

## **Enrollment Report for the Month of June Prestige Academy**

### Prestige Academy Recruitment efforts Week of June 1-7

1. The following areas were canvassed
  - a. Wilmington PAL
  - b. Frames Boys and Girls Club
  - c. Areas surrounding George-Reed Elementary School
  - d. Middletown Athletic League
  - e. Walnut YMCA
2. Follow up canvassing and events
  - . Called all potential families to offer enrollment opportunities
  - a. Scheduled tours with interested and willing families
  - b. Follow up phone calls with potential families from Basketball tournament
  - c. Follow up phone calls to online inquiries to offer enrollment opportunities
  - d. Drop off applications at the homes of families who submitted online inquiries
  - e. Provide application and enrollment packet pick-up services for families
  - f. Daily tours at Prestige Academy
3. Additional
  - . Create a calendar of community involvement events

### Week of June 8-14

1. The following areas were canvassed
  - a. Lancaster courts
  - b. Compton court apartments
  - c. Corbin gardens apartments
2. Follow up canvassing and events
  - . Called all potential families to offer enrollment opportunities
  - a. Scheduled tours with interested and willing families
  - b. Provide application and enrollment packet pick-up services for families
  - c. Follow up phone calls to online inquiries to offer enrollment opportunities
  - d. Daily tours at Prestige Academy
3. Additional
  - . The Omar Rashada TV show

### Week of June 15-21

1. The following areas were canvassed
  - a. The Community of South Bridge
  - b. Brown's Boys and Girls Club
  - c. The New Castle Boys and Girls Club
  - d. Rose Hill Community Center
  - e. Middletown Athletic League
  - f. Wilmington Jazz festival
  - g. Hosted a Chess tournament at Prestige Academy
2. Follow up to canvassing and events

- . Called all potential families to offer enrollment opportunities
- a. Scheduled tours with interested and willing families
- b. Follow up phone calls to online inquiries to offer enrollment opportunities
- c. Provide application and enrollment packet pick-up services for families
- d. Daily tours at Prestige Academy

Week of June 22-28

1. The following areas were canvassed
  - a. Roberto Clemente Championship Game
  - b. The New Castle Boys and Girls Club
  - c. Rose Hill Community Center
  - d. North Vandever Ave.
2. Follow up canvassing and events
  - . Called all potential families to offer enrollment opportunities
  - a. Scheduled tours with interested and willing families
  - b. Follow up phone calls to online inquiries to offer enrollment opportunities
  - c. Provide application and enrollment packet pick-up services for families
  - d. Daily tours at Prestige Academy
3. Additional
  - . Request access to overflow from the waiting lists of other charter schools

### **Week of June 1-7 Events**

**11 applications were completed. Total = 224 students**

**Week of June 8-14 events 9 were completed. Total 231 students**

### **Week of June 15 – 6/20**

**Met with Team for first time to refocus recruiting efforts.** Stopped all neighborhood canvassing due to budget constraints and transition of leadership.

**Received 9 total applications. Total applications 240 applications**

**Week of 6/22 – 6/28 received 9 more applications. Redefined position for recruiter and developed an incentive plan with the board. Was given board approval to post and interview for new recruiter. Total applications 246.**

**Week of 6/29 – 6/30/15**

**Held meet and greet with new Executive Director Mr. Greenlea for parents and students.** Distributed 20 applications none received at this time. Began interviews for new recruiter, administrative assistant to assist with enrollment and hired a new Dean of School Culture to oversee enrollment and operations.

**Total applications 248 students including rollovers that have completed applications and are on our rolls.**

### **Summary**

**For the month of June Prestige has been going through the transition of a change in leadership. Mr. Greenlea began his first day at Prestige on 6/22/15. I met with all of the current teachers and personnel to lay out my plan and to screen prospective employees for return. I completely reorganized the school into an academic side and an operational side. I hired an Assistant Principal of Academic Instruction to oversee academics and a Dean of School Culture to oversee operations. Enrollment and recruiting fall into this category. All of the new hires will begin their new positions on July 6, 2015.**

**I met with Mr. Lamin Ngobeh who is the current recruiter. There were many red flags on the efforts or lack of effort around recruiting students to attend Prestige. As you see above there looks to be many events that were organized or attended but under the current system was unable to verify if these things all actually occurred. As far as I am concerned as the new Executive Director there are issues of accountability as to who this team reported to and how they truly functioned. All recruiting efforts have been suspended until the new team is put in place on July 6, 2015. As a result, I gathered all data around the efforts and determined that we would open the position up and possibly go in a different direction.**

**Upon hiring the new Dean of School Culture we began to discuss putting a plan together whereby our school would host a series of events so we can rebrand ourselves, get our story out there and invite parents and students into our building. These events will begin in the month of July culminating with an open house to show prospective parents our new program offerings. This will be a huge paradigm shift from where the efforts are currently. We have just this week reached out to the Hispanic community as well as the local community centers, the city of Wilmington and other agencies. We also are beginning to update the web page and social media accounts with current information with the hope of recruiting more families.**

**Respectfully submitted,**

**Cordie w. Greenlea III  
Executive Director  
Prestige Academy**