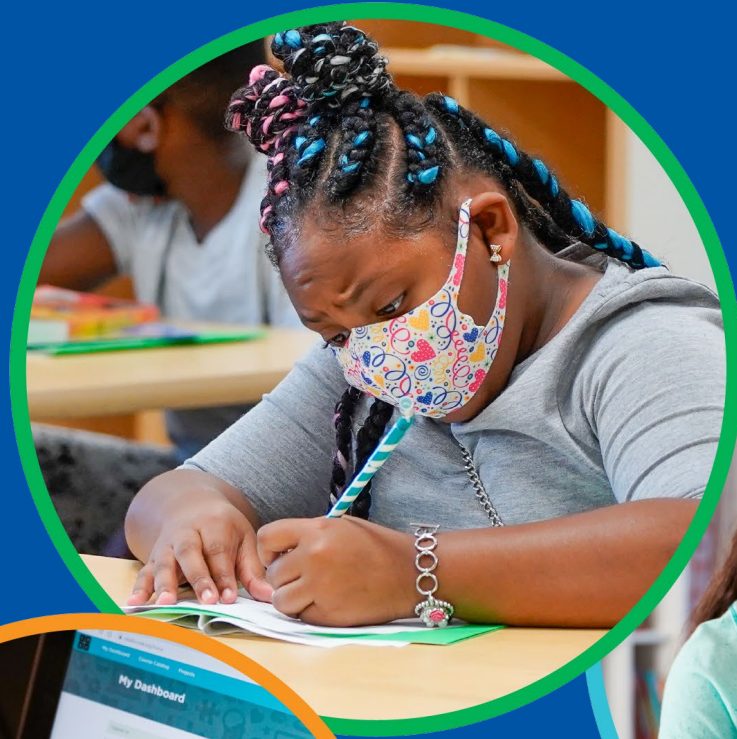


Enrollment Update and Recruitment Campaign

March 15, 2021

BACKPACKS ON
LAPTOPS OPEN
FUTURES
BRIGHT!



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FOR LIFE

Enrollment Update

	October 2019	October 2020	Oct 2019 to Oct 2020	February 5, 2021 update	March 12, 2021 update	Oct 2019 to March 2021
Enrollment	36,366	35,261	↓ 1105 3.1%	35,042	34,989	↓ 1,377 3.9%
Withdrawals	5,537 (2019-2020)	4,416 (2020-2021 as of Oct)		4,504 (2020-2021 as of Feb)	4,826 (2020-2021 as of March)	

CDA Enrollment 03/12/21: 1858 (nearly 4x increase from 479 in October 2019)

