Enrollment Update and Recruitment Campaign

March 15, 2021

BACKPACKS ON

LAPTOPS OPEN

FUTURES BRIGHT!
## Enrollment Update

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td><strong>Enrollment</strong></td>
<td>36,366</td>
<td>35,261</td>
<td>1,105</td>
<td>35,042</td>
<td>34,989</td>
<td>1,377</td>
</tr>
<tr>
<td><strong>Withdrawals</strong></td>
<td>5,537</td>
<td>4,416</td>
<td></td>
<td>4,504</td>
<td>4,826</td>
<td></td>
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<tr>
<td>(2020-2021 as of Oct)</td>
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### CDA Enrollment 03/12/21:
1858 (nearly 4x increase from 479 in October 2019)

**Ohio Department of Education Report**

*Data Insights: How the Pandemic is Affecting the 2020-2021 School Year*

**October 2019-October 2020**
- Statewide school enrollment down 2.9%
- Ohio urban school district enrollment down 4.8%
- Statewide online schools increased 51%
Withdrawals by School
38 schools with more than 40 withdrawals

Withdrawals (by school by year)
Withdrawals by Demographic

Withdrawal rates are slightly higher for white students (~ 4.5 points), students with disabilities (~ 3 points), and English learners (~ 1 point).

Withdrawal % by Multiple Demographics

- Economic Disadv: 85.51%
- American Indian or Alaskan Native: 0.23%
- Asian: 2.00%
- Black or African American: 56.31%
- Hispanic: 5.74%
- Multiracial: 8.82%
- Native Hawaiian / Other Pacific Islander: 0.13%
- White: 26.68%
- Male: 50.08%
- Female: 49.95%
- EL: 11.01%
- SWD: 14.49%
- 504 Plan: 3.31%
- KISR: 0.03%
Withdrawals
Where did students go?

<table>
<thead>
<tr>
<th>Top Locations</th>
<th>Number</th>
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<tbody>
<tr>
<td>Other public or charter</td>
<td>1717 (approximately 35% charter)</td>
</tr>
<tr>
<td>Out of Ohio</td>
<td>429</td>
</tr>
<tr>
<td>Private School</td>
<td>419</td>
</tr>
<tr>
<td>Left preschool</td>
<td>207</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School/District</th>
<th>Number</th>
<th>School/District</th>
<th>Number</th>
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<tbody>
<tr>
<td>Top 2 Charter</td>
<td></td>
<td>Dohn Community</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Alternative Education Academy</td>
<td>56</td>
</tr>
<tr>
<td>Top 2 Online</td>
<td></td>
<td>Ohio Virtual Academy</td>
<td>189</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ohio Connections Academy</td>
<td>53</td>
</tr>
<tr>
<td>Top 2 Public</td>
<td></td>
<td>Northwest Local</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mt. Healthy</td>
<td>89</td>
</tr>
</tbody>
</table>
Youngest learners account for largest decrease in net enrollment

<table>
<thead>
<tr>
<th>Grades</th>
<th>October 2019-March 2021</th>
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<tbody>
<tr>
<td>Preschool – Kindergarten</td>
<td>~ 900</td>
</tr>
<tr>
<td>Grades 1-8</td>
<td>~ 800</td>
</tr>
<tr>
<td>Grades 9-12</td>
<td>~ 325</td>
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</tbody>
</table>
Preschool
Steady progress

Will return to 5-days per week at capacity effective March 31 and for fall
Recruiting Campaign
Creative Direction: A Place to…

a place to THRIVE

Applied to social media, postcards, fliers, Preschool/Kindergarten materials and other collateral

Every child has a place at Cincinnati Public Schools. Enroll today at cps-k12.org.
Creative Direction: A Place to...

a place to GROW

Every child has a place at Cincinnati Public Schools. Enroll in one of our preschools today at cps-k12.org.

a place to EXCEL

Every child has a place at Cincinnati Public Schools. Enroll in one of our high schools today at cps-k12.org.
Creative Direction: A Place to... a place to SHINE

Every child has a place at John P. Parker School. Enroll today at parker.cps-k12.org.

Preparing Students for Life

- John P. Parker School, home to a state-of-the-art facility in Middletown, serves grades PreK–8. Your child will experience our neighborhood school’s:
  - Five-star-rated preschool program, the highest rating from the Ohio Department of Education.
  - Commitment to the academic goal that every child will read by third grade. Students also receive a small bookshelf and books to start building their at-home library made possible by one of our many partners.
  - Global Environmental Literacy Program preschoolers learn about composting, 3rd graders study recycling and 5th and 6th graders experience different parts of the world—virtually and in person.
  - College preparatory magnet program for 6th–8th graders.
  - Free summer reading day camp sponsored by Madisonville Education and Assistance Center for PreK–3rd graders.
  - Opportunities for parents and families to take part in their learning and participate in annual events such as Read Across Madisonville, Family Literacy Night, and Peanut Butter and Jam sessions, evening performances by the Cincinnati Symphony Orchestra.
  - Full-time resource coordinator who provides students and families with community services, resources and support.
  - Active Parent Teacher Organization.

Enroll your child today at parker.cps-k12.org.
Adding “Family Choice” Messaging
Going Beyond Traditional Recruiting
New Partnerships

• *The Voice of Your Customer* – research and outreach
• *Cohear* parent focus groups – enrollment process and parent advisory board
• *Sesh Media (Cincinnati Herald)*
• *La Vanguardia* (Hispanic community)
• Partner marketing (e.g., CMHA and CPP)
Going Beyond Traditional Recruiting

New Strategies

• Data focus for targeting and messaging
• Geo-fencing (cross-platform) and social media advertising methodologies
• School-specific recruiting toolkits
  • Templates for mailers, yard signs, school banners, social media
  • Video and creative community options (neighborhood reading nooks)
• Accelerated PK/K recruitment and registration push
• Potential for additional radio and TV pending data analysis
• New Marketing Communications Director with extensive marketing background
Outreach Categories

• Families who left CPS this year
• Individual school communities
• General outreach district-wide
• PK/K enrollment (returning and new families)
Improving the Enrollment Process

Research/Data
• Focus on CSAT and process simplification
  • Surveys and focus group fielded in November/December
  • Showed parents want a streamlined process and clearer communication

Strategies/Tactics
• Improvements to online registration
• Easier access to enrollment specialist via customer service line (513-363-0123)
• Streamlined lottery process
• FB Live Q&A sessions
• High school weekly spotlight to highlight each school
• Billboards and a navigation button on all pages of the website
• Improved communication (clearer thank yous, acceptance, and next-steps)
• Postcards and enrollment information mailed to homes
Visit CPS-K12.ORG/NEWS/BACKTOSCHOOL for more information.