School Operations Systems: Enrollment Audit Readiness

Objectives

By the end of this session, you will be able to:

- Engage in interactive dialogue to enhance student enrollment knowledge
- Utilize a personalized school-based enrollment tracker
- Gain practical knowledge on managing the enrollment process and the staff involved
- Identify best practices to implement for a successful audit day

About the Presenters…

David Hicks:

- 2nd Year DSL at Bruce-Monroe ES at Park View

- Formerly worked on the IMPACT and Align teams for DCPS central office

- Former middle school social studies and English teacher in Oakland, CA

Simon X King, Ed.D.:

- 2nd Year DSL at Walker-Jones Education Campus.

- Former middle & high school social studies and ELA teacher (13 years)

- Former middle & high school Dean and Assistant Principal (12 years)

Telling Our Story...

The Bruce Monroe ES at Park View Story

- Challenges
- Successes
- Lessons Learned

The Walker-Jones EC Story

- Challenges
- Successes
- Lessons Learned

Preparing for Enrollment

Develop Calendar/Timeline

- Identify DCPS goals

- Incorporate internal school goals within DCPS goals

Establish Your Team

- Identify Human Assets

- Assign Roles & Responsibilities

- Emphasize Ownership

Preparing for Enrollment

- ## Bruce-Monroe Team Structure

Manager	Owner	Consulted	Helper(s)	Approver
Ms. Ortiz (ASL)	Mr. Hicks (DSL)	Admin and Attendance Teams	Mr. Ramirez (CSL) Mrs. Mejia (ASL)	Mr. Hicks (DSL)

- ## Walker-Jones EC Team Structure

Manager	Owner	Consulted	Helper(s)	Approver
Ms. Hailes	Dr. King	Admin Team Independent Consultants	Ms. Gamble #1 Ms. Gamble #2 Ms. Edelen	Dr. King

Turn and Talk

Take 3-5 minutes to discuss your potential team structure (make up of your enrollment team) with your elbow partner. Be prepared to share out.

Walker-Jones EC Enrollment Action Plan

Strategies What specific strategies will you implement to enroll lottery and feeder students and re-enroll current students?	Person(s) Responsible & Helpers Who will ensure that the activity is implemented?	Timeline When will this strategy be implemented?	Planning What steps must you take to ensure strategy is successfully implemented?	Resources What resources (time, money, people and materials) do you need to invest?	Performance Indicators How will you know the strategy is working?
Teacher to Parent Contacts (via phone call, text, email, in-person)	Homeroom Teachers	April, May, June	• Meet with HR teachers • Identify Strategies • Progress monitoring	Time (networking)	Improved re-enrollment numbers
Ringling Brothers Barnum and Bailey Circus mini-performance at WJEC Gym	Director, Strategy & Logistics	April 7-14, 2016	• Coordinate with Ringling Bros. Organization • Advertise	Time (networking)	Improved re-enrollment numbers
Bi-weekly Automated Phone Calls to school community	DSL	April, May, June	• Set up message • Program message to be sent	Robo Call Password	Improved re-enrollment numbers
Weekly Newsletter Announcements	DSL/Office Clerk	April, May, June	• Drafting of Message • Publish in Newsletter	Paper and Printing	Improved re-enrollment numbers
Flyer Distribution at School	DSL/Office Clerk	April	• Create Flyer • Distribute daily at entrance	Paper and Printing	Improved re-enrollment numbers
Free Uniform Shirt Upon Enrollment	DSL, Business Manager	May 2016	• Check Shirt Inventory • Monitor Distribution	Uniform Shirts	Improved re-enrollment numbers
Friday Uniform Passes	DSL/Office Clerk/Registrar	April, May, June	• Create Passes • Distribute after verified enrollment	Paper	Improved re-enrollment numbers
Spring Break Academy	DSL, Business Manager, Office Clerk, Registrar	April	• Plan Activities • Register enrolled students • Identify Staff • Coordinate meals • Plan Compensation	Registration materials, funding	Improved re-enrollment numbers

Preparing for the Enrollment Audit

- Know your population and stakeholders

- Know your school's enrollment history trends

Comparisons & Contrasts between BB & WJEC

- Demographics

- Socio-Economics

- Unique Qualities

- Patterns of Thinking and Patterns of Behavior

Turn and Talk

How will your specific school's population and enrollment history influence your communication strategies?

