

Executive Summary

Prepared by Catherine Foster

January 18, 2024

Enrollment

Goal 23-24: 365	Notes:
Current Total: 352 (-7) 6th: 65 (-1) 7th: 56 (-2) 8th: 90 9th: 33 (-2) 10th: 39 (-1) 11th: 27 12th: 42 (-1)	<ul style="list-style-type: none">• We had six new students enroll 1/10.• We have others continuing to enroll.• Many left to be at the school closer to home.
Goal 24-25: 400 Current Total: 268 6th: 26 7th: 55 8th: 42 9th: 66 10th: 28 11th: 30 12th: 21	
Enrollment Campaign Timeline: 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 17 - 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	On-going: Brendan Theater Ads - November/December Veranda Kiosk - December Google Ads Campaign for positive reviews Updating the website Social Media Flyer distribution Diablo Magazine partnership Leshar Center partnership Community shows/booths Concord & WC Rec Magazines Camp fair

Update: January Enrollment & Marketing Plans

1. Calling for Returning Families and Application Process:

We will reach out to our existing families to invite them to re-enroll for the upcoming year.

Additionally, we will streamline and simplify the application process for new families interested in joining SPA.

2. Partnership Inquiry:

We will establish a partnership with Grace Bible Fellowship of Antioch for school enrollment purposes. This collaboration will allow us to expand our reach to new families.

3. Office Hours for New Students and Application Support:

To ensure a smooth onboarding process, we will dedicate specific office hours for new students and their families, providing them with guidance and support throughout the application process.

4. School Banners and Flags in the Community:

We will collaborate with local businesses and community organizations to display our school banners and flags in prominent locations. This will help raise awareness about our school and promote enrollment.

5. Post Office Postcard Mailing and Supermarket Enrollment Marketing:

We will send postcards to targeted households in the community, highlighting the unique offerings and benefits of our school. Additionally, we will explore opportunities for enrollment marketing in supermarkets, reaching a wider audience.

6. Scheduling School Tours for New Families:

We will actively schedule school tours for new families interested in learning more about our school. These tours will allow them to see our facilities, meet the faculty, and experience our vibrant school culture firsthand.

7. Basketball League Partnerships:

We will explore potential partnerships with local basketball/soccer leagues to provide our students with recreational and skill-building opportunities.

Ask: None at this time.

Website & Marketing

- Continuing to work on the mock-up front page.
- Thinking of doing a teacher takeover of Social Media for a day.
- We need to get an official account for Instagram, TikTok, X.
- I will post more.
- Re-ignite other Instagram pages.

Ask: None at this time.

Safety & Security

- I am continuing to work on the Safety Plan that is due in February for board review.
- I received some new guidelines from the County today on what items to be included.
- I will include language in support of employees regarding parent interactions.

Ask: None at this time.

Goals Update

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

Progress update:

- Data is attached in the packet.

2. Retain and recruit teachers and students.

Progress update:

- Intent to Return- 100% of employees responded they intend to return.
- Enrollment numbers for next year are the highest we have had at this time in recent history.
- Plan to create a student satisfaction survey.

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

Progress update:

- Challenges around racist, anti-Semitic, LGBTQ+ language with students.
- Looking into the Human Rights Campaign who have training for teachers and families.
- Looking at Town Halls for students and parents to discuss challenges.
- Held and iReady data to discuss how to best utilize the iReady results.
- Teachers thinking through different strategic groupings.

4. Manage operations for fiscal sustainability. (Input from Candice)

Progress update:

- Met with Neil. Discussed interim 1 budget and meeting the 4%. Discussed cuts and options with Prop 39.
- Looking for grant opportunities.
- Opportunities to cut costs.

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