TULSA PUBLIC SCHOOLS

Update on the 2022-2023 enrollment campaign
Setting context: enrollment prior to 2019

Varied deadlines and application requirements
- Multiple deadlines and windows to consider a school outside of their neighborhood
- Different deadlines for: prek, neighborhood, magnet, and charter schools

Limited access to information about schools
- District website that was difficult to navigate
- Primarily school-driven communication and promotion

Inconsistent process for submitting applications and paperwork
- Online and paper-based application processes.
- Strict documentation requirements (e.g. utility bill within the last 45 days that is not a service cut off notice)

System constraints
- Restrictions on the number and types of schools students could apply to
- Less visibility on student application trends
Setting context: improved enrollment

Improving enrollment with one application and one application window for all schools.

- Up to 6 school options and no restrictions on the types of schools families could choose
- Easing documentation requirements
- Single-offer system with waitlist management
- Redesigned enrollment website including creation of school finder
- Comprehensive and exhaustive communications/marketing strategy
- Launching of multiple systems of support for families including:
  - School-wide training
  - Community partnerships
  - Multiple in-person events to take enrollment to community
- Real time access to application data for families and schools
- Strategic use of data gathered each year for continuous improvement process
School choice participation totals

Pre Improved Enrollment
- 2019: Total: 3,752

Improved Enrollment (Enroll Tulsa)
- 2020: First Window: 6,637, Total: 7,772
- 2021: First Window: 7,031, Total: 9,619
- 2022: First Window: 8,657, Total: TBD

Total: 7,772
Total: 9,619
Total: TBD
2022-2023 Enrollment Window
Robust supports for school teams

<table>
<thead>
<tr>
<th>Toolkits and resources</th>
<th>Promotional materials</th>
<th>Professional learning</th>
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</thead>
<tbody>
<tr>
<td>● Data application dashboards updated daily</td>
<td>● School-one pagers</td>
<td>● Weekly school leader calls</td>
</tr>
<tr>
<td>● Event details and FAQs</td>
<td>● Middle school and high school flyers</td>
<td>● “Podcasts” featuring school leaders</td>
</tr>
<tr>
<td>● Communication templates</td>
<td>● Yard signs for expos</td>
<td></td>
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<tr>
<td>● Communication how tos</td>
<td>● Parent engagement communication templates</td>
<td></td>
</tr>
<tr>
<td>● Podcasts featuring colleagues showcasing best practices</td>
<td></td>
<td></td>
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<tr>
<td>● How-to videos</td>
<td></td>
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<tr>
<td>● Open office hours with district support team</td>
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</table>
We worked diligently to provide specialized supports and resources based on community need:

- Families who know about system and need to learn about options
- Families who do not know about the enrollment system
- Families of children at transitional grades (rising 6th and 9th grade students)
- Latinx families who traditionally need a non-digital/virtual approach to communication

- 4 events hosted in Spanish
- 6 community office hours events
- 5 community information sessions
- 3 communications targeting transitional grades
- 5 Virtual office hour events

1,765 rising middle school students participated in 28 field trips to their feeder middle school
Keeping families informed and engaged

Electronic communications

- Segmenting and targeting: parents of transitional grade students, Spanish speakers, families enrolled at participating expo schools
- Increased use of text messaging and phone calls for Spanish speaking families
- Continued focus on user experience to improve website navigability
  - 6% increase in traffic to “Enroll Tulsa” page / 215% increase in traffic to Spanish-language

Printed communications

- Continued use of print communications to reach all households: two expo postcards system-wide, one mailing to transitional grade families
- Print materials delivered to all schools: Enrollment Expo promotion, information about middle and high schools
Keeping families informed and engaged

Social media
● Reach of 195,203 across our social media platforms
● Majority of our active users are parents and families
● Fully bilingual content to ensure accessibility

Local media outlets
● Focus on radio outlets for Spanish speaking families: Que Buena, La Zeta, and 101.5 KIZS
● Outreach resulted in a weekly average of nine enrollment-focused stories

In-person events
● Meeting families where they are through 18 in-person community events
  ○ Sites like Friendship Baptist Church, Martin Regional Library, Rudisill Library, St. Francis Xavier, Parent Resource Center, South Tulsa Community House, Pancho Anaya, Woodland Hills
● Middle school field trips for students from 28 elementary schools
Enrollment Expo Days

Opportunity for families to visit schools and have a “one-stop” hub to complete enrollment and get information and resources

➢ Visit schools on your own then enroll at the hub site
➢ Come to the hub site and catch a shuttle to participating schools
➢ Catch a shuttle at your neighborhood school

Expos took place on three Saturdays in January and early February with an average of 24 schools featured per expo day
Enrollment Expo Days
Our preliminary results
Our results: at a glance

<table>
<thead>
<tr>
<th></th>
<th>2021-2022</th>
<th>2022-2023</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>7,031</td>
<td>8,675</td>
<td>+23%</td>
</tr>
<tr>
<td>Applications</td>
<td>14,908</td>
<td>20,176</td>
<td>+35%</td>
</tr>
</tbody>
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**94% Satisfaction Rate**

\[ N = 723 \]

94% of parents that responded to our post-application survey said they were satisfied or very satisfied with the application process.
## Our results: Enrollment Expos

<table>
<thead>
<tr>
<th></th>
<th>Expo 1</th>
<th>Expo 2</th>
<th>Expo 3</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hub Attendees</strong></td>
<td>254</td>
<td>327</td>
<td>402</td>
<td>983</td>
</tr>
<tr>
<td><strong>School Site Attendees</strong></td>
<td>328</td>
<td>270</td>
<td>827</td>
<td>1,425</td>
</tr>
<tr>
<td><strong>Total Attendees</strong></td>
<td>582</td>
<td>597</td>
<td>1229</td>
<td>2,408</td>
</tr>
<tr>
<td><strong>Total Apps Submitted</strong></td>
<td>205</td>
<td>276</td>
<td>470</td>
<td>1,151</td>
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Our results: demographic breakdown

Though all ethnicities have increased participation in the last three years, Latinx families have seen the largest increases.
Our results: geographic breakdown

*Increases in applications have come from students across the city, particularly in the north, east and northeast sides of the city.*

<table>
<thead>
<tr>
<th>Quadrant</th>
<th>Applicants</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quadrant 1</td>
<td>22%</td>
<td>39%</td>
</tr>
<tr>
<td>Quadrant 2</td>
<td>25%</td>
<td>48%</td>
</tr>
<tr>
<td>Quadrant 3</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Quadrant 4</td>
<td>5%</td>
<td>13%</td>
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