



Innovation Committee Recap: 9/15/21 Innovative Solutions to Address Declining School Enrollment

Purpose:

The Innovation Committee aims to understand and uplift innovative solutions that address some of the District's most persistent challenges. Presenters are invited based on data-driven decisions that have resulted in observable, promising practices that can be replicated or scaled. During the first Innovation Committee on September 15, 2021, practitioner presenters elevated innovative strategies to reverse the trend of [declining enrollment](#). This document serves to share learnings from the committee conversation.

Presenters:

- Dr. Althea Ford, Principal, [Mark Twain Middle School](#)
- Karen Reynolds, Principal, [Short Avenue Elementary School](#)
- Dean Tagawa, Executive Director, [Early Education Division](#)
- Joseph Stark, Executive Director, [Division of Adult and Career Education](#)
- Tiffany Wilson, Interim Chief Operating Officer, [Alliance College-Ready Public Schools](#)

Synthesized Recommendations:

1. Engage the community to understand and respond to the unique needs of individual students and families and tailor curriculum, enrichment, and programming to meet those needs.

- Offer programming that reflects academic rigor and distinguishes the school or program as unique.
- Determine after-school programs and child care options, including schedules, based on family input.
- Communicate in a variety of formats about the unique offerings, including campus tours to potential families (and realtors) and canvassing (door-knocking).

2. Conduct a landscape analysis to determine the unique value the school/program offers.

- Understand why other families are choosing other schools by analyzing high enrollment schools in the neighborhood, including data analysis and campus tours.
- Develop a marketing campaign highlighting school strengths responsive to community needs.
- Use targeted social media ads to engage students and families, including enrollment information links.
- Use data to understand school key areas for growth and develop and monitor progress towards audacious target metrics.

3. Strengthen vertical articulation and alignment within Communities of Schools.

- Build staff relationships across school and position levels, including with preschool directors, teachers and community reps, so that school staff can speak positively and specifically about the next school level.
- Develop pathways of programs from early learning through high school and even for parents with Adult Education.