



GOWIL 2018-19 Recruitment Playbook

ROLES & RESPONSIBILITIES

School Student Recruitment Team

Director of Operations (DOO)/ Recruitment Manager (RM): Creates and executes recruitment plan, utilizing school ops team and other staff; tracks application/enrollment numbers; tracks recruitment-effort spending.

School Ops Team: Helps DOO carry out event and outreach logistics.

Executive Director/Principals (ED/P): Conducts information/enrollment sessions; drives plan accountability.

Volunteers (Vol.): persons such as teachers, tutors, staff, PTA members, Foundation members, etc. recruited by the school to help carry out recruitment initiatives at events.

Great Oaks Foundation Student Recruitment Team

Chief Operating Officer (COO): Reviews, approves and tracks recruitment plans and drives accountability for execution.

GOF Operations Associate (OA): Creates recruitment playbook; creates marketing collateral for schools; assists DOO in developing a marketing plan; prices out costs of marketing materials; maintains central recruitment tracking database.

Director of Strategic Partnerships and Community Impact (DSPCI): Helps develop partnerships between schools and local business/community centers that benefit recruitment efforts; assists DOO in developing a marketing plan.

PLANNING STAGE (Sept.-Oct.)

Targets/Goals

The following are the enrollment and application goals for Great Oaks Charter School – Wilmington for the 2018 – 2019 school year.

Grade	Current Enrollment	Enrollment Target	Seats Available	Application Target*
6	86	79	79	150
7	142	87	87	75
8	135	119	119	75
9	92	126	126	65
10		109	109	65
11				

* Calculated based on seats available and attrition averages.

Important Dates

Event	Target Dates
Application Window	11/13-1/18
Open Houses	Weekly beginning 11/5
Community Events	Community Potluck
Mailings	1 st Week in Dec., 1 st Week in Jan. 1 st in March
Lottery Day	N/A
Enrollment Deadline	N/A
Keep Warm Events	1/month starting in Feb.

Keep Warm Activities

Great Oaks Charter School – Wilmington kept its new and current families warm with the following initiatives:

- Community Potluck
- Shadow Day
- Monthly Newsletters
- Summer Camp Promotions
- Welcome Event from PTA

Planning Communication Initiatives (DOO/RM, COO, OA & DSPCI)

Communication/outreach initiatives that will be implemented to increase awareness of Great Oaks Charter School – [school] for the 2018-2019 student recruitment cycle:

Initiative	Budget	Dates*	Plan/Needs (staffing, marketing collateral, food, ...)

Open Houses	5K	1/week beginning 11/5	Mailing w/ Dates Refreshments (cookies, juice) Tutor Sign-Up for small group tours
Mailings	10K		
Canvassing	7.5K		
...			

*It is suggested that that outreach occurs with the following frequency:

Open Houses/Tours: at least 5x before lottery day

Community Events: at least 3x/month (December - March) ex. *fairs, announcements at local churches, visits to local elementary/middle schools, canvassing, ...*

Mailings: at least 1xmonth (December - March)

Marketing Collateral Needs (DOO/RM & OA)

The marketing collateral needed in order to effectively run recruitment events and get the Great Oaks name out into the community are:

- School Brochures (trifolds/booklets)
- One-pager
- Post card design

Website/Social Media (DOO/RM, OA, DSPCI)

The school website and social media accounts can be used as a tool to inform prospective families about events or fun day-to-day happenings at the school. If used effectively, it can be a great platform for informing parents/guardians about the academic education and enrichment activities we can offer their children.

Website (school.greatoakscharter.org)

The website should be used as an informational tool for prospective and current families.

Information needed on the website includes:

General Information

- Academic Calendar
- Event Calendar
- School Schedule (Full, half day schedule)
- Updated Staff List (Name, Title, E-mail)
- Updated Tutor List (Name, Alma Mater, E-mail)
- Board Information
 - Meetings Dates, Agendas, Minutes
- Registration Information
- Student/Parent handbook
- Policies (uniform, visitors)
- Supply Lists

General Curriculum

Information about the topics/skills students will be mastering in core academic subjects and per grade.

Testing/Assessments

Information about the assessments taken by students to track their growth throughout the year (MAP testing, etc.)

Clubs/Sports Teams

List of all clubs and sports including:

- Leaders
- Meet times
- Description

Social Media

Social Media accounts can be a useful tool in getting current and enrolled families involved in school events and in supporting their children's academic and enrichment pursuits. It is an effective way to showcase our focus on building relationships between families and the school. It is a chance for the school to show their warm/playful side.

