

## Executive Summary

Prepared by Catherine Foster

November 28, 2023

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### Enrollment

<b>Goal 23-24:</b> 365	<b>Notes:</b>
<b>Current Total:</b> 356 ( -4) 6th: 64 (-1) 7th: 57 8th: 91 (-3) 9th: 34 (+2) 10th: 40 (-2) 11th: 27 (+1) 12th: 43	77 families have filled out the Intent to Return 30 families have filled out new enrollment forms
<b>Goal 24-25:</b> 400	
<b>Enrollment Campaign Timeline:</b>  October 1st- system opens October 27th - open house at carnival November 8- info night 6 to 7, Campus (2 families) December 6 - info night 7 to 8, Zoom January 10 - info night 6 to 7, Zoom February 7 - info night 6 to 7, in person Lottery - February 14 March TBD - info night April TBD - info night May TBD - info nights	<b>On-going:</b>  Brendan Theater Ads - November/December Veranda Kiosk - December Google Ads Campaign for positive reviews Updating the website Social Media Flyer distribution Diablo Magazine partnership Leshner Center partnership Community shows/booths

### Update on December Enrollment Plans - from Miguel Soza

1. Elementary School Visit: We are coordinating a visit to Ygnacio Valley Elementary /Meadow Homes Elementary School/Oak Grove Middle School and other schools in the area. This visit will allow us to interact with parents, provide information about COCOSPAs, and answer any questions they may have.

Dates: November 29th to December 15th

2. School Banners in the Community: We are in the process of designing eye-catching banners that will be placed strategically in the community. These banners will help create awareness about COCOSPAs school and its offerings.

3. Intent to Return, Enrollment, and Referrals: I will be reaching out to existing families through phone calls and emails to remind them about the deadline for submitting their

intent to return forms. Additionally, we will highlight the importance of referrals and encourage our current families to share their positive experiences with others.

4. Brenden Theatres Big Screen Advertising: We have secured advertising slots at Brenden Theatres, where we will showcase our school on the big screen. This initiative will allow us to reach a wider audience and generate curiosity about SPA school.

These initiatives are aimed at maximizing our visibility and engaging with both prospective and existing families. I believe that they will significantly contribute to the success of our enrollment campaign for December.

5. All Out Sport League ( free Advertising )

6. SPA Host a table in community event to spread the word

7. Direct mail advertising (flyer)

8. 2024 Music & Market. Location: Todos Los Santos Plaza; 2175 Willow Pass Rd; Concord, CA 94520

**Ask:** Please let me know if you have any further suggestions or if there are any additional initiatives you would like to explore so we can ensure a successful enrollment campaign.

### **Website**

- Our website was updated and is built on FinalSite. In August, Brandy renewed the contract for Finals site for \$2700 annually.
- Kayla has tried to update the banner and look several times. I tried as well.
- I have reached out to a designer who informed me there is very little we can do with FinalSite and recommended moving over to Wix or Weebly.
- Brandy has also offered to do updates.

**Ask:** I would love some thought partnering around this. Do we know anyone with Finals site experience?

### **Security Cameras**

- I have looked into a few camera systems as we increasingly could use an upgrade specifically in the front area and outside the bathrooms. The current estimate is \$8,000. We are trying out a system and will see what we think.

**Ask:** Does anyone have experience with school security systems and what is reasonable?

### **Goals Update**

1. **Increase academic performance to a similar level as the state (edit, district around us per the charter).**

School / District	English: Standard Met or Exceeded 2022	English: Standard Met or Exceeded 2023	English: Percentage Changed	Math: Standard Met or Exceeded 2022	Math: Standard Met or Exceeded 2023	Math: Percentage Changed
State of California	47.06%	46.66%	-0.4%	33.38%	34.62%	+1.24%
Contra Costa School of Performing Arts Walnut Creek, Contra Costa County	39.18%	32.27%	-6.91%	15.79%	17.13%	+1.34%
Mt. Diablo Unified School District Contra Costa County	45.9%	45.99%	+0.09%	35.32%	36.39%	+1.07%

*Progress update:*

- Taking iReady on Dec. 13th
- Teachers are not trained in using the data but are using the skill sets from iReady.

