



# Enrollment, Retention, & Recruitment

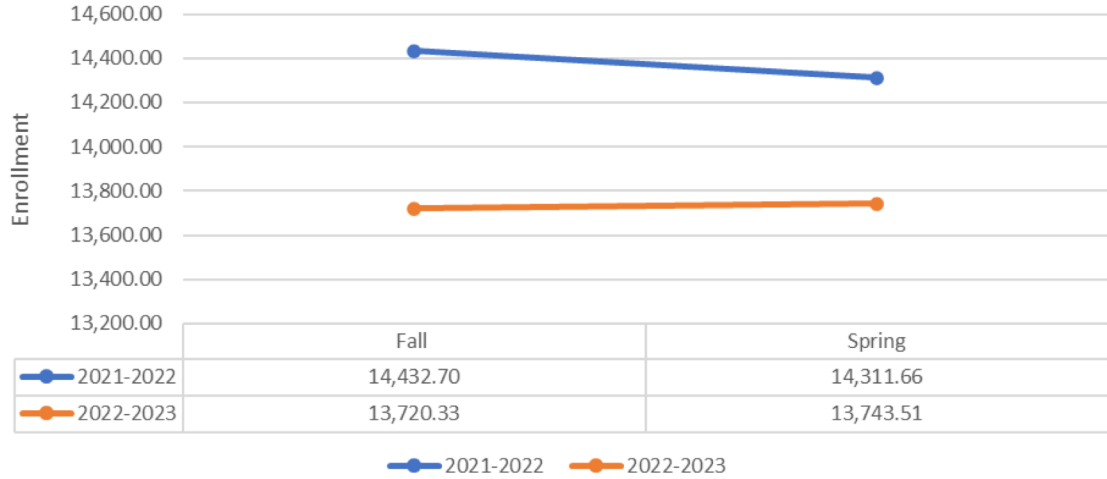
Community & Student Services

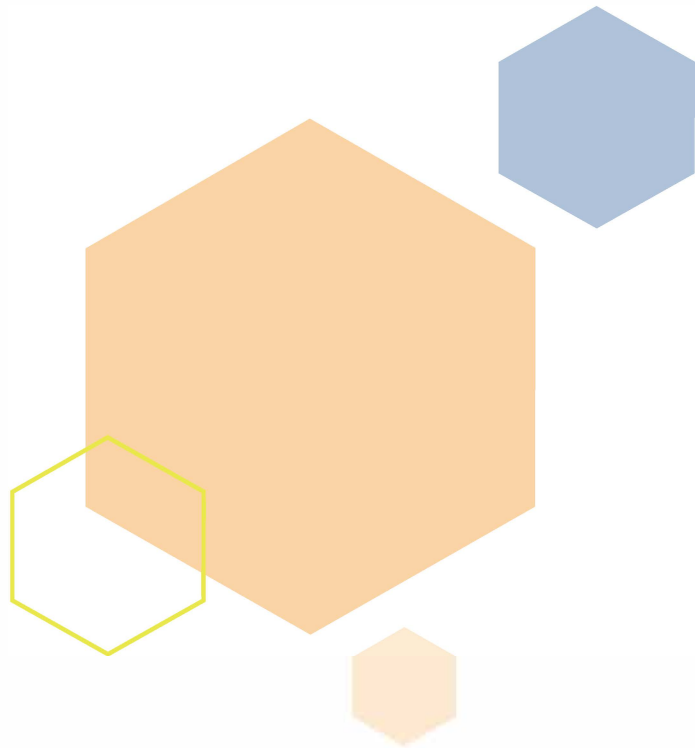
GRPS Board of Education Work Session

May 8, 2023

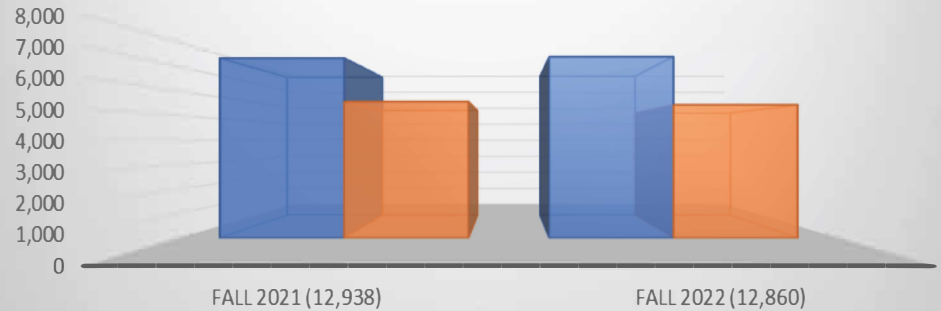


### Enrollment For Previous 2 Years





## GRPS Neighborhood & Theme School Enrollment



|              | Fall 2021 (12,938) | Fall 2022 (12,860) |
|--------------|--------------------|--------------------|
| Neighborhood | 7,357              | 7,413              |
| Theme        | 5,581              | 5,447              |

■ Neighborhood ■ Theme



## STRATEGIES

- 1) Fact-finding & Recommendations: What are we currently doing?
- 2) Professional Learning: What new skills do we need to acquire?
- 3) Staff Engagement: How can we utilize one of our greatest strengths?
- 4) Community Engagement: How can we include our stakeholders?

# Fact-finding and Recommendations:

- **Equity Enrollment Audit**
  - There were several recommendations made, including but not limited to: moving or creating satellite sites for some of our theme schools; building up our neighborhood programs; possibly condensing programs; creating an Enrollment department (with a few positions) that focuses solely on enrollment
- **SchoolMint Marketing Audit**
  - Our building principals are amazing; we received extremely high ratings on our Secret Shopper exercise
  - There are technical changes that need to be made, including but not limited to: capturing our domain names; gathering positive reviews of our schools; creating a mechanism for school tours; hiring someone to act as our chief enrollment officer
  - There are adaptive changes that need to be made, including but not limited to: willingness of building staff to “own” retention and recruitment; teaching all staff how to market their schools/programs
- **Data Dashboard (via Synergy Analytics)**
  - The dashboards will allow us to monitor and analyze district-level data
  - The dashboards will allow building administrators to track and measure their enrollment and retention by grade and classroom



## Staff Engagement:

- District-level Enrollment Advisory Council
- Building-level Enrollment, Retention, & Recruitment Teams
- PALs
- Ambassadors

## Community Engagement:

- Social media engagement/management
- Surveys (Entering, Exiting, and Retaining)
- Community events as recruitment opportunities



# Here are some additional ways we invite you to support...

- Help emphasize the ongoing work of the Strategic Plan and the Facilities Master Plan, as well as meeting the holistic needs of scholars
- Ensure that enrollment, retention, and recruitment remain a priority as we examine existing policies and create new policies
- Highlight the great work of scholars, staff, families, and community partners that make GRPS a destination district and a valued option for all families