Great Oaks Charter School – Wilmington's social media accounts are the following:

Social Media	Designated Content Poster
Instagram: ...	Nikki Darden @GOWIL
Twitter: ...	Nikki Darden GOWIL
Facebook: ...	Nikki Darden Great Oaks Charter School Wilmington

Posting Etiquette

The following is a guide for the type of material that could be posted on social media:

- School Events (Prom, Pep Rallies, Musicals, Spirit Week, Staff Appreciation days)
- Student Recruitment events
- Sports/Clubs highlights
- Staff highlights
- Student Projects/Class highlights
- Field Trips
- Student, staff milestones

Photography

Social media relies heavily on photography. Please keep in mind to plan for having a designated photographer for events, whether wanting professional photography or quick cell-phone pictures to document the event!

Parent Teacher Association (PTA) Ambassadors/Connections

Involving the PTA in student recruitment can be an invaluable in accessing the communication channels of the community. The PTA can:

- Suggest community centers where information sessions/flyers can be distributed
- Provide knowledge on upcoming community events that target families, youth leaders
- Raise awareness through word of mouth

The DOO/RM should regularly set some time aside with PTA coordinators in order to communicate the school's recruitment needs and establish an open communication channel.

Community Outreach

- Building relationships with local elementary and Middle schools that allow us to post materials
- Locating spaces around the community that serve as information centers (Libraries, youth centers, family spaces, churches, local businesses)
- Establishing relationships with community leaders

Application Preparation (DOO/RM)

The application should require contact information and lottery priority status selections. It can also be a way to track communication channels and understand how families are learning about our schools.

Applications should be printed and made available to people at the main office.

Application Tracking Plan (DOO/RM & COO)

Student application tracking should take place weekly. The following information needs to be tracked:

- Number of applications attained per week
- Total numbers of applications in current recruitment cycle to date
- Number of families attending Open Houses
- Forms of communication in which families are hearing about the school.

Ongoing Projects (Ops Team, OA, DSPCI)

- Keep website/social media updated with photos from events and news about the school
- Design/creation of marketing collateral as needed
- Community outreach research

APPLICATION LAUNCH (Nov. 14)

Application goes live on website: (11/14)

Outreach Events Begin (DOO/RM, Ops Team, ED/P, & Vol.):

The following table allows the DOO/RM and COO to track the outreach events/initiatives launched:

November:

Event Name/Initiative	Location	Lead/Contact/Host	Interest Tracker
Open House			
Community Event(s)			
Mailing #1			
...			

Current GO Families Application Priorities (DOO/RM, Ops Team)

School should inform current families of application launch and priority status given to siblings of current students. The school should also inform families of any application referral bonus programs or to spread the word of the application launch. This can be done by:

- Robocalls
- Bag pack letter home
- Mass e-mail

Application Tracking

Incoming applications need to be tracked by the DOO/RM and shared with the COO.

Incorrect Site Applications

DOO/RM should ensure to take stock of applications that look to have been submitted to the incorrect GO site. If an application of such nature is found, the student's information is to be sent to the Operations Associate at the Foundation who will pass the information along to the correct site.

Ongoing Projects (DOO/RM, Ops Team, OA)

- Keep website/social media updated with photos from events and news about the school.
- Open house/community outreach events
- Design/creation of marketing collateral as needed.

RECRUITMENT RAMP-UP (Dec. – Feb.)

Outreach Events (DOO/RM, Ops Team, ED/P, & Vol.)

The following tables allow the DOO/RM and COO to track the outreach events/initiatives launched in order to spread word about the school.

December:

Event Name/Initiative	Location	Lead/Contact/Host	Interest Tracker
Open House			
Community Event(s)			
Mailing #2			
..			

January:

Event Name/Initiative	Location	Lead/Contact/Host	Interest Tracker
Open House			
Community Event(s)			
Mailing #3			

...			
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February:

Event Name/Initiative	Location	Lead/Contact/Host	Interest Tracker
Open House			
Community Event			
Mailing #4			
...			

Keeping Applicants Warm (DOO/RM, Ops Team)

At all open house/events a list of contact information for interested families must be taken. With this list, the school can communicate with prospective applicants through emails or robocalls containing:

- Open House Reminders
- Happenings at Great Oaks Charter School (Prospective Student Newsletter, etc.)

Ongoing Projects (DOO/RM, Ops Team, OA)

- Keep website/social media updated with photos from events and news about the school.
- Open house/community outreach events.
- Design/creation of marketing collateral as needed.

Letters of Intent to Return (DOO, Ops Team)

The school sends Letters of Intent by early March with a deadline of Feb. 27. The responses are accounted for when determining the final number of seats available for next year during the lottery. All current students whose families respond “no,” will give up their automatic enrollment for next year.

Grade	Total Enrolled Currently	Yes	No	Total Seats Available
6				
7				
8				
...				

