

Strategic School Planning Advisory Board Meeting Notes

Date & Location

March 21, 2019

5:30 – 7:30 PM

Emery - 1720 First Street NE, Washington, DC 20002

Presenters

- Claudia Luján, Deputy Chief, Strategic School Planning and Enrollment, DCPS
- Emerald Becker, Director, Enrollment, DCPS

Participants

Boyle Stuckey

Cathy Reilly

Frances Whalen

Lesley Muldoon

Marla Dean

Suzanne Wells

Teresa Biagioni, DCPS

Gene Pinkard, DCPS

Jenn Comey, DME

Major Themes/Takeaways from Discussion

- Members shared additional feedback and suggestions about how to improve student recruitment efforts through leveraging the advocacy of other parents and providing varied incentives for school communities.

Agenda item	Comments
Pre-Meeting	Dinner and mingle
Review Meeting Goals and Agenda	Claudia reviewed the goals of the meeting and the agenda. Participants continued to give feedback about recruitment planning efforts and perspectives about why families opt out of participating in feeder patterns.
Planning Decisions Presentation	<ul style="list-style-type: none">• Claudia revisited the remaining slides from last month's presentation to allow members to share any feedback that may have not been captured at the previous meeting, particularly relating to feeder enrollment and recruitment.• Emerald presented additional slides for discussion about how to maximize word-of-mouth among families.

<p>Discussion and Feedback</p>	<p><u>Key Themes and Ideas Discussed</u></p> <p>Members shared feedback on both the barriers and challenges to recruitment and enrollment and on strategies for engagement. One key message from the group around challenges was that families opt out of feeder patterns because of concerns about school quality, student transportation, and safety.</p> <ul style="list-style-type: none"> <p>Access to Safe Transportation Options</p> <p>Members stated that a significant reason for opting out of participating in a feeder pattern is the lack of safe transportation options for students. Families would rather find nearby charter options with safer commutes. Members specifically cited concerns in the Kelly Miller and Sousa boundaries with transportation.</p> <p>Extending Feeder Rights to Charter Schools</p> <p>Members stated that Anacostia and Woodson do not have enough feeder strength. They talked through the idea of extending rights to attend to charter schools to strengthen feeder pathways.</p> <p>Maximizing Parent Advocacy</p> <p>Members stated that central office could set up parent think-tanks where they'd be able to brainstorm their own ways to leverage word-of-mouth about their school experiences so that they may drive the initiative. Members also thought parents could promote their experiences via social media, email listervs and videos.</p> <p>Promoting Re-Enrollment At The High School Level</p> <p>Members thought through ways that would make re-enrollment easier, like setting up a table at athletic events, coordinating with immunization efforts, or an incentivized "cell-phone day" to encourage families to complete the process earlier.</p> <p>Streamline the Enrollment Process for Families</p> <p>Members asked about alternative ways to submit enrollment paperwork either through online or video efforts; DCPS shared that these options will have to be reviewed by OSSE. Moreover, DCPS and members discussed sharing information more widely about pre-populated enrollment forms to reduce the load of the annual process for families.</p>
<p>Closing</p>	<p>At approximately 7:30 pm, the group concluded discussion.</p>