



School Choice Season

2016-17
Board of Education
January 19, 2016

School Choice Season

- Application window opens (deadline is Feb. 16)
- School Choice Fair
- Open Houses, Tours and Shadow Days
- School Lottery
- Filling schools with open seats



School Choice Fair

Rationale for change

- During the 2015-16 the St Paul RiverCentre was also booked with The Minnesota Wild, The Sportsman Show and SCF
- Parking was congested and expensive
- Parents were frustrated by the crowd
- RiverCentre unable to assure that the same would not happen over the next 3 years
- Bound by holiday window (first week in Jan-MLK)



Action Steps (How did we get here?)

- Reviewed post-SCF parent survey data
- Issued an electronic survey of all current SPPS parents
- Conducted a focus group of elementary and secondary principals
- Presented to Principals Professional Committee



What's New

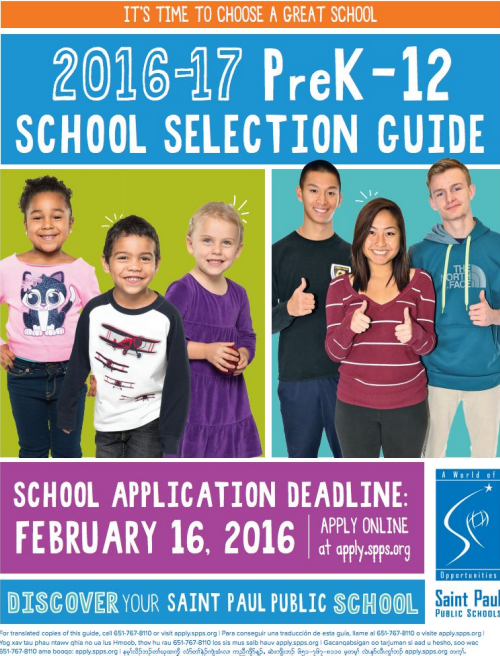
- Location
- Mock classrooms
- Early Childhood Screening
- Book giveaways
- Concession provided by NSC and JROTC Booster
- Family Activity Area
- Cost savings



School Choice Communications

School Selection Guides

- 8,971 - mailed to SPPS transition grades
- 8,450 - mailed to St. Paul families
- 16,630 - community distributions
- 16,585 - schools, ECFE, Head Start, Student Placement Center and Family Engagement



IT'S TIME TO CHOOSE A GREAT SCHOOL

2016-17 PreK-12 SCHOOL SELECTION GUIDE

SCHOOL APPLICATION DEADLINE:
FEBRUARY 16, 2016 | APPLY ONLINE
at apply.spps.org

DISCOVER YOUR SAINT PAUL PUBLIC SCHOOL

For translated copies of this guide, call 651-767-8710 or visit apply.spps.org. Para conseguir una traducción de esta guía, llame al 651-767-8710 o visite apply.spps.org.
Yog aha tau phau mtawv qha no ua lus hmooch, thov hu rau 651-767-8710 los sis mus saib haur apply.spps.org. Etacraobagan oo lajumen si ead a heho, too wac
651-767-8710 eua boocce: apply.spps.org | နယ်စပ်ဘာသာပြန် အထောက်အကူအညီရယူရန်, သင်တန်း စာမျက်နှာကို apply.spps.org ဝင်ရောက်ကြည့်ရှုပါ။

A World of Opportunities
Saint Paul Public Schools

School Choice Communications

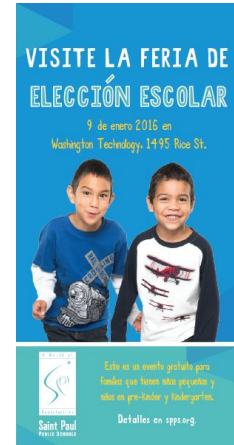
School Choice Fair

Ads

- 52,736 School Selection Guides
- 130,000 Community Education Catalogs
- Community newspapers (including multilingual)

Digital

- Google Ads, Facebook and Twitter



School Choice Communications

School Choice Fair

Postcard

- SPPS transition grades
- St. Paul families with 3-4 year-olds

Email/Text

- All SPPS families - Dec. 28
- Transition grades - Jan. 6



Secondary Support

- Provided school leaders with open house recommendations
- Promoting all open houses through digital and print ads
- Sharing all open house dates through spps.org, Facebook and Twitter
- Created new icon on the MySPPS app
- Provided all schools with one-pagers



Applications

- More than 80% online
- Email notifications
- Real time information
- User friendly
 - Determines attendance area
 - Reflecting St. Paul
 - Transportation



Enrollment Applications

Review of first week online apps

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8		SCF Date
2016-17	376	168	117	106	83	66	65	111	1092	Jan. 9
2015-16	4	203	137	88	97	49	56	158	792	Jan. 10
2014-15	143	157	117	257	149	149	135	129	1236	Jan. 11



Questions

