



MAGNET AND CHOICE SCHOOLS

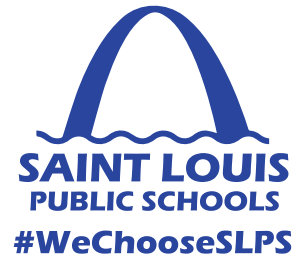
2018-2019 Application And Placement Update

Lou Kruger, Executive Director Student Placement

February 27, 2018

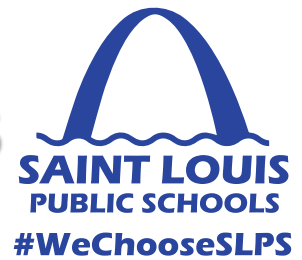


AGENDA

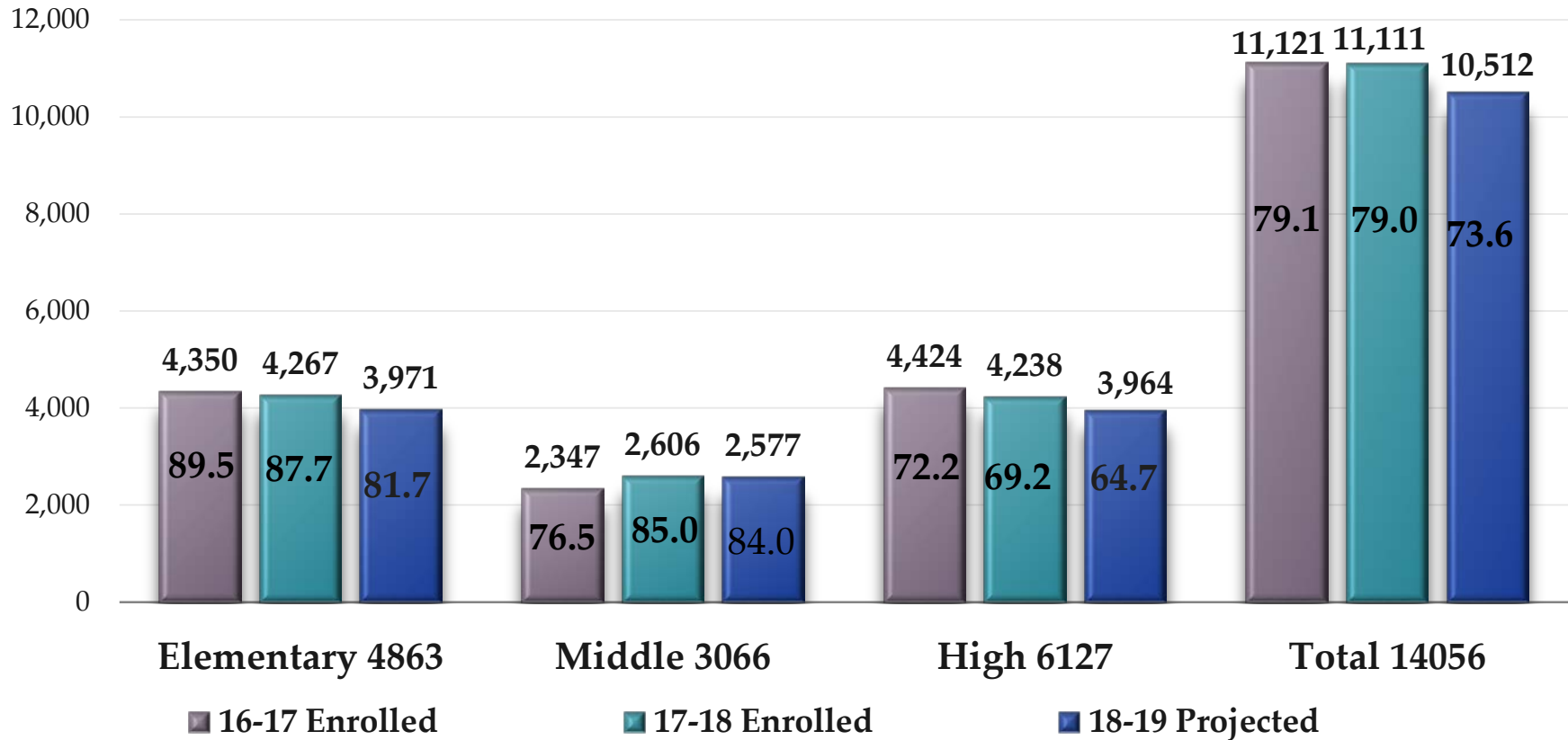


- ❑ **Show current 2017-2018 vs 2016-2017 Magnet & Choice Schools Enrollment Status**