Ohio Department of Education Report

Data Insights: How the Pandemic is Affecting the 2020-2021 School Year

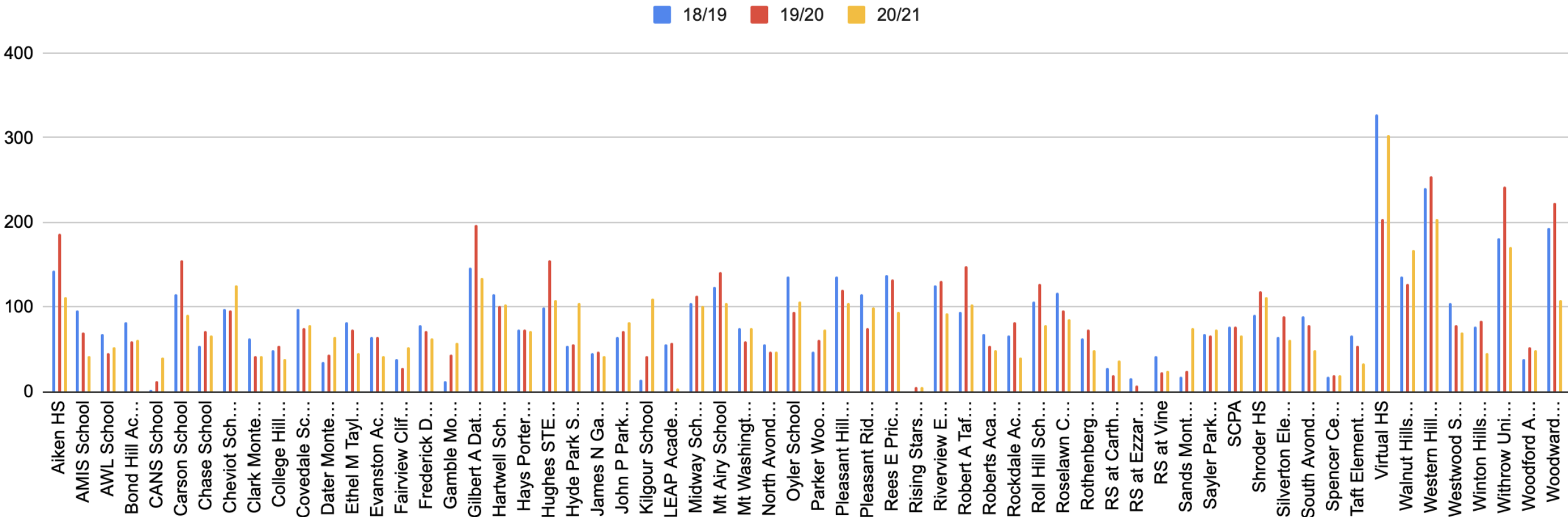
October 2019-October 2020

- Statewide school enrollment down 2.9%
- Ohio urban school district enrollment down 4.8%
- Statewide online schools increased 51%

Withdrawals by School

38 schools with more than 40 withdrawals

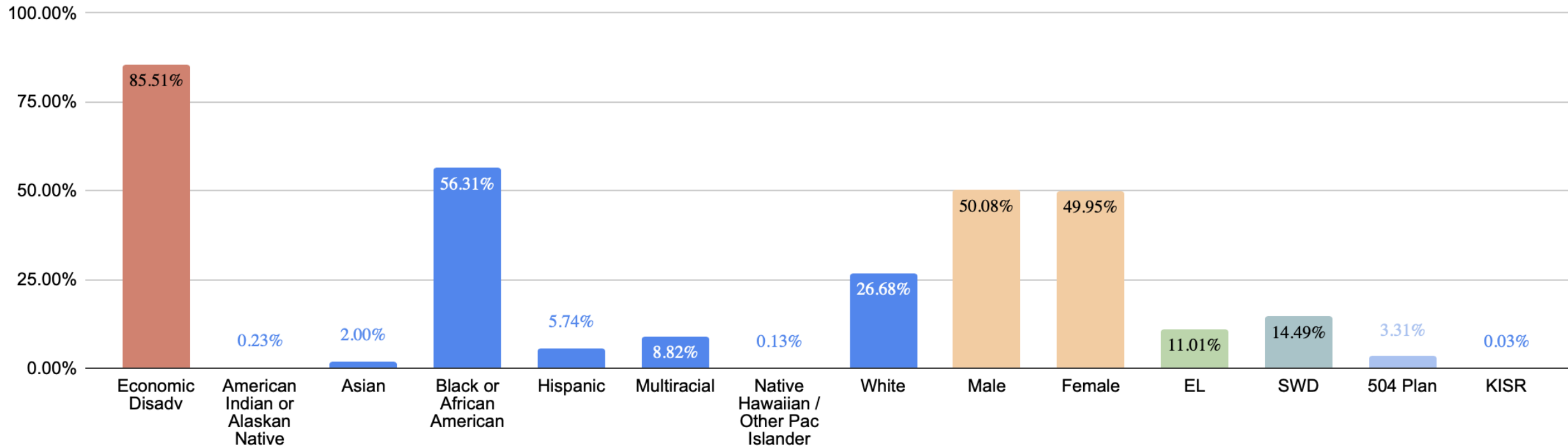
Withdrawals (by school by year)



Withdrawals by Demographic

Withdrawal rates are slightly higher for white students (~ 4.5 points), students with disabilities (~ 3 points), and English learners (~ 1 point)

Withdrawal % by Multiple Demographics



Withdrawals

Where did students go?

