



# SY 2023-2024 February Enrollment Update

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Camino  
Nuevo  
Charter  
Academy



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**Data pulled: February 5, 2024**

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

Enrollment by School	Original Budget	Update Budget	Actual 2023	Actual 2022	Difference Budget	Difference 2022
BUR	602	604	603	606	-1	-3
EIS	270	276	274	266	-2	8
DAL	508	492	494	473	2	21
KAY	708	692	688	676	-4	12
CIS	510	500	504	527	4	-23
CAS	455	438	451	464	13	-13
	3053	3002	3014	3012	12	2

**Overall** – CNCA is serving 2 students more than last year, 12 over the updated budget target, 39 below the original target

**BUR-** Steady enrollment and high interest. Enrollment is higher than original budget. We increased based on enrollment, but lost a 6<sup>th</sup> grader. The housing and job market impact BUR significantly.

**EIS-** Steady enrollment, target met, 8 students higher than last year and current waitlist- 33 students

**DAL-** Current enrollment is 14 students below original target, but DAL is 21 students higher than last year. High student mobility at the HS grade level. We have continued to enroll mid-year during the early semester windows

**KAY-** Current enrollment is 20 students below original target, but KAY is 12 students higher than last year. KAY is higher than the last three years. WL with 12 students

**CIS-** We are closing the enrollment gap. Currently, we are 4 over the updated budget and 6 below the original budget. 23 below last year. Unstable declining market but positive feedback from parents responding to recruitment efforts

**CAS-** Enrollment target was reduced but with mid-year enrollments, we are only 4 students from the original budget target– 13 higher than the updated budget but 13 lower than last year

# School Site | New Student Entry after day 1– 2 year comp.

	New Students after Day 1 2/2/24	New Students after Day 1 2/3/23
<b>BUR</b>	20	9
<b>KAY</b>	62	63
<b>CAS</b>	57	43
<b>EIS</b>	7	9
<b>CIS</b>	60	40
<b>DAL</b>	37	46
	243	210

**Overall** – We have enrolled 33 more newly enrolled students mid year than last year

**BUR-** Increased exits this year, but the demand remains high. We’ve been able to keep up with exits by extending offers to the waitlist. What’s working: enrolling from the waitlist

**KAY-** Similar amount of new students as last year. We are aggressive about responding to new applications and continue to enroll on a rolling bases as space permits. Currently, we have 3 pending new students. What’s working: 24/25 recruitment efforts, waitlist, community partnerships, densely populated neighborhood with families, and word of mouth

**CAS-** Enrollment is -13 lower than last year, but we have steadily been able to recruit new students to close the gap. We are currently 13 higher than the updated budget and have enrolled 14 more new students this year compared to last year. What’s working: newcomers in the neighborhood, word of mouth from current families, and working the waitlist from other CNCA schools

**EIS-** Steady enrollment, less attrition, and less new spaces for new students.

**DAL-** Enrollment is 21 higher than last year. We have had more exits this year and 9 less newly enrolled students. Last year, we have a larger influx for 2<sup>nd</sup> semester; they did not stay long though. We have been enrolling when possible during the open semester periods. What’s working: our 24/25 recruitment efforts

**CIS-** We have steadily been recruiting to close the enrollment gap (21 less than last year). We have been able to enroll 14 more students compared to last year) What’s working: newcomers being referred, community partnerships, CNCA waitlists, and 24/25 recruitment efforts

# School Site | Re-Enrollment “returning” – 2 year history

## Notes

Re-Enrollment	2024	2023	Variance
BUR	543	543	0
KAY	594	587	7
CAS	360	377	-17
EIS	267	256	11
CIS	426	455	-29
DAL	384	368	16

- **BUR, KAY, EIS, and DAL** all have more or the same amount of returning students compared to last year. Retaining and increasing returning students is critical to sustainable enrollment in this declining market
- **CAS** has 17 less returning students, but also has 13 less students enrolled. Lower enrolled students and lower returning students means that we need to recruit more mid-year students and for the 24/25 school year to close the gap
- **CIS** has 29 less returning students compared to last year, but also has 23 less students enrolled. Similar to CAS, we will have to recruit more students for this year and 24/25 to close the gap.

