Growth: We Are Our Communities’ First Choice for Education.

We celebrate the diversity of our communities and will deliver exceptional educational experiences in all neighborhoods, expanding the CPS footprint and empowering families to choose CPS as their destination school district.
Strategy 5.1

Increase CPS market share by positioning it as the educational provider of choice and actively recruiting families to CPS schools.
Strategic Measure 5.A:

Increase the District’s enrollment market share for grades kindergarten through 12th grade from 64.3% in 2018-19 to 66.7%.

— 2019-20 School Year: Increase student enrollment by 398 students to 65.5% market share.

— 2020-21 School Year: Increase student enrollment by 427 students to 65.85% market share.

— 2021-22 School Year: Increase student enrollment by 457 students to 66.7% market share.
# CPS Charter School Student Recruitment Key Driver Diagram (KDD)

**Project Leader(s): Lauren Worley, Sarah Trimble-Oliver**

**Date: 5/7/2019**

## Global Aim

Position CPS as the district that ensures equitable access to a world-class education, unleashing the potential of every student by educating all students with rigor and care in a culture of excellence that develops engaged citizens who are prepared for life.

## SMART Aim

To increase return of charter school students to CPS schools to increase enrollment.

## Population

Current students attending charter schools in the boundaries of identified neighborhood schools.

## Drivers

- Involved students and families
- Strong neighborhood relationships and partnerships
- Positive student and family relationships
- Welcoming school environment/positive school culture
- Accurate, factual information about CPS curriculum and other opportunities

## Strategies

- Implement marketing and advertising initiatives to promote enrollment and the CPS value proposition.
- Analyze and implement findings of data to understand value proposition of charters vs. value proposition of CPS.
- Analyze charter school student performance to address academic and SEL needs when returning/enrolling in CPS.
- Develop strong parent associations at key schools that create engagement opportunities for all families.
- Partner with neighborhood organizations to leverage resources to attract and retain families in the public neighborhood school.
- Principal/other school leaders create accessible opportunities to inform and engage families.

## Legend

- Potential intervention
- Active intervention
- Adopted/Abandoned intervention

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**Note:** LOR # = Level of Reliability Number, e.g., LOR 1
Bond Hill Charter School Student Recruitment Key Driver Diagram (KDD)

Project Leader(s): Lauren Worley
Date: 5/24/19

Global Aim
Position CPS as the district that ensures equitable access to a world-class education, unleashing the potential of every student by educating all students with rigor and care in a culture of excellence that develops engaged citizens who are prepared for life.

SMART Aim
To maintain existing student enrollment at Bond Hill Academy of 337 students, and expand enrollment by 25 students in the 2019-20 school year.

Population
Current students attending charter schools in the Bond Hill neighborhood boundary.

Drivers
- Involved students and families
- Strong neighborhood relationships and partnerships
- Positive student and family relationships
- Welcoming school environment/positive school culture
- Accurate, factual information about CPS curriculum and other opportunities

Strategies
- Implement marketing and advertising initiatives to promote enrollment and the Bond Hill value proposition.
- Analyze and implement findings of data to understand value proposition of charters vs. value proposition of Bond Hill.
- Analyze charter school student performance to address academic and SEL needs when returning/enrolling in Bond Hill.
- Develop strong parent associations at key schools that create engagement opportunities for all families.
- Partner with neighborhood organizations to leverage resources to attract and retain families in the public neighborhood school.
- Principal/other school leaders create accessible opportunities to inform and engage families.

Legend
- Potential intervention
- Active intervention
- Adopted/Abandoned intervention

Note: LOR # = Level of Reliability Number, e.g., LOR
Bond Hill Recruitment KDD

Interventions
Professional Media Training
SWOT Analysis
Math and Science Discovery
Days
Improved Social Media Presence
Earned Media

Outreach Budget:
$8,419
Bond Hill Enrollment Steady Despite Heavy Recruitment from Private Charter

Bond Hill Academy Enrollment Maintained

- October 2018: 332
- May 2019: 329
- August 2019*: 329
Charter Student Recruitment to 10 Neighborhood Schools with Enrollment Capacity

2019-2020 Goal
+169 Students
Charter and Private School Student Enrollment August 2019*

- Charter Students
- Private School

- 450
- 65
Early Enrollment Numbers 2019-2020

2019-2020
Goal +398 Students
Aug. 2019 Enrollment +1,110 Students
Conclusions

Nontraditional marketing with low financial investment can maintain enrollment.

Community engagement is mission critical.

Board Members attended 16 Community Council Meetings During Summer.

Additional traditional marketing will reach a wider audience.
2020-2021 Enrollment Campaign

Opportunities

★ Enrollment capacity at neighborhood schools.
★ Additional charter school closures.
★ Continue to listen to our ever-changing customer - millennial parents.
2020-2021 Enrollment Campaign

Threats

★ Increased competition from charter and nonpublic schools.
★ Unknown number of charter and nonpublic closures.
★ Ever-changing customers.
2020-2021 Enrollment Campaign

Initiatives

★ Listen to our students and parents through Cohear and CommEn conversations.
★ Surgical marketing efforts.
★ Increased community engagement.
Parent Conversation: Bond Hill Academy

“Momma Vibe.”

“One of the best-kept secrets.”

“The school not only cares about my child. They also care about me.”
PREPARING STUDENTS FOR LIFE

Through Academic Achievement Personal Well-Being Career Readiness
2019-20 Enrollment Projections

District enrollment projection: 36,282
- Based on 3 year historical trend for each school and grade ("average survival rate")
- Projected growth of 469 (similar to size of growth this year)

![Graph showing enrollment projections from 2011-12 to 2019-20 with projected growth of 36,282.]