Top Locations	Number
Other public or charter	1717 (<i>approximately 35% charter</i>)
Out of Ohio	429
Private School	419
Left preschool	207

	School/District	Number	School/District	Number
Top 2 Charter	Dohn Community	209	Alternative Education Academy	56
Top 2 Online	Ohio Virtual Academy	189	Ohio Connections Academy	53
Top 2 Public	Northwest Local	127	Mt. Healthy	89

Youngest learners account for largest decrease in net enrollment

Grades	October 2019-March 2021
Preschool – Kindergarten	 ~ 900
Grades 1-8	 ~ 800
Grades 9-12	 ~ 325

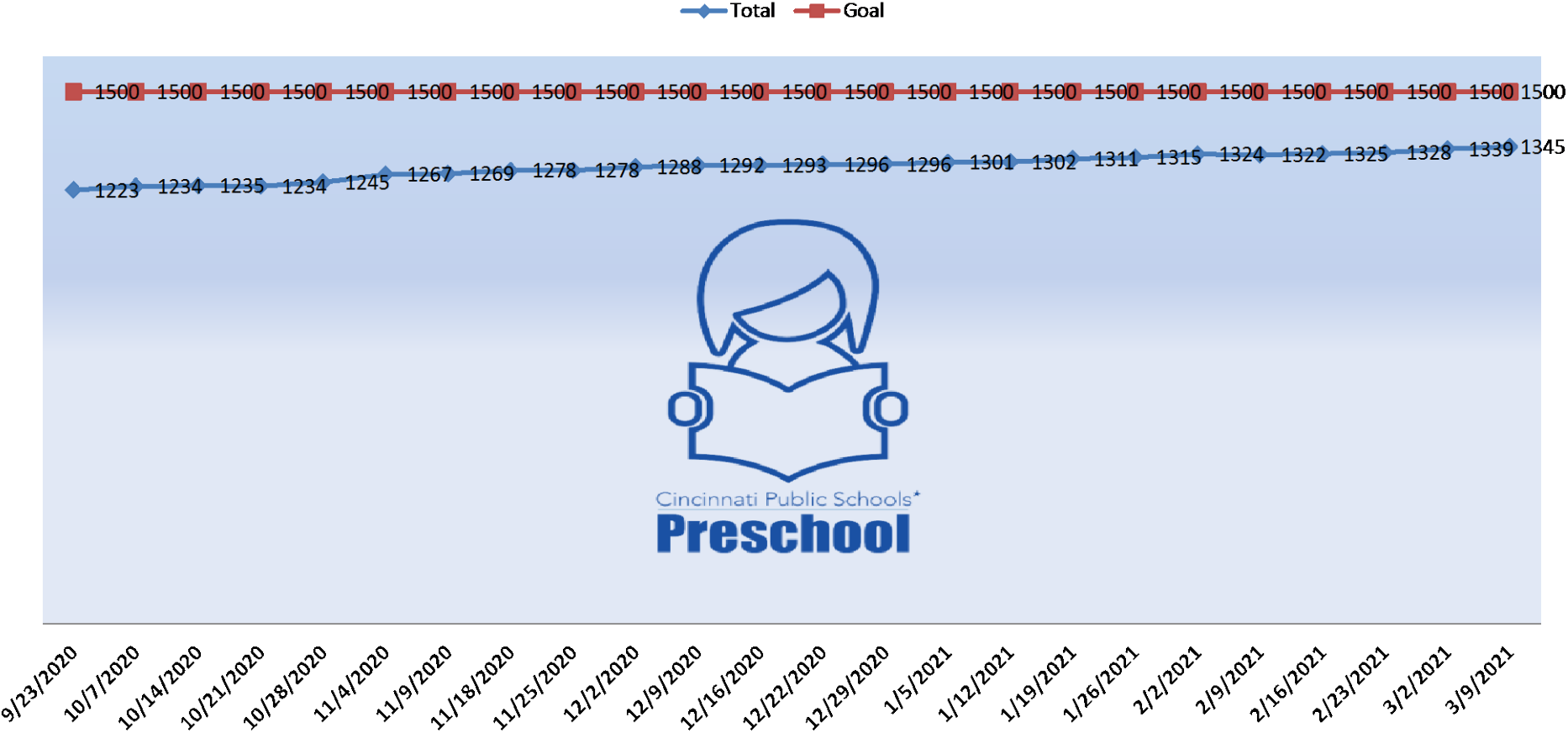
Preschool

Steady progress

1345 ENROLLED
81 SEATS RESERVED
TOTAL STUDENTS: 1426

PRESCHOOL WEEKLY ENROLLMENT PROGRESS

Will return to 5-days per week at capacity effective March 31 and for fall



Recruiting Campaign



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Creative Direction: A Place to...



The poster features a blue background with two circular inset images. The top-right inset shows a young girl in a purple shirt and blue safety goggles pouring liquid from a beaker. The bottom-left inset shows two young boys in light blue shirts working on a project at a desk. The text 'a place to THRIVE' is prominently displayed in white and orange. Below this, the text 'Every child has a place at Cincinnati Public Schools. Enroll today at cps-k12.org.' is written in white. At the bottom, the Cincinnati Public Schools logo is shown next to the tagline 'PREPARING STUDENTS FOR LIFE'.

a place
to **THRIVE**

Every child has a place at Cincinnati Public Schools.
Enroll today at cps-k12.org.

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Applied to social media,
postcards, fliers,
Preschool/Kindergarten
materials and other
collateral

Creative Direction: A Place to...

a place
to **GROW**