# School Site | Applications – 2 year history

Applications by School "submitted"	Feb. 5, 2024	Feb. 2, 2023	Difference
BUR	220	196	24
KAY	164	148	16
CAS	66	80	-14
EIS	56	60	-4
CIS	82	82	0
DAL	256	245	11
	844	811	33

Applications by Grade Span "submitted"	Feb. 5, 2024	Feb. 2, 2023	Difference
TK	132	124	8
Kinder	136	155	-19
1st to 5th	145	128	17
6th to 8th	174	159	15
9th	250	238	12

- **BUR** – increased interest in TK and 6th. Kinder being on-par is a good sign.
- **KAY** – similar applications in most grades compared to last year. Larger increase in TK and 3<sup>rd</sup> grade applicants. Kinder being on-par is a good sign.
- **CAS** – applications are 14 below compared to last year. Kinder has 12 less applicants. However, we have had 52 applicants only apply to CAS compared to 44 last year. Of the 66 total applicants – 55 listed CAS as their first choice compared to 56 last year. In the declining market, these are good signs, but we must increase Kinder and 1<sup>st</sup> grade applications in the spring and retain students in those grades.
- **EIS** – lower 6<sup>th</sup> grade applications (-12), but higher 7<sup>th</sup> and 8<sup>th</sup> grade applications from those on the current waitlist. While space is limited at EIS in 6<sup>th</sup> grade, we will continue to recruit to keep interest high for 23/24, 24/25, and the future. Overall, attrition was reduce by ½ this year!
- **CIS** – while CIS applications are the same as last year, the interest depends on the grade. TK applications are lower, 10 vs 16. However, the same number of TK applicants (6) applied only to CIS. Kinder applications are lower, 20 vs 26. Middle school applications are higher. We will continue to heavily recruit in innovated ways to increase TK and Kinder applications – when mapping, our TK and Kinder students and applications are mostly coming from near BUR not CIS – people are traveling further
- **DAL** – increase in 9<sup>th</sup> grade applications
- **Lottery Details**- We are hosting public lotteries on 2/9 at BUR, KAY, EIS, and DAL. All applicants from CIS and CAS will receive an offer on 2/9

# What's Working and What's Not - 23/24 Enrollment and 24/25 Applications



## What's working:

- **23/24 Enrollment** – Phone banking, word of mouth referrals, mid-year enrolling, enrolling where interest is high to mitigate the impact of smaller grades, and 24/25 recruitment tactics
- **24/25 Applications**
  - Social media visibility
  - Supporting waitlist families to stay within the network by applying to other CNCA schools
  - Making enrollment visible to all stakeholders– including presentations to faculty, parent leaders and community partners
  - Event opportunities- virtually, “Come learn about all of our Camino Schools” and in-person tours scheduled for “decision week” after the lottery
  - Continue deepening our preschool feeder school relationships with local preschools
    - Application support at the preschool
  - Targeting community canvassing afterschool and building pipelines with possible feeder schools
    - 30 Parent Community Leaders canvassed around BUR, CAS, and CIS during the week of the application
  - Strategic mapping of applications near CAS and CIS to target recruitment expansion
  - DAL – individual messages to Camino 8th grade families who have not applied, phone banking waitlist, and going to other local middle schools to present to their faculty and families

## What's not working:

- CIS demographic changes are causing us to have to cast our net wider – TK and Kinder are a much smaller demographic in a saturated educational landscape
- CAS - Kinder applications are reduced – will grow TK to support Kinder enrollment – interest is increasing but Kinder is competitive and challenging

## Opportunity:

- Revamping our approach to customer service
- Bus advertisements

Questions



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