

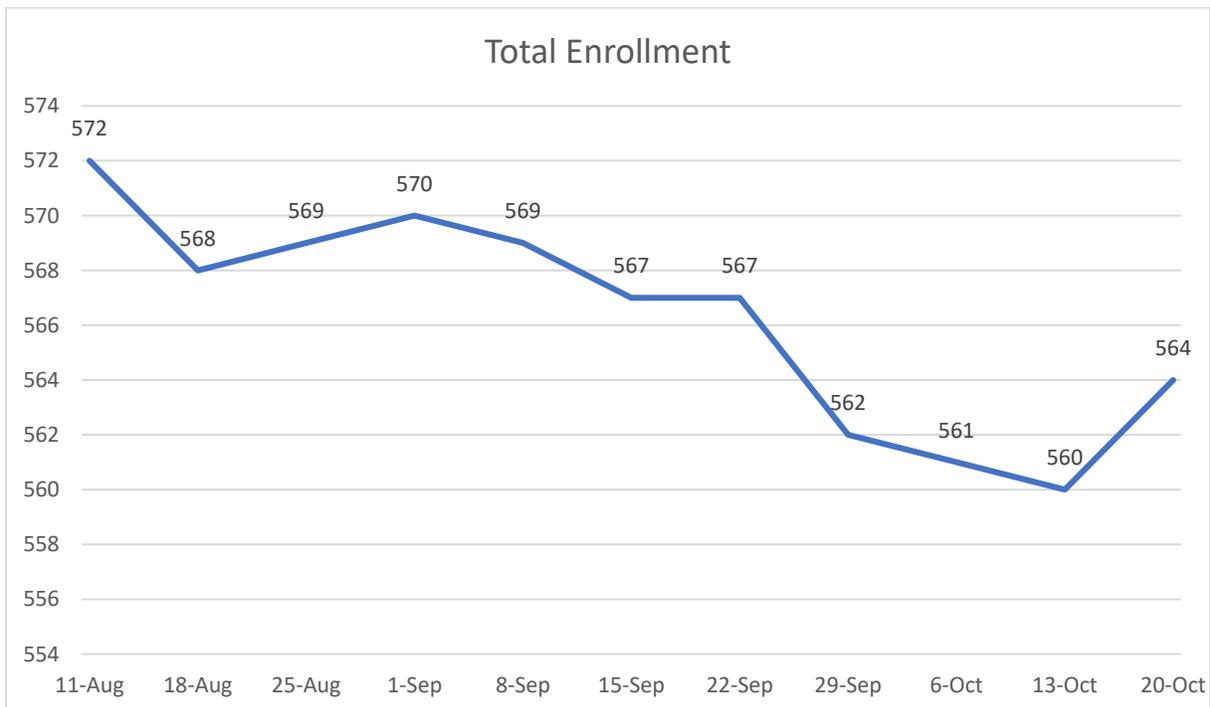
MEMORANDUM

DATE: October 20, 2023
TO: Board of Directors
FROM: Sabrina Bow, Executive Director
SUBJECT: Executive Director Report, October 2023

This month’s report provides an update in the areas of enrollment, marketing, operations, and community events.

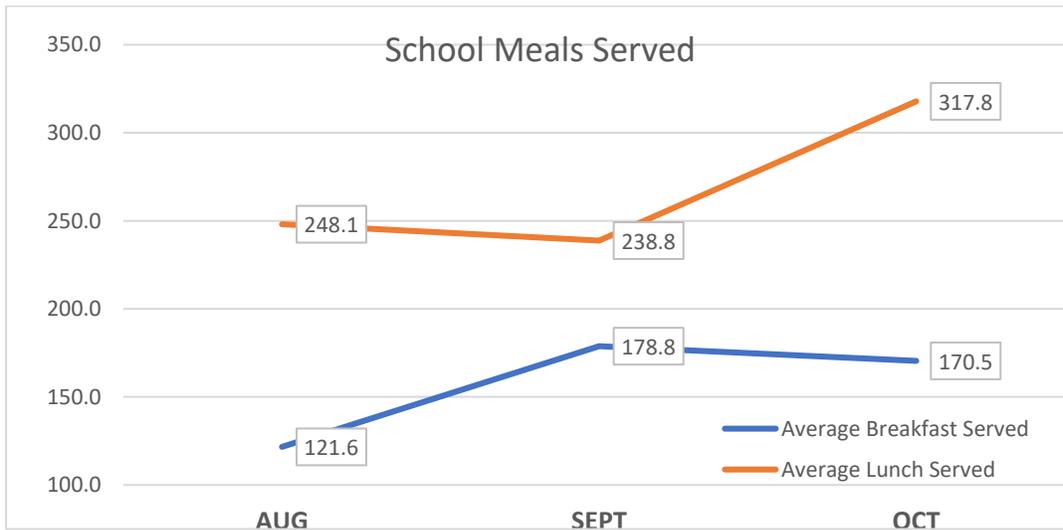
Enrollment

Student enrollment has remained fairly steady since the start of the school year, with an overall decrease of approximately 2%. Six students enrolled in the last week—three of whom were students who disenrolled earlier in the year and have now returned and with the other three students coming from both charter and district schools.



Operations

Our scratch cooking school meal program launched in September for breakfast, and now includes both lunch and breakfast as of October 1. This has resulted in a noticeable increase in meal participation, with average breakfast increasing by approximately 50 meals daily and average lunch increasing by approximately 80 meals daily. Our school meal program is staffed by 4.5 FTE—one chef and 3.5 kitchen staff.



Marketing

We continue our enrollment marketing efforts through a combination of community events and social media. The following are examples of the school's social media posts, which are amplified using social media mirroring through our advertising partner, El Dorado Broadcasters.



**Enroll
NOW**

ENCORE
Junior & Senior High School for the Arts
Public Charter School Serving Grades 7-12



SCHEDULE A
TOUR
TODAY

ENCORE
Junior & Senior High School for the Arts
Public Charter School Serving Grades 7-12



We keep it fresh.
 School meals from
 scratch served daily

**ENROLL
 TODAY**

ENCORE
 Junior & Senior High School for the Arts
 Public Charter School Serving Grades 7-12

**SAFE
 &
 DRUG
 FREE
 ENCORE**
 Junior & Senior High School for the Arts
 Public Charter School Serving Grades 7-12



Community and Events

Our annual Carnival event was held on Saturday October 14. This year, in partnership with El Dorado Broadcasting, radio personalities Mia Mocha and V. Gomez served as emcees on the main stage. We were grateful to have their energy to promote performances and give a boost to our community visibility.

Although attendance was lower than last year, gross ticket sales were comparable to last year. Carnival is an annual showcase of our visual and performing arts programs, plus a family friendly event that provides a safe trick or-treat space for the community. All proceeds benefit student activities and clubs.

Year	Attendance	Entrance Ticket Sales	Overall Booth Ticket Sales	Gross Ticket Sales
2023	648	\$1,296.00	\$12,628.10	\$13,924.10
2022	1160	\$2,320.00	\$13,390.00	\$15,710.00