

Prestige Academy August Enrollment Report

The month of August at Prestige Academy has been a very busy month. We have had a lot of movement on our roles as we have begun our school year for our new scholars.

We started the month off aggressively recruiting and hosting parents along with their prospective scholars for school visits. We were successful at hosting a total of 24 visits. Out of the 24 visits we were able to sign up 21 of the families as new scholars. On August 1, 2015 we had a table set up at the African-American festival in Wilmington, Delaware. We gave out approximately 74 applications to prospective families. We continued our campaign to recruit families as we had tables set up at Hicks Anderson community center as well as at a few local churches. On August 19, 2015 we hosted our back to school night for current Prestige family and friends. We had local vendors, community groups and our own clubs and organizations involved in this event. It was our first opportunity to reach out to our parents and introduce the staff. We had over 78 families attend and 42 families sign up to be involved in our parent teacher organization. The event was very successful. We also had tables set up at Cathedral of Fresh Fire Church for their back to school event as well as, The city of Wilmington's back to school event that took place at the Waterfront here in Wilmington. It was a very successful month as we looked to recruit students here at Prestige.

We began classes for our new scholars on August 24, 2015. It was a good first week. We held our annual Tie ceremony where our new scholars earned their ties. It was an awesome event and we were able to pass out 64 applications at that event. Finally, on Monday August 31, 2015 we had 94 men from the community line up and greet our scholars for the first day of all returning scholars to school. It was an awesome event where we were able to pass out more applications to recruit new scholars.

Unfortunately we lost some scholars during the past week. We discovered that the previous recruiter was not honest with his recruiting efforts. We had parents withdraw due to him not being completely honest with them during his recruiting process. He went to a baseball game and had people sign contracts without them making a full commitment to the school. As a result, I found out about it and met with the families and apologized for what occurred and released those students back to their home feeder schools. As a result, our enrollment decreased by about 9 students. We also had scholars who moved and transferred to other schools. As of today August 31, 2015 our total enrollment for students is at 251.

We are going to continue our efforts for recruiting for this month. We currently have a referral contest for our current scholars and their families. We are going to raffle off an I-pad to the family that has made the most referrals of new scholars to Prestige this year. The students and parents are excited for the opportunity to participate in this endeavor.

Respectfully Submitted,

Cordie W. Greenlea
Executive Director
Prestige Academy