Enrollment/Orientation Days Plan (DOO/RM)

DOO/RM should create a run of show/plan for new student orientation and enrollment days including:

- Dates
- Information that needs to be disseminated
- Staffing/Volunteer Needs
- Run of Show

Summer Event Plan (DOO/RM, Ops Team)

DOO/RM should initiate planning of school summer event.

Families can be informed during New Student Orientation/Enrollment Days of the summer event hosted by the school that they are invited to attend. This will give accepted families something to look forward to.

Ongoing Projects (Ops Team, OA)

- Keep website/social media updated with photos from events and news about the school.
- Open house/community outreach events.
- Design/creation of marketing collateral as needed.

LOTTERY/ENROLLMENT (Apr.)

Lottery is to be held on the day specified and in accordance to state charter school lottery requirements, DOO will keep COO updated on the proceedings during Lottery Day.

Acceptance Calls (DOO/RM, Ops Team, ED/P, Vol.):

All acceptance calls are made on the day of the lottery. All should be done within the week of the lottery.

Waitlist (DOO/RM & Ops Team)

Students receive notification of their wait-listed status and if they are taken off the waitlist.

Orientation/Enrollment Days (DOO/RM, Ops Team, ED/P, Vol.):

DOO/RM holds new student orientation with the help of his team. Most new students have all paperwork requirements submitted.

Ongoing Projects (Ops Team, OA)

- Keep website/social media updated with photos from events and news about the school.
- Design/creation of marketing collateral as needed.

LAST PUSH RECRUITMENT/KEEPING WARM (May – Aug.)

Taking Stock (DOO/RM, ED/P, COO)

The DOO/RM, ED/P and COO take stock of recruitment targets and whether they have been met. If not, what are some last-ditch efforts that can be put in place to reach the enrollment target?

Mailing

Last mailing effort to inform families of Great Oaks Charter and open seats if available.

Creation/Audit of New Student Files (DOO, Ops Team)

DOO and Ops Team receives new student files from elementary schools and audit them as they come in. They also send out files from transferring students/graduates as requested.

Meet & Greet (DOO/RM, Ops Team)

School hosts an event for incoming Great Oaks families. This event is meant to act as a Meet & Greet between staff and families.

Welcome (Back) Event (DOO/RM, Ops Team)

The event should invite both new and current students to promote the idea of joining the Great Oaks Family.

First Day of School (All Staff)

Kick of the new year strong with a spectacular first day of school that will have our new scholars wanting to come back!

Ongoing Projects

- Keep website/social media updated with photos from events and news about the school.

RECRUITMENT CALENDAR

	School	Foundation
September	<ul style="list-style-type: none">• Drafts a Student Recruitment Plan• Works with PTA to gain knowledge/access to community events/gathering centers• Keeps school social media account updated	<ul style="list-style-type: none">• Provides feedback on Recruitment Plan• Creates Marketing Collateral/helps DOO with marketing plan• Helps establish community partners• Keeps school website updated
October		
November	<ul style="list-style-type: none">• Applications goes live• Inform current families of sibling automatic enrollment/referral programs• Open Houses/Tours/Canvassing• Application tracking• Keeps school social media account updated	<ul style="list-style-type: none">• Updates website/social media with live application link• Look for opportunities in which school can get its name out into the community• Supports schools with their recruitment events/needs• Creates marketing collateral• Keeps GOCS social media account updated
December		
January	<ul style="list-style-type: none">• Open Houses/Tours/Canvassing• Application Tracking	

	<ul style="list-style-type: none"> Keeps school social media account updated 	<ul style="list-style-type: none"> Volunteers time to help with canvassing/flyering, etc. Keeps school website updated
February	<ul style="list-style-type: none"> Open Houses/Tours/Canvassing Keeps school social media account updated 	
March	<ul style="list-style-type: none"> Lottery Plan review with COO Enrollment/Orientation Plan Application tracking Intent to Return Letters due Keeps school social media account updated 	<ul style="list-style-type: none"> Provides school with Lottery requirements COO reviews Lottery follow-up plan with DOO and Principle and provides feedback Keeps school website updated
April	<ul style="list-style-type: none"> Lottery Acceptance calls after lottery Enrollment Days for new families Keeps school social media account updated 	<ul style="list-style-type: none"> Keeps school on track of deadlines Creates marketing collateral for events Keeps school website updated
May	<ul style="list-style-type: none"> Take stock of enrollment goals met/not met. Create Plan for how to reach them. Create and Audit New Student Files Fun event for families of new and current students Meet & Greet with new families New Student Orientation/Assessment First day of school Keeps school social media account updated 	
June		
July		
August		