- ❑ **Compare Placement Requests and Accepted Students over past 3 years including 2018-2019 Projected Students**
- ❑ **Show status of 2018-2019 waiting lists and open seats**
- ❑ **Next Steps**

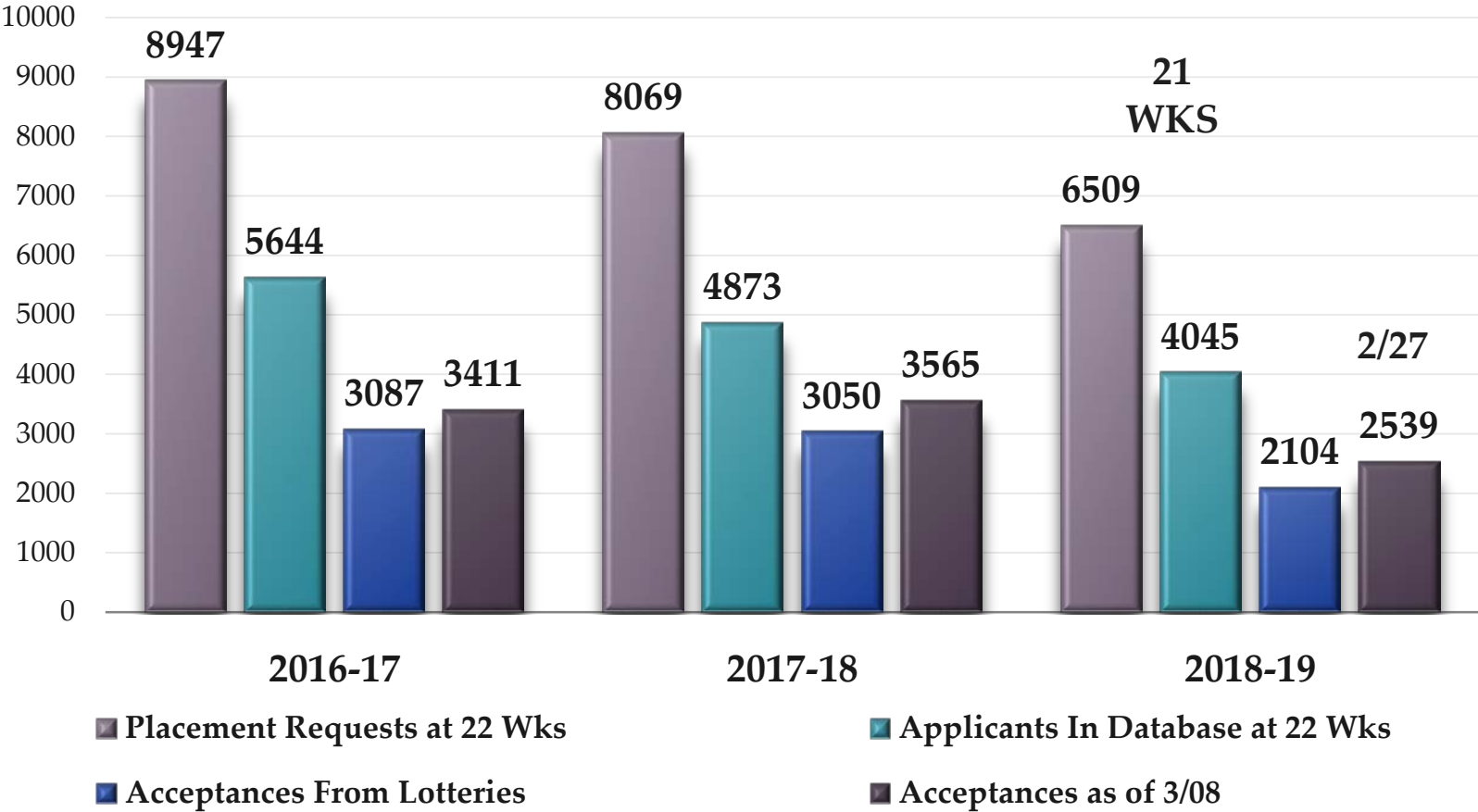
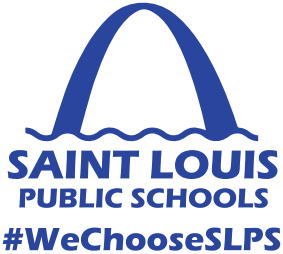
Projected Magnet and Choice Schools Enrollment Status



