

DAPSS



Delaware Academy of Public Safety and Security

Enrollment Plan

Prepared by request of the Charter School Accountability Committee

November 2014

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From: Delaware Academy of Public Safety and Security

RE: Enrollment Plan

Awareness, Investigation, Enrollment

Our goal in recruiting is to make sure that any and all eligible cadets and families are **aware** of the opportunities available at Delaware Academy. Secondly, that those interested families **investigate** our Academy's mission and vision to determine the academic and career fit for their student. Finally, when there is a match between family/student interests and our Academy we want to insure those cadets **enroll**, stay enrolled and become our graduates.

Below are five target areas which are focused on over the cycle of awareness, investigation, enrollment process.

- I. Feeder School Outreach
 - a. Connecting with all 8th grade charter feeder schools *see below
 - b. Public school feeders as able
 - i. Guidance Counselor letters and applications sent 12/1/14
 - c. Regular ads
 - i. Bear Library
 - ii. Boys and Girls Club
 - iii. Local Fire Companies
 - iv. Family Place of business
 - d. Cadet visits to DAPSS
 - i. Eastside
 - ii. visit all 8th grade (December)
 - iii. Aspira visit all interested 8th grade (December)
 - iv. Invite all Open House visitors

- II. Community Outreach
 - a. Presence at local events *see below
 - b. Expand First Responder Support
 - i. Letter to Chiefs Association
 - c. Open House Enrollment Events *see below
 - d. Cadet to Cadet campaign

- III. Media Outreach
 - a. Video campaign ** web and internet presence increased
 - b. Selective Advertisement (Bus and postcard Spring/Summer)

- IV. Enrollment Process
 - a. Coordinate Choice Application
 - b. Build Commitment with acceptance
 - c. Track and maintain over summer months
 - i. Enrollment documents
 - ii. Interview opportunity
 - iii. Placement exams
 - iv. Summer Camp

- V. Other
 - a.
 - b. Monthly enrollment update to Board
 - c. Recalculate budget usage as needs demand
 - d. Use of facility advertisement to groups (i.e. ar flea market/bingo)
 - e. Catholic Churches—i.e.Our Lady of Fatima

Feeder School Outreach

Date	Action	Outcome	Notes
9/24/14	Providence Creak Academy	30 on mailing list	
9/29/14	Reach Academy -Day	Meet all 8 th grade	Office Letters sent
9/29/14	Reach Academy-Evening	Meet Families	
10/2/14	Aspira Academy	Family Night + 8 th grade	
10/7/14	Edison School High School Night	Grade 8 th and 7th	
10/8/14	Prestige –Back to School Night		
10/22/14	High School Night –Family Foundations		
10/24/14	Eastside Career Fair		
January	School Follow-up All Charters—email to interested sign ups		
February	School Follow-up All Charters—email to interested sign ups		
March	School Follow-up All Charters—email to interested sign ups		

April	School Follow-up All Charters—email to interested sign ups		
May	School Follow-up All Charters—email to interested sign ups		
June	School Follow-up All Charters—email to interested sign ups		
July	School Follow-up All Charters—email to interested sign ups		

**During January –April follow up shadowing will be arrange

School Open House

Date	Action	Outcome	Notes
10/21/14	School Open House & Tour 6-7 PM	25 visitors	
11/18/14	School Open House &Tour 6-7 PM		
12/9/14	School Open House &Tour 6-7 PM		
1/12/14	School Open House & Tour 6-7 PM		
2/10/14	School Open House &Tour 6-7 PM		
3/16/14	School Open House &Tour 6-7 PM		
4/20/14	School Open House &Tour 6-7 PM		
5/12/14	School Open House &Tour 6-7 PM		
6/18/14	School Open House &Tour 6-7 PM		
July & August	As needed –Weekly etc.		

**Saturday /Sunday TBA

Community Outreach

*this is an expanding list as events and opportunities unfold.

Date	Action	Outcome	Notes
9/27/14	Peach Festival		
10/4/14	Latin Community Festival		
10/25/14	Goodwill Fire Company Day		
10/25/14	Liberty Baptist Fall Festival		
11/8/14	Charter School Expo		
TBA	New Media Campaign		
TBA	Fire Company		
	Special Olympics		
	All Sporting events		
February	Bus Ad /Postcards		*Budget sensitive