

# Welcome

## Objectives:

1. To increase understanding around “What challenges and successes Charters have in RECRUITING students and specifically ENSURING ACCESS for students from low-income families.”
1. Create two action steps in improve your recruitment strategy
2. To understand some core budget principles related to recruitment and enrollment



## QUICK WRITE:

What are your strengths in Recruitment and Marketing?

# PRESENCE

- a. Board members must designate the “Face of the School” during the planning year.
- a. Conduct recurring Info Sessions at diverse times and locations. These must be high-quality and must be ready to answer a battery of questions.  
Make it FUN: Ice Cream Social or BBQ. Promote with flyers/online!
- a. “Face of the School” attends community events events like parades, community meetings, local Churches, library events, Daycare events.
- a. Build relationship with local organizations: “Face of School” must know the directors of daycares, pastors, YMCA’s, Boys and Girls clubs, etc.
- a. Go door-to-door in low-income communities

# PAPER (real and online)



- a. “One-pagers” that quickly give information about your school and next steps
- a. “Interest Forms” (Pre-Lottery)- simple, get names/contact information
- a. Drop Off Sites: Flyers in After School Programs, Daycares, libraries, local Universities (track where you have been)
- a. Press from local papers - Board leverage contacts (invite to sessions)
- a. All materials reflect students of color/All materials in Spanish/English
- a. Online: FACEBOOK page and ads/Functional website

# PEOPLE`

- a. Inspiring Team for Recruitment (one person cannot do alone)
- a. Spanish Speakers a Must
- a. Use online media to build support from people
- a. Parents are Key Levers



# ROAD MAP of Accountability

16-17 PAVE SE Enrollment Plan							
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	A	B	C	D	E	F	G
30	29	JF and temp recruiters 1x/week go to Schenley Square during school day and Spanish speaking housing community in North Raleigh	JF	2/12/2016	x		
31	30	Family Recruiters Identified, trained, and invited to info sessions to speak on identified topics	AK	2/15/2016		PAB families signed up for 3/4 recruiting	
32	31	Drop Brochures	AK	2/16/2016		Headstart, Shaw PK, Beginnings and Beyond, and ABC	
33	32	Letter to current families inviting them to have friends apply (free uniform plug) and increase in student enrollment for 2016-2017	CJ	2/16/2016	x	emailed/texted	
34	33	Drop Brochures	CJ	2/16/2016	x	Dropped at Apple Trees, Kathy Boos, A Safe Place- All other locations have brochure, apps, flyer for pizza party	
35	34	Pizza recruitment event	CJ & AK	2/18/2016	x		
36	35	JF visit Laura Tirado classes	JF	2/18/2016			
37	36	Drop Brochures	JF	2/19/2016		OASIS, A Safe Place	
38	37	Speak at a local churches	CJ & AK	2/21/2016		Update if necessary once dates are confirmed	
39	38	JF and temp recruiters 1x/week go to Schenley Square during school day and Spanish speaking housing community in North Raleigh	JF	2/19/2016	x		
40	39	Drop March Event flyers	AK	2/23/2016		Headstart, Shaw PK, Beginnings and Beyond, and ABC	
41	40	Car Magnets	CJ	2/24/2016	x	Magnets arrive and distribute during	

## QUICK WRITE:

What are THREE Action Steps that you can make to improve your Recruitment and Access plan?

# How is budget tied to recruitment?

**It's everything!**

Enrollment is everything when it comes to to your budget. It is the primary driver of all revenue. When schools close or open effectively it's usually a result of poor financial management tied to declining enrollment.



# Key Statistics

1. Over the last 4 years, the average ADM new schools were paid for was 79% of their projected enrollment numbers.
2. For a school approved for 200 students this equates to a \$300,000 cut based on a \$1.2 million budget.
3. 35% of schools over the last 4 years opened with a roughly \$500,000 cut.

# Common Pitfalls - How and why does this happen?

1. High breakeven number
2. Overconfidence in lottery waitlists
3. Looking at the whole enrollment number vs. the students per class number
4. Understanding the 20 day count formula

# How do I succeed? 4 more Ps.



1. **Plan:** Have a detailed plan and execute it. Plan for contingencies.
2. **Proactive:** Do not assume that the budget you settle on is the one you will have to live with as the year happens.
3. **Pad:** Hide money in your budget in areas other than salaries that are not exact amounts. My favorites - Buildings and Maintenance, Electricity, Office Supplies.
4. **Paranoid:** Not a joke. Be paranoid about your enrollment lists and verify through a variety of means.

# Questions?