Every child has a place at Cincinnati Public Schools.
Enroll in one of our preschools today at cps-k12.org.



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a place
to **EXCEL**



Every child has a place at Cincinnati Public Schools.
Enroll in one of our high schools today at cps-k12.org.



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Creative Direction: A Place to...

Concept as applied to
community postcard for
John P. Parker School



Preparing Students for Life

John P. Parker School, home to a state-of-the-art facility in Madisonville, serves grades PreK–6. Your child will experience our neighborhood school's:

- Five-star-rated preschool program, the highest rating from the Ohio Department of Education.
- Commitment to the districtwide goal that every child will read by first grade. Students also receive a small bookshelf and books to start building their at-home library, made possible by one of our many partners.
- Global Environmental Literacy Program: preschoolers learn about composting, 3rd graders study recycling and 5th and 6th graders experience different parts of the world — virtually and in person.
- College preparatory magnet program for 4th–6th graders.
- Free summer reading day camp sponsored by Madisonville Education and Assistance Center for PreK–3rd graders.
- Opportunities for parents and families to take part in their learning and participate in annual events such as Read Across Madisonville; Candyland, a family literacy activity; and Peanut Butter and Jam sessions, evening performances by the Cincinnati Symphony Orchestra.
- Full-time resource coordinator, who provides students and families with community services, resources and support.
- Active Parent Teacher Organization.

Enroll your child today at parker.cps-k12.org.



