



Mountain View
Whisman
School District

Open Enrollment/ School Marketing Process Changes

Dec 8, 2022





Mountain View
Whisman
School District

Goals

Guiding principles

- Provide relevant information and increase awareness
 - Make sure all in the community have access to choice school info
- Use parents' time wisely: In-person events should have a “do or see” component
- Decrease barriers and increase ease of registration
- Integrate kinder readiness information

Guiding principles

- Create multiple touch points for all schools
- Opportunity to learn more about choice schools for all parents (with a focus on underserved populations)
- Provide assistance in registering

Messages

- High quality offerings
 - (Innovative, academic awards)
- Early childhood education options
- Options: Neighborhood and choice schools
- Kinder messaging including: Free, full day, aftercare programs, art/music and Stem, individual attention through RTI

Target Audiences

- All parents with children ages 3-5
 - Subgroup: Not enrolled yet or enrolled in PK or TK
 - Subgroup: Enrolled in our PK or TK
 - Subgroup: Low socioeconomic status
- General community

Target Audiences - TK & PS students *

Current TK		Current PS		Current PS		Current PS	
Incoming K		Incoming PS		Incoming TK		Incoming K	
Total students	105	Total students	24	Total students	58	Total students	82
African American	6	African American	2	African American	2	African American	1
Asian	26	Asian	5	Asian	9	Asian	9
Filipino	3	Filipino	0	Filipino	0	Filipino	1
Hispanic/Latino	37	Hispanic/Latino	11	Hispanic/Latino	35	Hispanic/Latino	57
White	21	White	4	White	9	White	13
SED	27	SED	5	SED	24	SED	45
IEP	5	IEP	3 (+8 Speech)	IEP	10 (+8 Speech)	IEP	17 (+10 Speech)
Female	48	Male	9	Male	30	Male	45
Male	57	Female	15	Female	28	Female	37

*Current MVWSD students and where they would continue next year given their age.

Three phases of enrollment

1 Explore Your Options

Check your home address for your neighborhood school



Watch the videos about your school options and attend info meetings



Sign up for emails about registration



2 Prepare to Enroll

Gather documentation



Work on school readiness



3 Register January 24- February 10

Watch the how-to video



Log in to register



Get help with registration



Why are we making changes?

- Create opportunities for marketing our schools, TK, PreK and choice schools
 - remove obstacles to awareness for all groups
- Simplify the registration process so that it is more customer focused and convenient for our families
- Shorten the window so that it capitalizes on parent attention, as opposed to the former process of presenting in November and then registration starting in January.

Virtual vs In-Person events

2019-20 Waitlist

Choice School/Grade	1	2	3	4	5	K	Total
Gabriela Mistral Elementary	5	3	4	2		14	28
Stevenson Elementary	49	45	37	34	1	119	285
Total	54	48	41	36	1	133	313

2020-21 Waitlist

Choice School/Grade	1	2	3	4	5	K	Total
Gabriela Mistral Elementary	13	2	3		2	8	28
Stevenson Elementary	71	50	49	25	20	145	360
Total	84	52	52	25	22	153	388

2021-22 Waitlist

Choice School/Grade	1	2	3	4	5	K	Total
Gabriela Mistral Elementary	1	7	4	3	6		21
Stevenson Elementary	84	44	43	15	17	112	315
Total	85	51	47	18	23	112	336

2022-23 Waitlist

Choice School/Grade	1	2	3	4	5	K	Total
Gabriela Mistral Elementary		5	7	5	2	4	23
Stevenson Elementary	83	81	20	41	14	100	339
Total	83	86	27	46	16	104	362



Mountain View
Whisman
School District

Phase 1: Explore your options

Phase 1: Explore school options

- Info delivered by school videos (social media)
 - New video: How the Choice School Lottery Works
- New registration landing webpage
- Mailers to parents of young children
- Information to area preschools
- Community wide advertising in the MV Voice and yard signs

Phase 1: Explore school options

- Virtual school info nights
- Community Events at Preschool & TK
(targeted for those enrolled, but open to the general public).

Touchpoints for parents

- Virtual school info events
- In-person choice school events
- In-person help nights

Parents have 3 opportunities to learn about choice schools

- Virtual neighborhood school info night
- Virtual choice school info night
- In-person choice school event

Marketing Methods

School info nights

Early childhood postcards to parents with kids ages 3-5 and preschools

In person hangouts with flyers at PK/TK

Flyers home to K-2 parents at CA/MI and posted at Mi Pueblo, Community center, 711, Maldonados.

