



# SY 2023-2024 December Enrollment Update

20 años

Camino  
Nuevo  
Charter  
Academy



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**Data pulled: Dec. 7, 2023**

# School Site | Current Enrollment on Dec 1 – 2 year comp.

## Notes

**BUR-** Steady enrollment, target met, and high interest– current waitlist – 112 students

**EIS-** Steady enrollment, target met, 10 students higher than last year and current waitlist- 33 students

**DAL-** Current enrollment is 15 students below original target, but DAL is 31 students higher than last year. High student mobility at the HS grade level. We are in the process of admitting new students for 2<sup>nd</sup> semester. 10 new students confirmed

**KAY-** Current enrollment is 18 students below original target, but KAY is 15 students higher than last year. KAY is higher than the last three years. WL with 19 students

**CAS-** Enrollment target reduced and -22 less students than last year. Market decline is impacting enrollment, and increase in attrition is contributing.

**CIS-** Enrollment target reduced and -31 less students than last year. Unstable declining market but positive feedback from parents responding to recruitment efforts

Enrollment by School	Original Budget	Update Budget	Actual 2023	Actual 2022	Difference Budget	Difference 2022
BUR	602	604	604	606	0	-2
EIS	270	276	277	267	1	10
DAL	508	492	493	462	1	31
KAY	708	692	690	675	-2	15
CIS	510	500	499	530	-1	-31
CAS	455	438	438	460	0	-22
	3053	3002	3001	3000	-1	1

# Current Enrollment: What's Working and What's Not

## Observations:

- 2 schools (BUR and EIS) have exceeded targets
- 3 schools (EIS, DAL, and KAY) have increased enrollment in total by 56 students compared to last year
- 2 schools (CAS and CIS) have decreased enrollment totaling 53 students compared to last year
- Overall, we are serving 1 student more across the network compared to last year

## What's working:

- Quick response time to new applications and enrolling to fill gaps
- Phone banking our waitlists to enroll in other Camino schools is increasing enrollment within the network
- Word of mouth and social media lead generation!
- Our retention efforts for CAS.EIS is supporting healthy enrollment at EIS

## What's not working:

- Increase in student mobility– we lose some students to other local charters and magnet programs
- DAL enrollment semester cutoff timeframe gives us a narrow window for enrolling new students to replace any exits
- Faculty vacancies / substitutes in classes
- Younger TK/Kinder classroom dynamics
- External market trends – gentrification, declining birth rates, and less families moving into those neighborhoods

# School Site | Re-Enrollment “intent to return” phase

## Notes

Intent to Return Completed	Total Matriculation	Returning	%
BUR	543	543	100.00%
KAY	596	578	96.98%
CAS	352	330	93.75%
EIS	273	163	59.71%
CIS	422	333	78.91%
DAL	378	261	69.05%
	2564	2208	86.12%

### What’s working:

- We moved the initial “intent to return” phase of re-enrollment up by 5, and we are already 86% complete! The original launch would have been Dec. 1
- **Rationale:** We aligned the launch with Parent/Teacher conferences to leverage when parents were on campus to help them with re-enrollment – increasing efficiency and support and reducing phone banking on the office staff later
- **Next:** Office teams will use the student-free week leading up to winter break to help parents with the next phase—re-enrollment registration

# School Site | Applications – 2 year history

All Applications by School	2023	2022	Variance
BUR	147	135	12
CIS	43	34	9
DAL	173	143	30
EIS	40	36	4
KAY	76	77	-1
CAS	23	41	-18
	502	466	36
All Applications by Grade Span	2023	2022	Variance
TK	78	70	8
Kinder	74	86	-12
1-5th	75	81	-6
6-8th	102	91	11
9th	171	143	28

Applications by School - minus CNCL and WD	2023	2022	Variance
BUR	143	112	31
CIS	42	29	13
DAL	169	105	64
KAY	76	55	21
EIS	35	27	8
CAS	23	33	-10
	488	361	127
Applications by Grade Span	2023	2022	Variance
TK	65	53	12
Kinder	62	67	-5
1-5th	57	71	-14
6-8th	65	65	0
9th	167	105	62

## Notes

- **BUR** – increased interest in TK and 6<sup>th</sup>
- **CIS** – increase in middle school applications, similar Kindergarten, but slightly lower TK
- **DAL** – increase in 9<sup>th</sup> grade applications
- **EIS** – slightly lower 6<sup>th</sup> grade applications, but higher 7<sup>th</sup> and 8<sup>th</sup> grade applications from those on the current waitlist
- **KAY** – similar applications compared to last year with a slight increase in TK
- **CAS** – applications are almost half of last year, specifically in Kinder through 5<sup>th</sup> grade. TK applications are slightly higher

# Applications: What's Working and What's Not

## What's working:

- Social media visibility
- Virtual Information Sessions- “Come learn about all of our Camino Schools”
- Deepening our preschool feeder school relationships with local preschools
  - Upcoming event: Campus Tour and Bilingual Storytime at Castellanos
  - Additional parent presentations at local preschools
- Targeting community canvassing afterschool and building pipelines with possible feeder schools
- CIS- a local church is referring newcomer families to Camino
- DAL – individual messages to Camino 8th grade families who have not applied, DAL field trip, adding Student Leaders, and Larry connecting with 8<sup>th</sup> grade faculty. Increase in HS fairs for non-Camino 8th grade families

## What's not working:

- Eisner's waitlist might be working against us for recruitment
  - Mitigation- we helped all waitlist applicants apply for 24/25
  - Mitigation – phone banking current applicants to see if they would like to refer a friend
- CAS playground construction could be impacting applications
  - Mitigation – added a “pardon our dust” banner

## Opportunity:

- Collaboration with opps to revamp our approach to customer service

Questions



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