

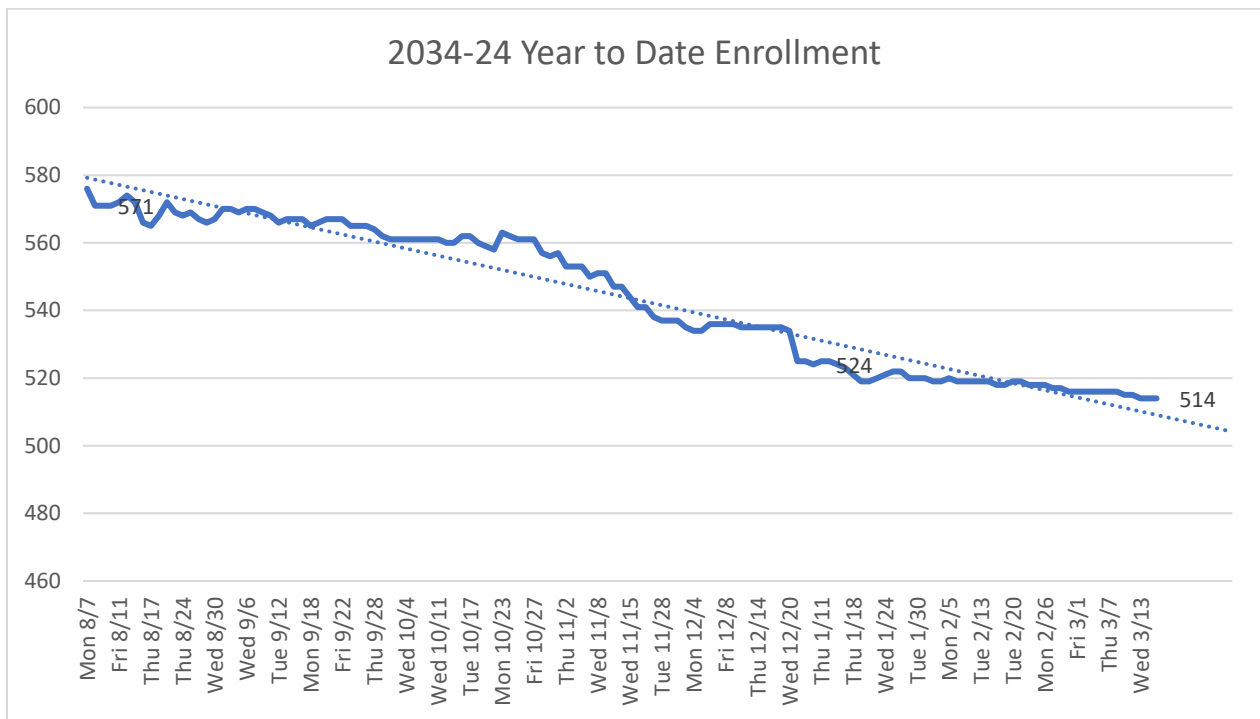
MEMORANDUM

DATE: March 15, 2024
TO: Board of Directors
FROM: Sabrina Bow, Executive Director
SUBJECT: Executive Director Report, March 2024

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

Enrollment

Enrollment is a top focus area for the Encore. As of March 15, we enrolled 514 students, reflecting a 10% decrease from the first day of school.



Marketing

We continue our enrollment marketing efforts through a combination of community events and social media, and radio. Encore students are featured every Sunday evening in Y102. Click [here](#) to listen to one of our students on air.

Stay tuned—we will soon roll out a revamped landing page for our school website (www.encorehighschool.com).

Grants

Encore has successfully applied and received \$312,205 in state and federal grant funds to support our kitchen and school meals program. Through these grants, we have purchased new kitchen equipment, including serving bars, food warmers, and a milk cooler. Grant funds also subsidize cafeteria staff salaries, training, and nutrition program consultants.

We have submitted or are in process to submit additional grant applications totaling more than \$80,000 to support a school garden and nutrition education program, as well as a new commercial dishwasher.

GRANT	DATE AWARDED	GRANT AWARD	TIMELINE FOR EXPENDITURES	DESCRIPTION
Kitchen Infrastructure	4/24/23	\$139,871	6/30/2025	Funds can be used for salaries to start up kitchen, equipment, training, and supplies.
Equipment Assistance	4/10/23	\$100,000	2/1/2024	SFAs must purchase, receive, and install all approved equipment between March 15, 2023, and February 1, 2024.
2023–24 School Breakfast Program and Summer Meal Programs Start-up and Expansion Grant	7/1/23	\$13,558	2/1/2024	Specific equipment and promotional materials for expanding the breakfast program.
School Food Best Practices Grant	7/31/23	\$58,776	6/30/2025	Must purchase minimally processed food such as milk and fresh fruit and vegetables using local farmers. Can also be used to purchase plant-based menu items.