## 2. Retain and recruit teachers and students.

*Progress update:*

- Completed over half of my teacher observations and evaluations.
- Scheduling last group over the next two weeks.

## 3. Develop and implement instructional strategies to address the diversity of talents and needs.

*Progress update:*

- In meetings with teachers around observations, we are talking about strategies and changes to instruction driven by data as well as meeting needs of various learners.

## 4. Manage operations for fiscal sustainability.

*Progress update:*

- Working with Candice.
- Holding off on hiring outside need areas (Special Education).
- Working to cut down food service costs.

**Events update (check the [Live Calendar](#)):**

- Vocal Performance - December 3rd
- Romeo & Juliet - December 8th, 9th and 10th
- Holiday Spirit Week - December 11th - 15th
- Nutcracker - December 17th
- PBL night- December 19th

## LCAPP Presentation to CCCOE

- Candice and I presented to the CCCOE on November 15th. We shared the LCAP presentation linked [here](#).
- The board was very receptive and supportive.
- The only question was “to what do we contribute the increase in enrollment?” I outlined many of the things Miguel has been doing.

- The two student Trustees asked about getting tickets to the Nutcracker.
- One trustee asked about shortening Goal 1 which I agreed would help for the future.

**Ask:** Do we need a School Site Council? Many other schools have one and I didn't know if it is required for us.

#### Parent Harrassment of Staff Member:

- Parent who confronted staff member (our receptionist) is still asking for us to have staff member remove their keffiyeh.
- It has been unsettling for our staff member.
- Working on a policy for handling these types of situations.

**Ask:** Any best practices on handling this situation?

#### Draft Academic Calendar for 24-25

- [Linked here](#) and will be reviewed and discussed at the December meeting.

**Ask:** Please review for December.

#### Additional:

Contra Costa School of Performing Arts 3												
Run Date/Time: 11/28/23 12:01 AM												
08/10/2023 to 11/17/2023 =68 days												
All Students												
Grade Level	Carry Fwd	Gain	Loss	Ending	Actual Days	OffTrack	Days N/E	Days Ineligible	Days Absent	Days Att'd	ADA	ADA %
6	0	65	1	64	4420	0	184	0	251.00	3985.00	58.60	94.07 %
<b>SubTotal</b>	<b>0</b>	<b>65</b>	<b>1</b>	<b>64</b>	<b>4420</b>	<b>0</b>	<b>184</b>	<b>0</b>	<b>251.00</b>	<b>3985.00</b>	<b>58.60</b>	<b>94.07 %</b>
7	0	63	6	57	4284	0	399	9	227.00	3649.00	53.66	94.14 %
8	0	100	9	91	6800	0	382	0	328.00	6090.00	89.56	94.89 %
<b>SubTotal</b>	<b>0</b>	<b>163</b>	<b>15</b>	<b>148</b>	<b>11084</b>	<b>0</b>	<b>781</b>	<b>9</b>	<b>555.00</b>	<b>9739.00</b>	<b>143.22</b>	<b>94.61 %</b>
9	0	39	5	34	2652	0	292	42	132.00	2186.00	32.15	94.31 %
10	0	45	5	40	3060	0	296	0	256.00	2508.00	36.88	90.74 %
11	0	32	5	27	2176	0	330	0	126.00	1720.00	25.29	93.17 %
12	0	43	0	43	2924	0	82	0	202.00	2640.00	38.82	92.89 %
<b>SubTotal</b>	<b>0</b>	<b>159</b>	<b>15</b>	<b>144</b>	<b>10812</b>	<b>0</b>	<b>1000</b>	<b>42</b>	<b>716.00</b>	<b>9054.00</b>	<b>133.15</b>	<b>92.67 %</b>
<b>Grand Total</b>	<b>0</b>	<b>387</b>	<b>31</b>	<b>356</b>	<b>26316</b>	<b>0</b>	<b>1965</b>	<b>51</b>	<b>1522.00</b>	<b>22778.00</b>	<b>334.97</b>	<b>93.74 %</b>

#### Project Manager Projects:

- Credentialing
- CNIPS
- All Arts support
- School Trips
- Social Media
- CTE Pathways
- CCEIS
- Safety Plan
- Master Scheduling
- Enrollment