



Community Learning Center Schools, Inc. (CLCS)  
 California Public Charter Schools  
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Kelly Bitzer, MAT Director, November 11, 2016  
 CLCS Board Report

**Current Enrollment and Waitlists**

SM = SchoolMint (Offers to new learners) PS= Power School WL= Waitlist

ACLC	As of Date:	11/10/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			In-	Out-of	
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
6	60	50	0	50	-10		0	0	0
7	60	60	0	60	0		2	1	3
8	60	60	0	60	0		0	16	16
9	60	53	4	57	-3		0	6	6
10	52	52	0	52	0		0	0	0
11	51	51	0	51	0		0	0	0
12	52	52	0	52	0		0	0	0
TOTAL	395	378	4	382	-13		2	23	25
Nea	As of Date:	11/10/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			In-	Out-of	
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
K	48	48	0	48	0		3	60	63
1	48	48	0	48	0		14	19	33
2	48	48	0	48	0		2	22	24
3	52	52	0	52	0		0	18	18
4	52	52	0	52	0		2	30	32
5	52	53	0	53	1		6	23	29
TOTAL	300	301	0	301	1		27	172	199

Nea	As of Date:	11/10/16						
			SM	PS +			WL	WL
	Target	Current	Offers/	SM			In-	Out-of
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District
6	48	26	0	26	-22		0	0
7	52	44	0	44	-8		0	0
8	52	45	0	45	-7		0	0
9	48	36	0	36	-12		0	0
10	27	27	0	27	0		0	0
11	35	35	0	35	0		0	0
12	48	16	0	16	-32		0	0
TOTAL:	310	229	0	229	-81		0	0
TOTALS	As of Date:	11/10/16						
			SM	PS +			WL	WL
	Target	Current	Offers/	SM			In-	Out-of
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District
NEA K-12	610	530	0	530	-80		27	172
CLCS Totals	1005	908	4	912	-93		29	195

**Enrollment and Waitlist Summary:**

- Enrollment: ACLC has 378 current learners (1 learner has accepted offer and registered but will start at semester, 3 additional 9<sup>th</sup> grade offers are outstanding); this is above their target enrollment for budgeting purposes.
- ACLC has out-of-district waitlist in grades 7, 8, 9. Grades 7 and 8 are full. Will give offers to remaining 9<sup>th</sup> grade learners on waitlist.
- ACLC needs to keep some space to have availability in math, science and Spanish classes that overlap between grades in grades 9-12, therefore lower target class sizes in 10,11,12.
- Nea's LV is over-enrolled by 1 student, for a total of 301 learners.
- Nea LV has a healthy wait list of students both in- and out-of-district.
- Nea UV is under-enrolled and no waitlist.

**In-District Enrollment:**

ACLC Enrollment 2016-2017

11/10/16

Grade				Enrollment
	In-District	Out-of District	Total	In-District %
6 <sup>th</sup>	43	7	50	86.00%
7 <sup>th</sup>	52	8	60	86.67%
8 <sup>th</sup>	53	7	60	88.33%
9 <sup>th</sup>	41	12	53	77.36%
10 <sup>th</sup>	29	23	52	55.77%
11 <sup>th</sup>	26	25	51	50.98%
12 <sup>th</sup>	33	19	52	63.46%
<b>Totals</b>	<b>277</b>	<b>101</b>	<b>378</b>	<b>73.28%</b>

ACLC's total In-District Enrollment is 73.28 %

**Summary:**

- Includes 1 student accepted and registered, but not yet in PS
- A drop in ACLC's enrollment for in-district starts in 10<sup>th</sup> grade.
- Newly enrolled in-district learner accounts for slight rise in in-district enrollment over October.

