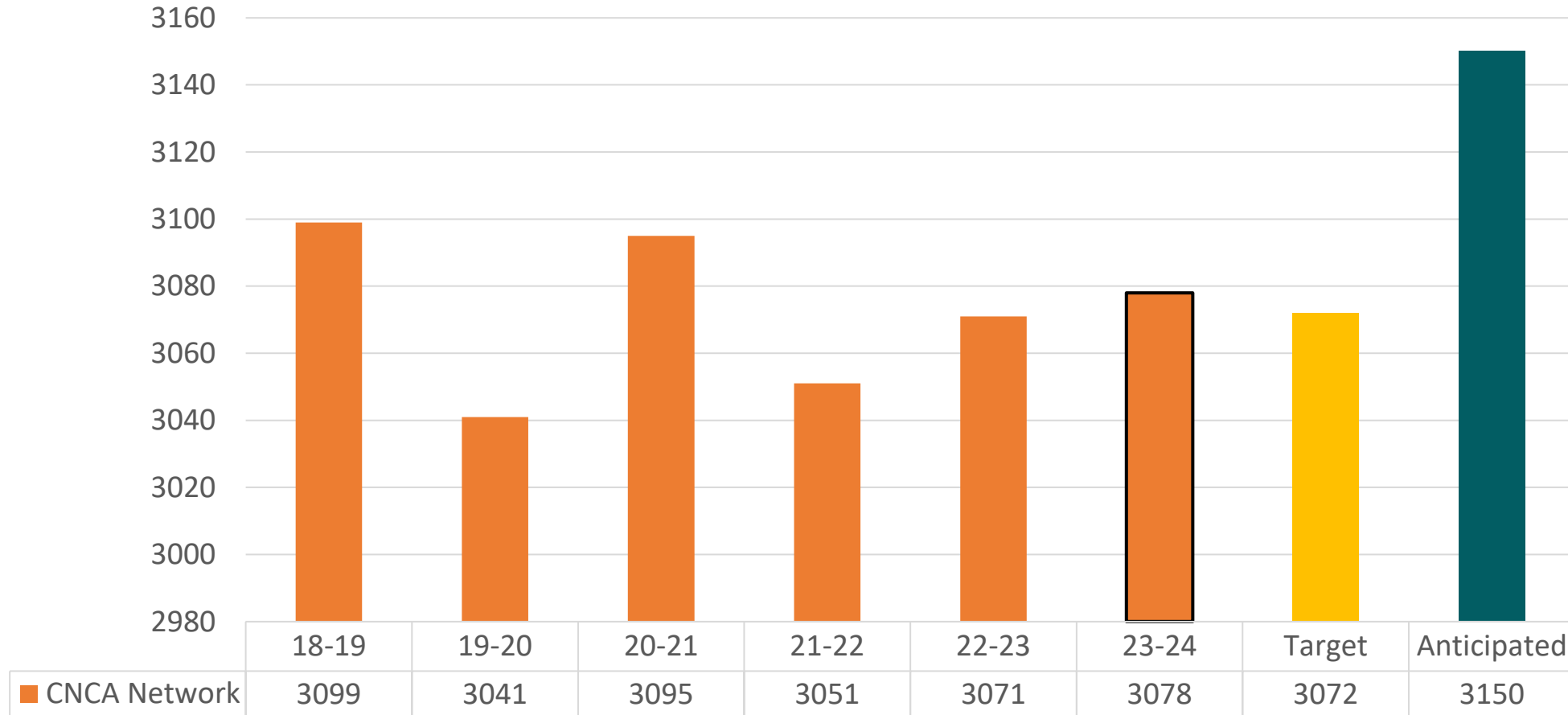
LUNCH @ 1:30 PM
TOUR @ 2:00 PM
POPSICLES @ 2:30 PM
PUPPET SHOW @ 3:00

Sama-sama Tayong
Matuto

Camino Nuevo Charter Academy
20 años

Kayne Siart Campus
Mag-enroll Na | TK-8th
STEM | Sining | Musika
www.caminonuevo.org | 213-417-3400