2016-2017 (2/17/17) vs Current 2017-2018 (2/27/18) vs 2018-2019



COMPARISON: SIMILAR POINT IN TIME



ONLINE APPLICATION AND 2 POOL LOTTERY SYSTEM:

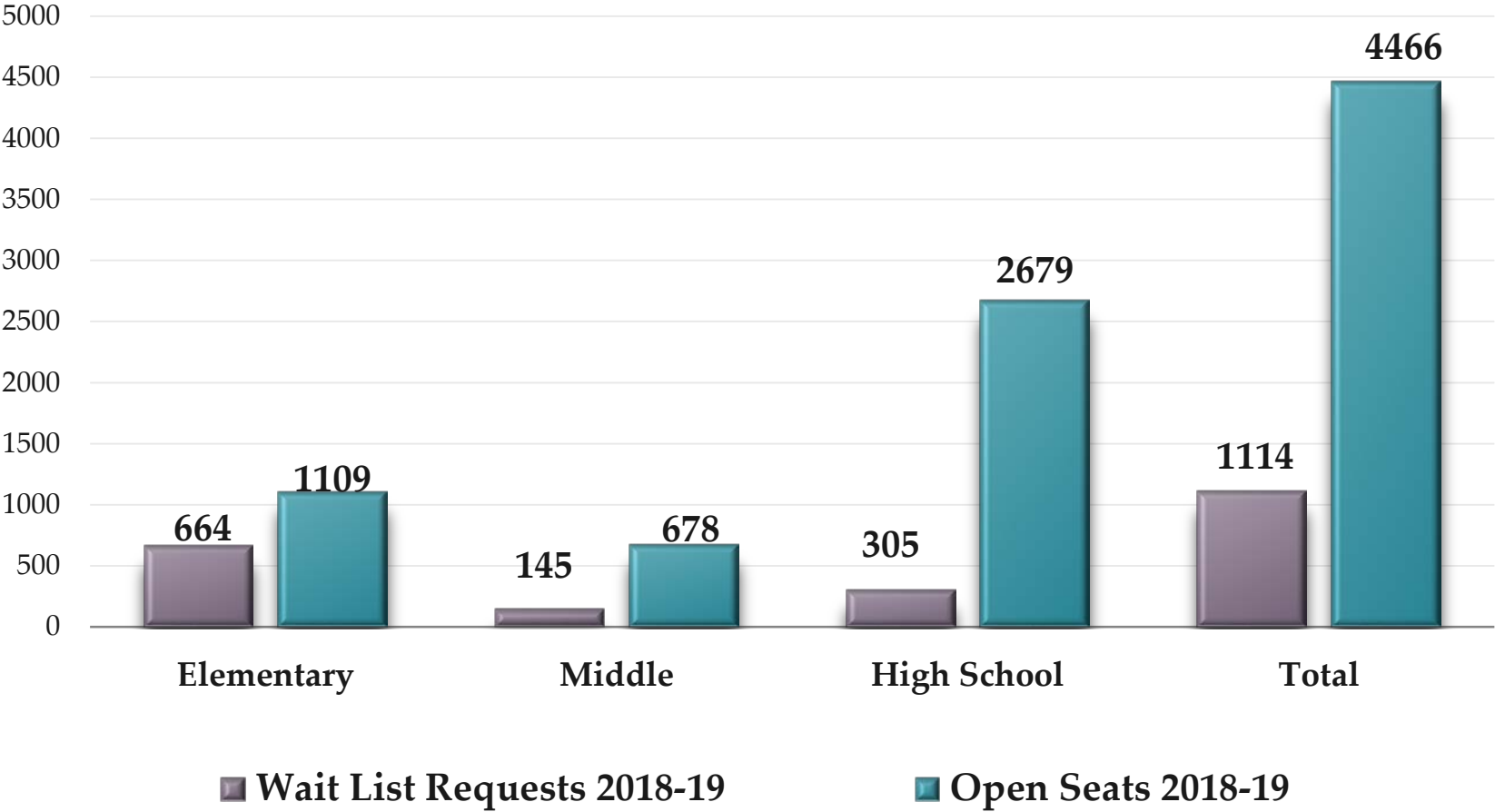


6th Year With Online System 4th Year With 2 Pool Lottery 2nd Year Gifted Ed. and General Ed. Programs Separation

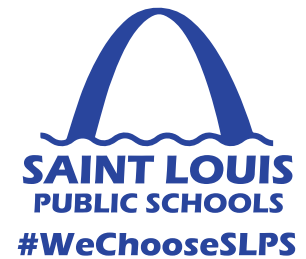
- ❑ 4199 Online vs 2120 paper placement requests shows 67% submitting online
- ❑ 2018-19 Online submission %age increased 6.0% over 2017-18 and 7.6% over past 3 years (+4% 2016-17 to 2017-18)
- ❑ 3398 Requests in Pool A - 1247 Requests in Pool B – 1674 Post Lottery Requests (Jan. 6 to Feb. 26)
- ❑ Separation of Gifted Ed. and General Ed. programs application submission allows parents to request and gain General Ed. program seat while awaiting determination of applicant gifted status
- ❑ Email communications continue as primary method to inform of eligibility status and placement updates
- ❑ U.S. Mail acceptance notices mailed first week of March

February 27, 2018

WAIT LISTS REQUESTS AND OPEN SEATS AS OF 2/27/18



AGGRESSIVE RECRUITMENT



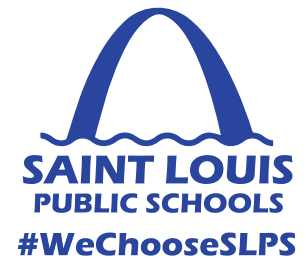
Phone Calls:

- ❑ Students from Preclarus Mastery Academy (130 students)
- ❑ Pre-K4 students at 5 low-retention schools (44 students)
- ❑ Gifted ineligible applicants from out of district (35 students)
