

### Student Recruitment and Enrollment

1. **Describe your plan to recruit students in your pre-opening year, including the strategies, activities, events, responsible parties and benchmarks and timelines that will demonstrate suitable progress over time. (Note: Be sure to reference the Delaware Standard Application for Educational Options.)**

Vine's Preparatory School will seek to do the following to recruit students:

- Events/Information Sessions - Conduct information sessions and community meetings in partnership with Sussex County community houses of worship, elementary charter schools, and neighborhood community centers.
- Print - Distribute paper flyers to barber shops; hair and nail salons; neighborhood houses of worship (churches, mosques); grocery stores, community centers; day care centers; neighborhood clinics/hospitals; social service agencies; grass roots advocacy groups.
- Electronic - We will connect with the Community Relations staff of the above neighborhood entities and send email blasts, as appropriate.
- On-line Media - Use a variety of on-line media to advertise the school, i.e. social media marketing on Facebook and Twitter. Vine's Preparatory School's website will advertise the information sessions and VPS open enrollment information. Advertise on Delaware Charter Schools Network.
- Develop relationships with Heads of School (charter, public, parochial), guidance counselors who can identify potential students.

We will connect with the Community Relations staff of the above neighborhood entities and send email blasts, as appropriate. On-line media will also be used to advertise the school, i.e. social media marketing on Facebook and Twitter. The Vine's Preparatory School's website will advertise the information sessions and VPS open enrollment information.

Additionally, various community events will be held to promote the school and provide information to the community about Vine's Preparatory School. Parents will be made aware of the need to complete the Delaware Standard Application for Educational Options.

The table below shows the target enrollments for the four years beginning with 60 students in Year 1. We believe these numbers will allow the Leadership Team and teachers to develop the systems, structures and school culture to enable students to be successful socially and academically. To facilitate student academic success we will enroll only 6<sup>th</sup> grade in the first operational school year, and add 60 students each subsequent year, until reaching the enrollment capacity of 180 students.

Academic Year Student Enrollment Target

Academic Year Student Enrollment Target Total

	Gd 6	Gd 7	Gd 8	
YR 1 (2016-2017)	60			60
YR 2 (2017-2018)	60	60		120
YR 3 (2018-2019)	60	60	60	180

**2. Explain the plan for student recruitment and marketing that will provide equal access to any family interested in the new school. Specifically describe the plan for outreach to families in poverty; academically low-achieving students; students with disabilities; linguistically diverse families and other youth at risk of academic failure. The response should include the following:**

**a. A brief description of the recruitment strategies that the school will employ to attract each of the students described above to the school; and**

**b. A brief explanation of the efforts, resources, structures, or programs that the school will take to retain these students and how the school will monitor the efficacy of such efforts, including disaggregation of student performance data for each subgroup. Identify your target re-enrollment rate for each year.**

Recruiting and retaining high needs populations-specifically, to families in poverty; academically low-achieving students; students with disabilities; English Language Learners and other youth at risk of academic failure will require extra attention and effort to engage those families who may not be as willing or able to seek out new school options or who may be uncertain of their eligibility for a charter school. In addition to our overall recruitment plan, there are several other specific activities we can undertake to ensure that at-risk students are fully represented at the school:

- Engaging special education focused advocacy groups to leverage their networks of families and social workers;
- Creating a simple and straightforward charter school application and ensuring that no information is requested that could confuse or discourage applicants;
- Performing in-person outreach and working with local community leaders at the public housing locations to ensure widespread awareness of Vine’s Preparatory; and
- Translating all application and publicity materials into the languages of the area.

Our plan for student recruitment and marketing will provide equal access to any family interested in Vine’s Preparatory School. As a specific outreach to families in poverty; academically low-achieving

students; students with disabilities; and youth at risk of academic failure, Vine's Preparatory School will offer information sessions for prospective parents and students, in Sussex County including zip codes where students reside,

19933, 19940, 19945, 19947, 19950, 19956, 19968, and 19973. We will conduct information sessions in partnership with community houses of worship, elementary charter schools, and neighborhood community centers. We plan a traditional paper flyer distribution to barber shops; hair and nail salons; neighborhood houses of worship (churches, mosques); grocery stores, community centers; day care centers; local chapters of unions and associations where Sussex County city workers may belong (American Federation of State, County, and

Municipal Employees), neighborhood clinics /hospitals; social service agencies; grass roots advocacy groups.

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

A survey has been conducted to inquire about the interests of the community. Results from the survey indicated that the community would like more educational options for children. Additionally, as previously mentioned, there is one charter school in Sussex County. Vine's Preparatory School will provide students with an alternative to traditional public school and will offer them another option if they were not interested in the arts program.

**4. Describe the ongoing student recruitment work that you will do once your school has opened. Identify the ways in which it will be different than your pre-opening year in terms of the strategies, activities, events, persons responsible and benchmarks.**

Once the school has opened, the School Developer will continue recruiting students with active involvement in the community through attending various community functions and meetings, meetings with various organizations and officials, collaboration with other schools, etc. Additionally, there will be evidence of success with students currently enrolled. Students will also have community projects that will also raise awareness of the school.

**5. Provide, as Attachment 7, the school's Enrollment Policy and Withdrawal Policy, which must include the following:**

- a. Any admission requirements, including an explanation of the purpose of any pre-admission activities for students or parents;**
- b. Any admission preferences in accordance with 14 Del. C. § 506(b) and how they will be used, including how the school will identify Founding Group members and how the preference to children of the school's Founding Group members will be used, if applicable;**
- c. Establish a timeline for its application and admissions processes identical to any such timeline set forth in 14 Del. C. Ch. 4 for the operation of a public school choice program. Provide an approximate date for the lottery and describe the procedures for conducting a fair lottery process;**
- d. Policies and procedures for student waiting lists, withdrawals, re-enrollment, and transfers.**

- e. A timeline and plan for student recruitment and enrollment;**
- f. Plans to maintain on file a written statement, signed by the parent or guardian of each enrolled child, that acknowledges that the child will attend the charter school for at least one complete school year pursuant to 14 Del. C. § 506(c)(3).**

See Attachment 7.