

Student Recruitment and Enrollment [14 Del. C. § 512(6) and (8)]

1. Describe your plan to recruit students in your pre-opening year...

SME will be recruiting students through three targeted demographics:

- a) We will be informing day care and pre-school providers about the school and the benefits for children through the Montessori method;
- b) Holding community events for parents and students to familiarize themselves with the application of Montessori materials and approaches. These events will take place in public arenas, such as libraries, community centers (e.g. PAL centers, Boys and Girls Clubs, etc.)
- c) An aggressive campaign of distributing literature through mailings, handouts, and door to door campaigns.

We will be comprehensive in our approach to ALL parents, including those in underserved neighborhoods and towns. We will use Spanish-language materials and a Spanish-speaking teacher to attend the public events to ensure that we can meet the informational needs of the potential parents. In addition, we will be advertising to audiences in predominantly poorer parts of the County, such as Bridgeville, particularly in neighborhood distributions and working with Head Start programs in Sussex. Students with disabilities will receive one-on-one assistance with enrollment activities.

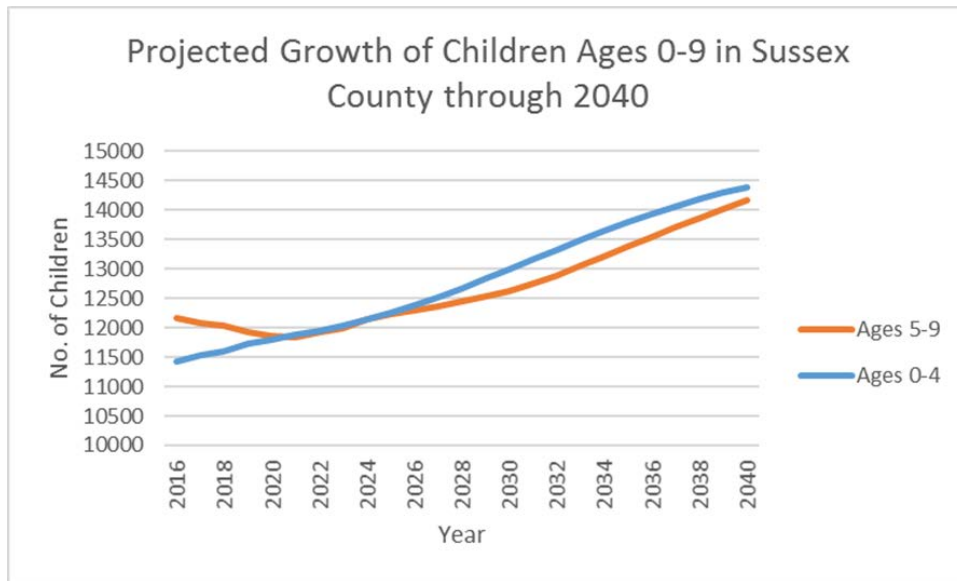
Among the materials to be used to recruit are brochures, cards, mailers, video, radio and television. Power point and video displays will be used on a rotating basis. We will also have a sample classroom established for children to come and explore materials that we use in the classrooms. All events will be done in disability accessible environments.

2. Provide evidence of student demand that would allow the school to meet the intended enrollment figures.

Sussex County has a growing population of children between the ages of 0-4 which will be ready to populate the school when it opens in 2018. According to the Delaware Population Consortium, the population of the children 0-4 will increase over the next twenty-five years. Over 26% of the County's population is between the ages of Birth to 19 years.

Initial meetings about Montessori education in Sussex County and in fact across the state have produced a significant interest in the possibility of Montessori education in Sussex County as evidenced in the Support Surveys and letters in the attachments. The reputation of First State Montessori in New Castle County further provides confidence that the school will be fully enrolled. It is expected that with further marketing over the next year, the school will fulfill its enrollment projections.

Basic Statistics	State	Sussex	Kent	New Castle
Population	945,934	215,622	173,533	556,779
Age 0-4	56,033	11,435	11,280	33,318
Age 5-9	58,617	12,160	12,507	33,950
Age 10-17	59,280	11,636	13,105	34,539
African American	22.4%	12.8%	25.5%	25.1%
Hispanic	9.0%	9.5%	7.0%	9.5%
Median Income	\$ 60,231	\$ 53,505	\$ 55,169	\$ 64,875
Poverty:	12.5%	13.9%	14.1%	12.3%



3. Describe the ongoing student recruitment work that you will do once your school,...

It is the philosophy of SMS that parents and children will continue to support the school so long as SMS provides them with a high quality, safe and positive environment. Recruitment and enrollment will be easier once a record of success is achieved. Once opened, the program, if done well, will yield word-of-mouth interest from parents. Returning and newer children will benefit from a well- executed and coordinated program. Nonetheless, SMS intends to aggressively market the school each year. We will participate in the choice period events (Charter School Network Open House), perform community events in the school, encourage siblings and other family members to apply and work with day care and pre-school providers to encourage enrollment.

We have included a calendar of marketing efforts in Attachment 15 as part of the Start Up Plan. Among some of the highlights for our marketing efforts:

- Announcement of Charter Award via news media
- Website launch
- Social media launch

- Tables at Spring fairs in Sussex County
- Launch of recruitment campaign for enrollment in November Choice Period
- mail campaign
- day care and pre-k campaign
- Establish presence on Choice website mail campaign
- Billboard campaign
- Monthly Family open house and community engagement meeting
- Enrollment packets sent to Choice families
- Orientation for new students and their parents

4. Provide, as Attachment 7, the school's Enrollment Policy and Withdrawal Policy,...Our school Enrollment and Withdrawal Policy will be finalized before the Choice Period of Enrollment in November 2017. However, it will contain some very simple but specific terms:

- a) We are an open enrollment school. Anyone aged 5-12 may apply regardless of aptitude, special needs, race, color, creed, sex and religion. The only geographic requirement is that the student must reside within the State of Delaware.
- b) SMS will require that parents sign a Charter School First Year Agreement, which will follow all state code provisions and the agreements will be located with the student's enrollment records at the school. SMS will not allow the student to withdraw unless under the specified reasons per the State code.
- c) The Enrollment and Withdrawal Policy is included as Attachment 7.

5. Provide, as Attachment 7, the school's Enrollment and Withdrawal Policy, which.....

Please see Attachment 7.