- ❑ Withdrawn students at 6 schools (180 students)
- ❑ 8th to 9th grade magnet/choice rejected (287 students) or pending (161)
- ❑ 8th to 9th grade non-applicants (625 students)

Target Neighborhoods:

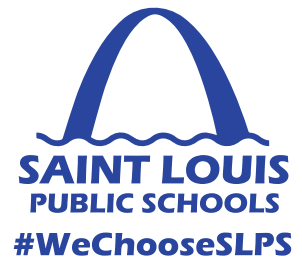
- ❑ Significant non-public populations
- ❑ Significant charter presence

AGGRESSIVE MARKETING



- ❑ **New logos / signage for hard-to-fill and rebranded schools, e.g., Hodgen Tech, Walbridge STEAM Academy**
- ❑ **One pagers being created for every school**
- ❑ **Traditional advertising such as radio, TV, billboards, transit and newspaper**
- ❑ **Digital advertising, including social media, Youtube, web banners and targeted email blasts**
- ❑ **Event marketing such as participation in the Cinco de Mayo Festival, Annie Malone parade and other fairs and festivals**
- ❑ **New brochures for comprehensive high schools**

NEXT STEPS



- ❑ **Continue with application processing, eligibility determinations and placements for 2018-19**
- ❑ **Update website postings of schools/grades with open seats**
- ❑ **Send “Acceptance” and “Thank You” For Applying non-placement notices to applicants as needed**
- ❑ **Update 2018-19 SIS database with student assignments**
- ❑ **Continue collaboration with Institutional Advancement/Student Recruiting regarding 2019-20 school year recruiting and application period**