**In-District Enrollment:  
NEA LV**

Nea LV Enrollment 2016-2017

11/10/16

Grade				Enrollment
	In-District	Out-of-District	Total	In-District %
K	45	3	48	93.75%
1	46	2	48	95.83%
2	42	6	48	87.50%
3	39	13	52	75.00%
4	40	10	50	80.00%
5	43	12	48	89.58%
<b>Nea LV Totals</b>	<b>255</b>	<b>46</b>	<b>301</b>	<b>84.72%</b>

**Summary:**

- Nea's LV shows almost 85% of learners live in-district.
- Several 3<sup>rd</sup> grade slots opened due to moves, filled with out-of-district learners.

Continued on next page.

**In-District Enrollment:  
NEA UV**

Nea UV Enrollment 2016-2017

11/10/16

Grade				Enrollment
	In-District	Out-of-District	Total	In-District %
6 <sup>th</sup>	16	10	26	61.54%
7 <sup>th</sup>	17	27	44	38.64%
8 <sup>th</sup>	22	23	45	48.89%
9 <sup>th</sup>	7	29	36	19.44%
10 <sup>th</sup>	10	17	27	37.04%
11 <sup>th</sup>	25	10	35	71.43%
12 <sup>th</sup>	6	10	16	37.50%
<b>Nea UV Totals</b>	<b>103</b>	<b>126</b>	<b>229</b>	<b>44.98%</b>

				Returning
	In-District	Out-of-District	Total	In-District %
NEA TOTALS (LV + UV)	358	172	<b>530</b>	<b>67.55%</b>
NEA + ACLC	635	273	908	<b>69.93%</b>

**Other Admissions Information:**

- New enrollment priority application for the 2017-2018 opened on October 15. Application data for 2017-2018 will be reported on December.
- Working on complex mapping project with SchoolMint system for smoother transition of information to Powerschool.
- Reviewed and changed all SchoolMint online registration forms and enrollment procedures to better align with needs of School Managers.

- Daily reporting and communication with Lead Facilitators to keep current on enrollment and offers.
- Responded to family inquires and counseled on enrollment, application processes and requests for information.

### **Technology and Facilities:**

- Managed the Technology and Facilities Coordinator (Calvin Chai). He is working on the following projects:
  - Manage AUSD lunch program, review rules and regulations.
  - School Bus management
  - General campus facilities and maintenance / electrical issues
  - Liaison with MOF (AUSD Facilities)
  - Prepped, repaired and deployed new computers to facilitators
  - Oversee handyman projects and outside facilities contractors
  - Developing winter plans for maintenance and rain contingencies.

### **Marketing:**

- ACLC 2017-2018 mail cards were sent to approximately 32,000-targeted homes in October.
- Nea 2017-2018 mail cards will be sent to approximately 32,000-targeted homes by mail in November.
- Continually manage and update Facebook and Web Sites to market current school events, press, photos, and admission data and programs.
- Created fliers (digital and print) for both ACLC and Nea to handout and email to parents. Fliers also to be distributed to local Real Estate, Coast Guard and multiple directed entities. Made several versions of fliers to appeal to grades 6-12 and 9-12.
- Researched online marketing costs and opportunities. Testing plan to digitally advertise in Alameda Patch. This test will provide a total of 20,000 ads per month in 4 local Patch online newspapers. The test program will run for 3 months per school.
- Started Facebook marketing and boosting of posts advertising both schools and specifically information nights and tours. Very positive response with small cost.
- Created press release regarding ACLC learner Isabelle Brown-Lyden, which was sent to local news agencies. Photos and story was picked up and ran in several newspapers and blogs. Working with East Bay Times for full story and photos.
- Attended Alameda Chamber of Commerce event to network with business for opportunities beneficial to ACLC, Nea and CLCS.
- Attended EAA award ceremony where Nea Facilitator Daniel Pasker was awarded their Teacher of the Year award. Will distribute press releases and photos.
- Researched community events and created outline for ACLC and Nea to participate for exposure to local public.

- Met weekly with ED and Lead Facilitators for updates on enrollment, marketing ideas and proposals.
- Coordinated and attended presentation with David Hoopes at EBI for 8<sup>th</sup> grade students on ACLC's high school programs.
- Made multiple contacts with Coast Guard base to promote schools.

Respectfully Submitted.

Kelly Bitzer