



## Recruiting

### Tabling Events

- Fam Jam - 4/15
- Listos y Seguros - 4/22
- It's All in a Day's Play - 4/22
- Children's Day Festival - 4/29

### Graphicka

- Digital Campaign
  - Google
  - YouTube
  - Facebook

### Bloomwell Group

- 5/10 Open House
- Pull a targeted marketing list (up to 700 data points per person) of 6,200 families in our target income/area
- Create an event landing page for the website with details and enrollment links
  - Ask Edgar to please add the full list to his digital ads targeting for promoting the event
  - Refine the larger list to a targeted mailing list of 2,000 families
- Create an event postcard
- Create an event graphic
  - Mail to 2,000 family mailing list
  - Print 1,000 extras for distribution to current families, area preschools, and at community events
- Create banners and yards signs to further develop awareness among local families

## Enrollment

- 95% of our current students are returning for the 23-24 school year
  - 2 students moving out of town
  - 2 students have not responded
- 71% enrollment
  - 83 students have complete applications to date
    - 9 students are not eligible because of age
    - 5 students have declined
    - 17 nonresponses
    - 52 registered
      - 38 - Kindergarteners
      - 7 - 1st grade students
      - 3 - 2nd grade students
      - 4 - 3rd grade students