(3-5 minutes)

Communications...Getting the Word Out!

- Prepare all communications in advance

- Capitalize on common large group gatherings

- Be strategic in reaching small groups and individuals

Communications...Getting the Word Out!

Large Venue Communications

- Back To School Night (September)

- Mother & Daughter Tea (May)

- Father & Son Cookout & Field Day (June)

- Weekly Newsletter Reminders

- Community Canvasing (social events, athletics)

Communications...Getting the Word Out!

Small Venue Communications

- Teacher to Parent Contacts

  (via phone call, text, email, in-person)

- Teacher Records Day Meetings
  - Flyer Distribution at School Entrance
  - A.M. Drop-Off/P.M, Pick-Up Enrollment Booths
  - Bi-Weekly Automated Calls (Robo-Calls)

- Ambassador Visits to Feeder Schools

Communications…Getting the Word Out!

Communication Considerations:

- Multi-lingual communication

- Modes of communication (High tech, low tech, etc)

- Frequency of contact; time of day

- Length of communication

(What are some other possible considerations?)

Providing Incentives

- Require as Aftercare Prerequisite
- Homeroom Competition
- Top Class Bulletin Board
- Uniform Pass
- Free Uniform Upon Enrollment
- Saturday Enrollment Day w/Uniform Sales
- Morning PA Shout Outs
- Enrollment PBIS Dances/Movies
- Ice-Cream Socials

Turn and Talk

How will your specific school's population and enrollment history influence the incentives that you will utilize?

(3-5 minutes)

Managing the Enrollment Process

- Track your progress...Know your data

Grade	Total Students RV	Final Projection	Remaining RV Students needed to reach projection		Students Not Yet Enrolled who attended SY15-16	New Students needed at your school (who did not previously attend)	Spots currently offered on MySchool DC	Enrollment Gap (spots not filled by returning or lottery/waitlisted students)
PK3	42	42	0		0	0	0	0
PK4	53	54	1		1	0	0	0
K	63	72	9		5	4	4	0
1	60	72	12		6	6	6	0
2	62	72	10		10	0	0	0
3	61	72	11		4	7	2	5
4	59	72	13		12	1	0	1
5	43	54	11		10	1	0	1
Total	444	510	66		49	17	12	5

Managing the Enrollment Process

Manage Your Team…

- Keep your team informed

- Consistent team communication

- Process monitoring

    - Group meetings

    - Individual check-ins

- Assess logistics (work load, location, timing, process, etc.)

- Identify central office supports

- Empower your team to be comfortable requesting support

- Don't be afraid to course correct

Preparing for the Enrollment Audit

- Emphasize the importance of 100% staff attendance on audit day

- Incentivize student attendance for audit day

- Maximize DCPS training/PD opportunities

- Set up multiple 3rd party pre-audits and self-audits your binders

- Get your School Operations Specialist involved

- Make documents user-friendly

- Highlight essential sections, make sure the binder is easy to flip through

- Establish a secure location for enrollment paperwork and materials

- Establish student movement plan and schedule for Audit Day

- Set up a comfortable environment for your auditors

    - Free of distractions

    - Provide coffee, water, snacks, etc.

The Day of the Enrollment Audit

Establish clear roles and expectations with your team!

Get everyone involved!

- Greeter

- Administrator guide during student count

- Binder support

- Office/administrative support

The Day of the Enrollment Audit

Make your auditors feel comfortable!

- Establish a quiet, undisturbed environment

- Provide food, snacks, beverages

Focus on the Audit!

- Clear the school calendar of all other activities for the day.

- No field trips, fire drills, assemblies, specials events, etc.

Be ready to follow up!

- Respond Quickly

- Maintain a customer service mindset

Questions?

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