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
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**

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<tr>
<th>Year</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
<th>Day 6</th>
<th>Day 7</th>
<th>Day 8</th>
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Questions