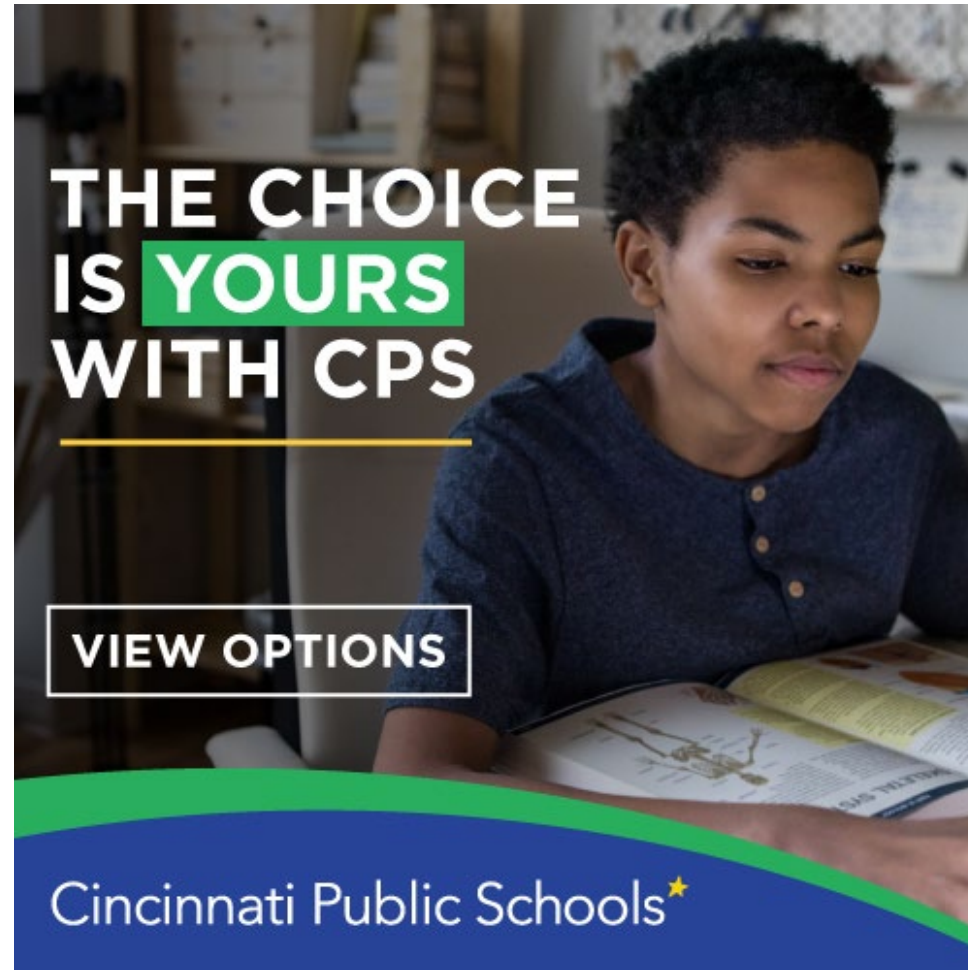
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Cincinnati Public Schools
P.O. Box 5381
Cincinnati, Ohio 45201-5381
cps-k12.org

Non-Profit
Organization
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Cincinnati, Ohio
Permit No. 7397



Adding “Family Choice” Messaging



Going Beyond Traditional Recruiting

New Partnerships

- *The Voice of Your Customer* – research and outreach
- *Cohear* parent focus groups – enrollment process and parent advisory board
- *Sesh Media* (*Cincinnati Herald*)
- *La Vanguardia* (Hispanic community)
- Partner marketing (e.g., CMHA and CPP)



Going Beyond Traditional Recruiting

New Strategies

- Data focus for targeting and messaging
- Geo-fencing (cross-platform) and social media advertising methodologies
- School-specific recruiting toolkits
 - Templates for mailers, yard signs, school banners, social media
 - Video and creative community options (neighborhood reading nooks)
- Accelerated PK/K recruitment and registration push
- Potential for additional radio and TV pending data analysis
- New Marketing Communications Director with extensive marketing background



Outreach Categories

- Families who left CPS this year
- Individual school communities
- General outreach district-wide
- PK/K enrollment (returning and new families)

Messaging Emphasis on Choice



Improving the Enrollment Process

Research/Data

- Focus on CSAT and process simplification
 - Surveys and focus group fielded in November/December
 - Showed parents want a streamlined process and clearer communication

Strategies/Tactics

- Improvements to online registration
- Easier access to enrollment specialist via customer service line (513-363-0123)
- Streamlined lottery process
- FB Live Q&A sessions
- High school weekly spotlight to highlight each school
- Billboards and a navigation button on all pages of the website
- Improved communication (clearer thank yous, acceptance, and next-steps)
- Postcards and enrollment information mailed to homes

BACKPACKS ON | **LAPTOPS** OPEN | **FUTURES** BRIGHT!

Visit **CPS-K12.ORG/NEWS/BACKTOSCHOOL**
for more information.



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