CNCA Network | First Day Enrollment – 6 year history



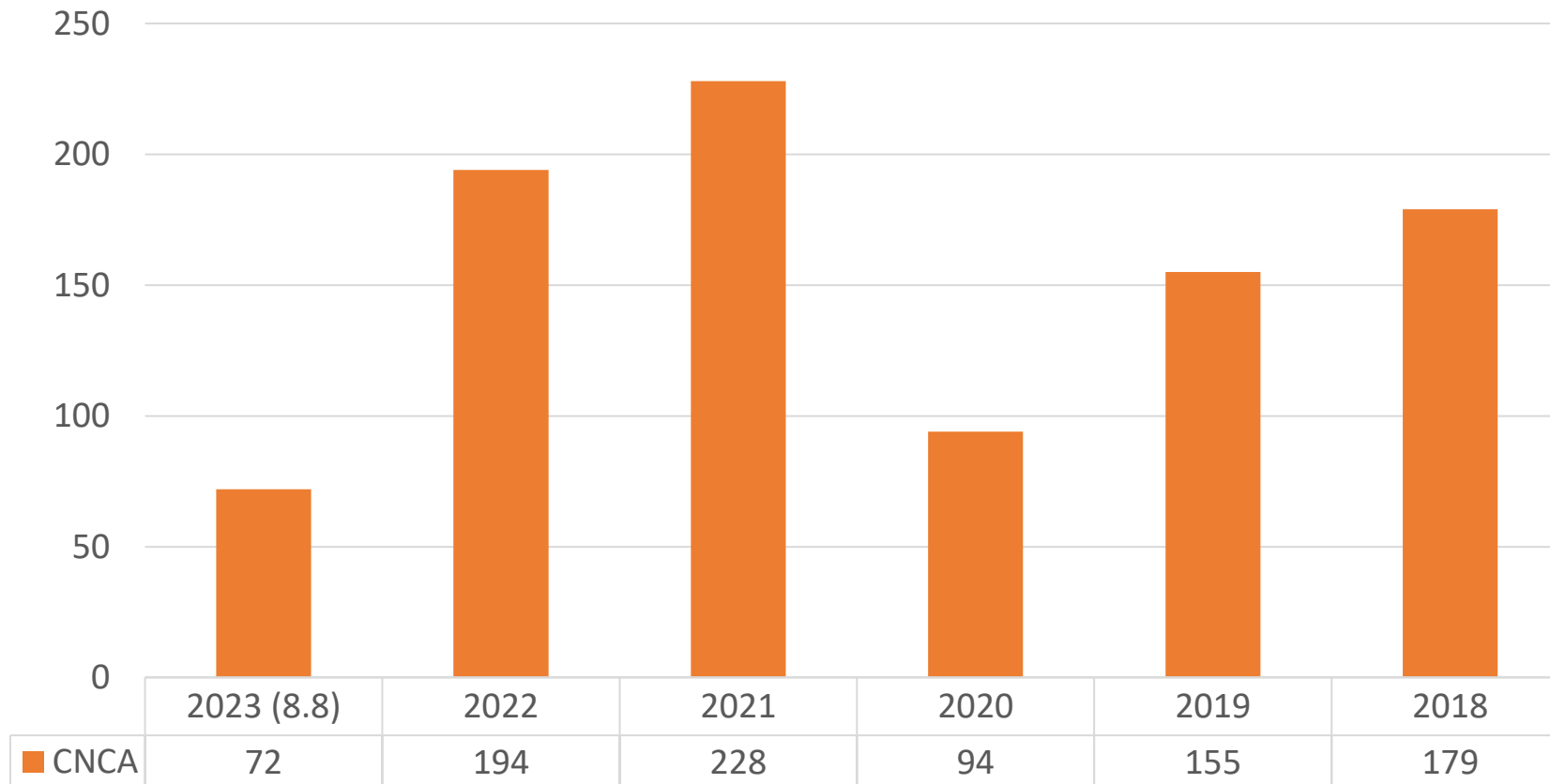
Data as of EOD 8/8/23

CNCA School-Site | Enrollment Target, Anticipated, and Actual



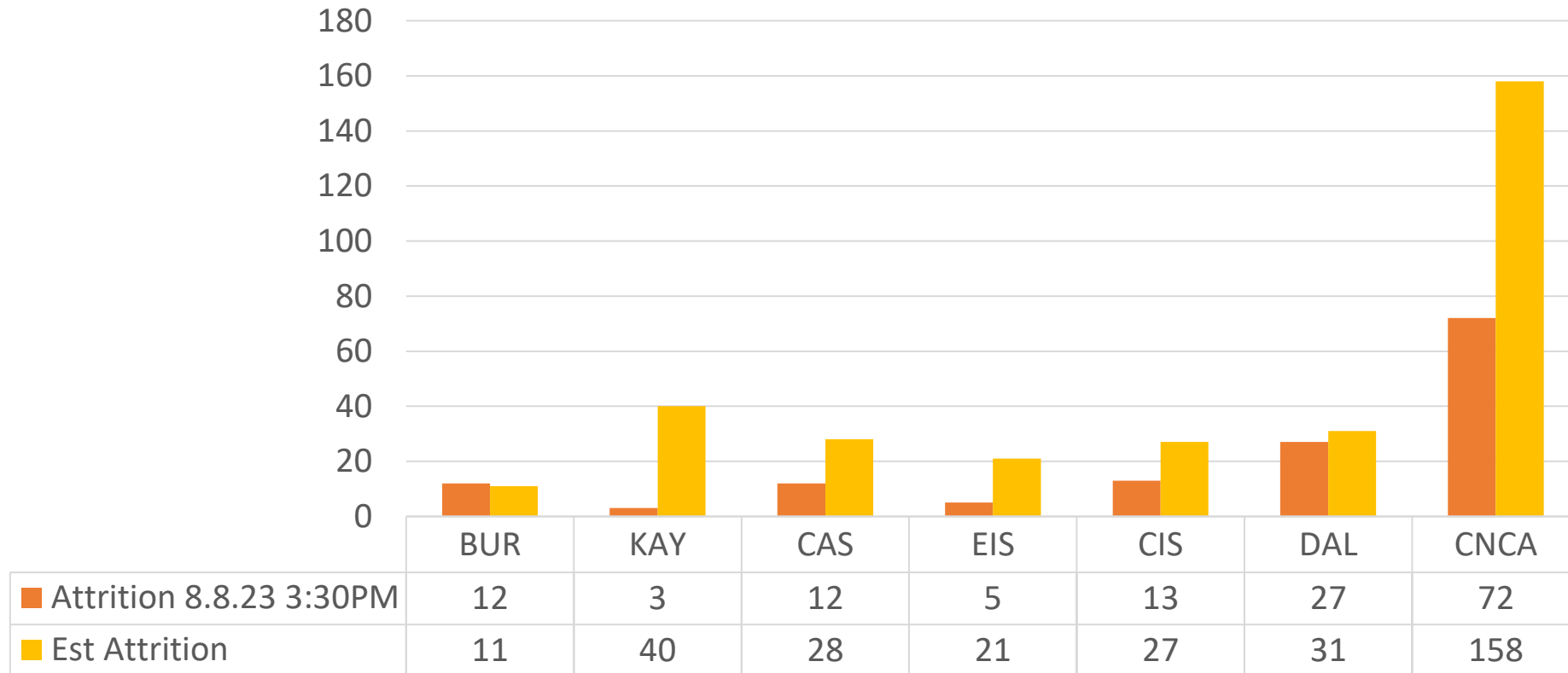
	Target	SchoolMint Anticipated	PowerSchool Before Day 1	PowerSchool EOD Day 1	% Enrolled SM
BUR	606	614	612	604	100.99%
KAY	708	732	724	726	102.26%
CAS	480	459	453	448	94.38%
EIS	270	288	286	286	105.93%
CIS	500	523	509	505	101.80%
DAL	508	534	524	508	103.15%
CNCA	3072	3150	3108	3077	101.17%