Yard signs

MVWSD website with videos

MVWSD social media and paid social with videos

School e-signs

MVWSD newsletters

MV Voice advertising

Nextdoor

Preparing for your child to enter school

can be confusing, especially if you're not sure where to begin. We're here to help make sure that you have all of the information you need to ensure your child has a smooth introduction to school.

Mountain View Whisman School District
1400 Montecito Ave.
Mountain View, CA 94043

PRSR1 STD
U.S. POSTAGE
PAID
SAN JOSE, CA
PERMIT 1206



Mountain View Whisman School District

OPTIONS FOR EARLY LEARNING

For Fall 2023, if your child will be ...

Age	On or before	Apply for
3	December 2, 2023	Preschool
4	December 2, 2023	Preschool

Award-winning Preschool

FREE, part-day State Preschool for families that meet income eligibility requirements.

Maximize the most significant period of your child's brain development

with age-appropriate early math, language, literacy and science inquiry instruction, arts and enrichment programs, free meals, and social-emotional development.

- 1:8 staff-to-child ratio in each class

All 4-year olds living within the Castro Elementary School boundary are eligible for free, part-day State Preschool at Latham regardless of income.



Watch a Day in the Life of a Preschooler!



PK Info Meeting
Jan. 19. Click here



Priority registration for next year begins in April



650-526-3560



MVWSD.org/
Preschool



Mountain View Whisman School District

Elementary Schools

have been recognized nationally for academic excellence, innovation and technology access.



For Fall 2023, if your child will be ...

Age	On or before	Apply for
5	Between September 2, 2023 and April 2, 2024	Transitional Kindergarten or Preschool (parents' choice)
5	September 1, 2023	Kindergarten
6	September 1, 2023	1st Grade



Is your child ready for school?

Check out what you can do at home



Transitional Kindergarten

No cost, full day! Transitional kindergarten is the modified first year of a two-year kindergarten program that focuses on a balance of early educational skills, socioemotional and STEAM/hands-on learning.

In the past, classes have been held at Theuerkauf Elementary.

TK Info Meeting
Jan. 19. Click here



Kindergarten

No cost, full day! Consider your child's neighborhood school based on home address or choose to apply for kinder enrollment in one of MVWSD's choice programs: Spanish-English Dual Immersion Program at Mistral Elementary or Parent Child Teacher (PACT) Program at Stevenson.



Watch a Day in the Life of a Kinder!



Kinder Info Meetings in January. Click here



Afterschool childcare (both paid and free for qualifying families) is available at all elementaries. To learn more: mvwsd.org/childcare

1 Explore Your Options

Check your home address for your neighborhood school



Watch the videos about your school options and attend info meetings



Sign up for emails about registration



2 Prepare to Enroll

Gather documentation



Work on school readiness



3 Register January 24- February 10

Watch the how-to video



Login to register



Get help with registration



Marketing efforts

<u>Message</u>	<u>Method</u>	<u>Date</u>
Info: Early childhood options	Postcard to 3000 parents of 3-5 year olds, social, nextdoor, email and postcards to preschools, school newsletters MV Voice Ad	Dec. 12
Info: Explore your options for all schools. Overview of process. Check residency and learn about schools (videos and website). Registration coming Jan 17-Nov 3 Returning parents: Registration coming Jan 17-Nov. 3	social, nextdoor, email to preschools, School e-signs MV Voice Ad school newsletters, autodialer to parents	Dec. 12
Info: Explore your options. Meetings are happening. Registration is coming	social, nextdoor, email to preschools, school newsletters, School e-signs, yard signs MV Voice Ad ** Consider all-district postcards	Jan 9, 16
Event: Info night/tour afterhours at ST and MI (transportation, translation, child care)		Week of Jan. 9

Marketing efforts

<u>Message</u>	<u>Method</u>	<u>Date</u>
Events TK (TH) and Preschool (CA) afterschool hang out with ST and MI (Thursday at lunch time). Kids are picked up from MUR. Two booths/ choice school presence		Jan 12 and 19
Flyers choice school handouts for all students at PK and TK, CA		Jan 9, 16
Events: Virtual School Info nights Events: In Person Enrollment Help Sessions		Jan 17-30
Info: Time to register! Learn how to register (video) Logon to Powerschool during the window (Jan 24- Feb 10, 2022). There's help if you need it! Returning students	social, nextdoor, email to preschools, School e-signs MV Voice Ad, yard signs school newsletters, autodialer to parents (followup with non-registrants)	Jan 16, 30, Feb 3
Work on School Readiness, Kinder/New student nights Mountain View Whisman School District	social, nextdoor, email to pre-reg parents, school newsletters, School e-signs	April/May