CNCA Network Historical Attrition – 6 years and preliminary 23/24 attrition

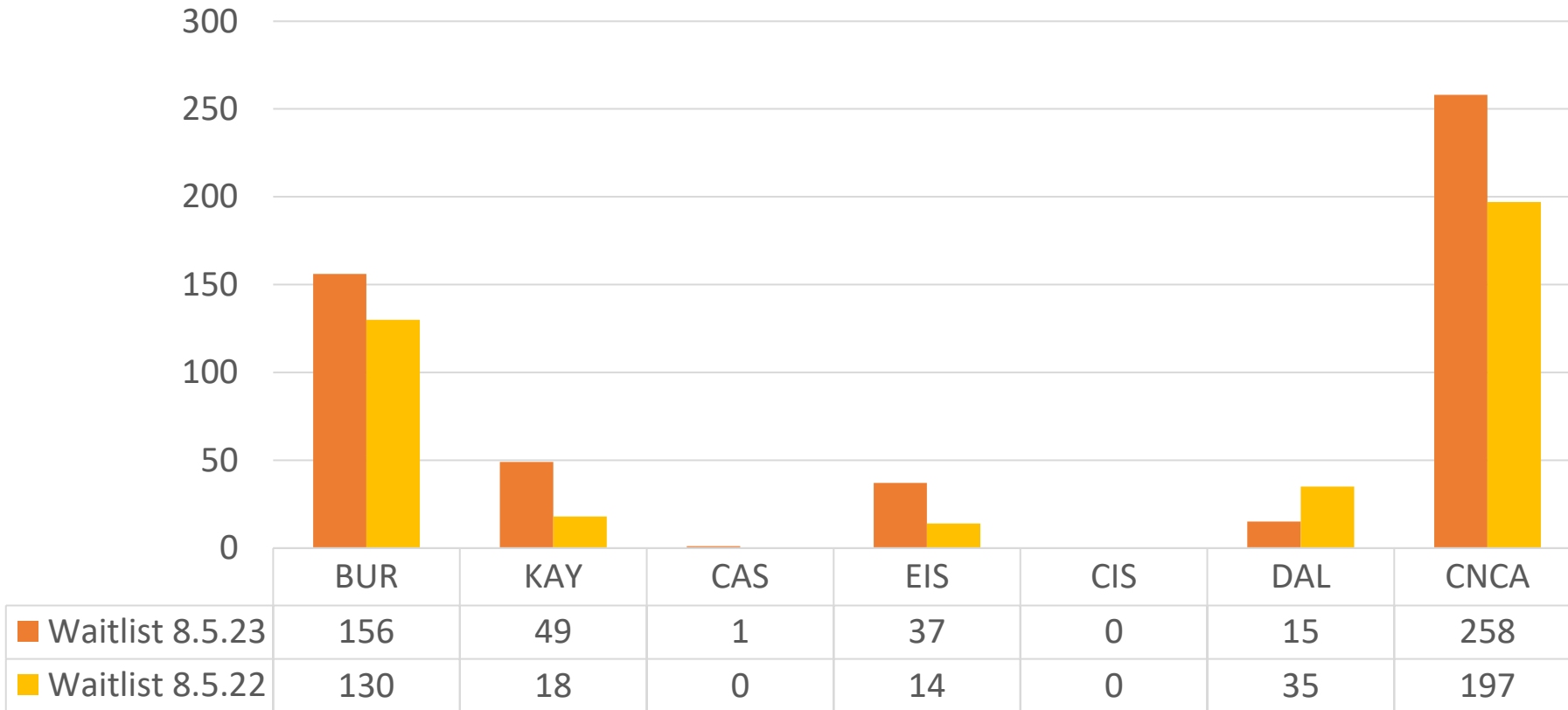


Data as of EOD 8/8/23

CNCA School Site Attrition | Estimated vs. Realtime EOD day #1



CNCA School Site Waitlist | This Year vs Last Year – 30% increase!



Areas of Focus and Strategies in August

Attendance

- Standardizing Procedures: Relationship-based with Curiosity and Support
- Data mining – exit interviews and surveys

Retention

- Cafecitos
- Communication

Recruitment

Targeted approach to fill gaps