School Info Nights

	5:30-6:30 pm	6:30-7:30 pm
Wednesday, Jan 11		All neighborhood schools (plus choice schools as a portion)
Thursday, Jan. 12	Mistral	Stevenson
Thursday, Jan. 19	Transitional Kinder Info Night, 6:30 pm	
Wednesday, Jan 18	Choice school in-person event at Theuerkauf (PK and TK)	
Monday, Jan. 23	Crittenden	Graham
Wednesday, Jan 25	Choice school in-person event at Castro (PK) Registration help night at Castro	
Tuesday, Jan. 31	Castro registration help night	
Wednesday, Feb. 1	Vargas registration help night	
Thursday, Feb. 2	Theuerkauf registration help night	

Who does what

Schools	District
Provides unique content about each school	Decides the methods and “look” of videos and materials
<p>Holds school info night;</p> <p>Choice schools staff present overview of lottery and information about what to expect from their school program at every virtual school info night (Current parents are not participating). Could be in recorded form.</p> <p>Choice schools table at Jan. in-person events</p>	<p>Works with leadership team to determine the base level experience that parents will receive at a school info night</p> <p>Organizes the logistics for and promote the Jan in-person events</p>
Schools advertise and remove barriers for parents to attend Jan. in-person events	
Pushes out approved school content (ex: school marketing video) at every chance	Advertises meetings and registration process community-wide
Helps with Kinder orientation meetings and info	Creates materials explaining the lottery process
Schedule staff to assist with onsite registration (interpreters, SCEFs, student enrollment team etc...)	Prepares “I’m ready for school” postcards coordinates with preschools
Works with staff to answer parents’ questions, distribute materials, and assist with registration.	Handles district wide advertising to MV Voice and Social Media (Nextdoor, IG, FB, Twitter, Vimeo)



Mountain View
Whisman
School District

Phase 2: Prepare to Enroll

Phase 2: Preparing to Enroll

- Parents gather documentation
- New videos helps them understand and navigate the process
 - Check your residency
 - Prepare to enroll (documents and immunizations)



Mountain View
Whisman
School District

Phase 3: Register

Phase 3: Enroll

- Enrollment: Jan. 24-Feb. 10
- New video: How to register
 - step by step
 - Spanish and English
- In Person Enrollment Help Nights
 - Tuesday, Jan. 31: Castro - 5:00-7:00 p.m.
 - Wednesday, Feb. 1: Vargas - 5:00-7:00 p.m.
 - Thursday, Feb. 2: Theuerkauf - 5:00-7:00 p.m..

Exploring Monta Loma help night in the summer/fall due to timing of military orders.



Mountain View
Whisman
School District

Phase 4: Community Building

Phase 4: Community Building

- Parents accept choice school seat; or Review neighborhood school assignment
 - email notification from us in April.
- Attend school's Kinder/ new student orientation meeting in May.
 - New: Engages parent community there
 - Focus on kinder readiness



Mountain View
Whisman
School District

Next steps and impact

Next steps

- Implement marketing efforts
 - collect data for evaluation later
 - First year of new efforts; period of change and re-evaluation
- Evaluation
 - Numbers of enrollees at certain points of the spring compared to each of the last 3 years
 - Impressions of videos and social media
 - Attendance at school info nights
 - Numbers of applicants to choice schools compared to each of the last 3 years

Impact

- In first year, awareness might not result in registrations at choice schools for underrepresented groups
- Can't market significantly to all audiences
 - Focus on areas of most return in line with district goals
- Connect with people where they are
 - Reach subgroups with local, in-person events
- Phase 4: Community Building is a new emphasis.
 - Moves effort away from “shopping” schools to word of mouth promoting strong school communities
 - Opportunity for PTA, MVEF & volunteer solicitation

Timeline

Jan 11-25 - Virtual school info nights and in-person events

Jan 24 - Open enrollment window opens

Jan 31-Feb 2 - In-person enrollment help nights

Feb. 10 - Open enrollment window closes

Feb 20 - Run the lottery (internal)

March 2- Staffing releases due

March 30- Allotment numbers for staffing

April - announcement of lottery results (external)