

BALTIMORE CITY --- PUBLIC SCHOOLS

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Enrollment Task Force

Presentation to the Baltimore City Council

May 8, 2018

Executive Summary

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- Declining enrollment represents the most serious challenge faced by City Schools.
- **Numerous efforts are underway to reverse the downward trend.**
- The Enrollment Task Force convened last fall by the CEO represents one of many efforts.



Baltimore City's Population Decline

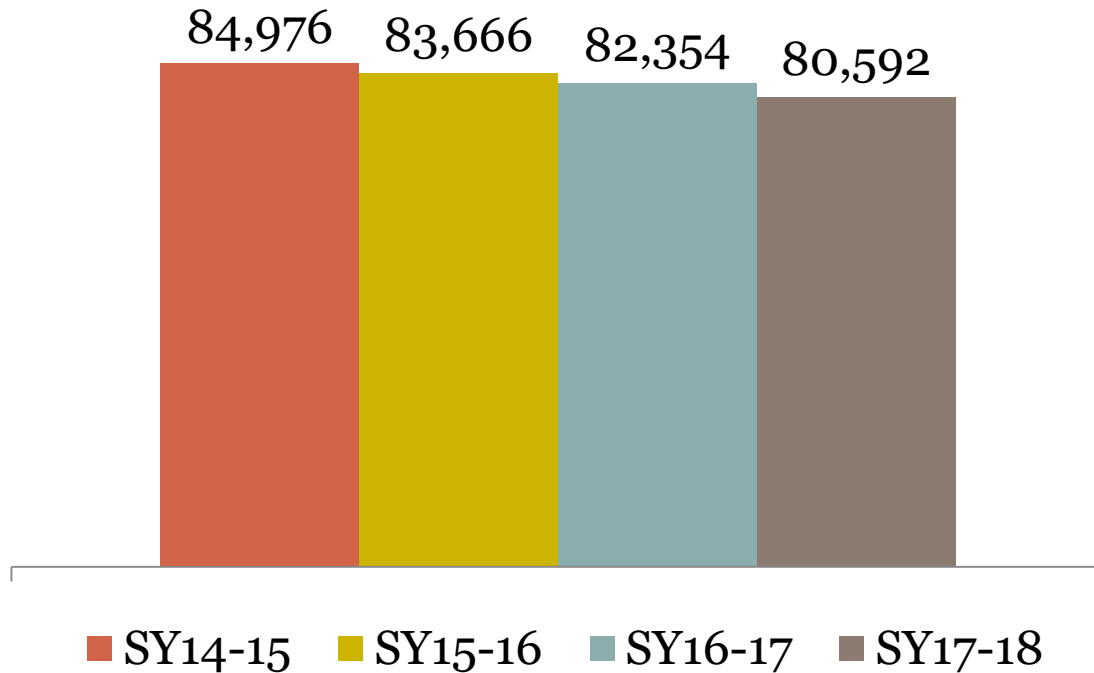
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Federal estimates show Baltimore City's overall population falling to a near 100-year low

- As reported by the U.S. Census Bureau, more than 5,300 people left the city last year, representing the second-highest numeric decrease among U.S. counties.
- Previously, Baltimore's population fell by more than 6,000 people in the 12 months that ended July 2016.

City Schools Official Enrollment

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	SY1415	SY1516	SY1617	SY1718	1 yr change	3 yr change
Official Enrollment	84,976	83,666	82,354	80,592	-1,762	-4,384

Note: Official enrollment includes students in grades Pre-K through 12 and excludes students in non-public schools.

Financial Recovery Plan

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As part of the “Bridge to Kirwan” legislation that passed in 2017, City Schools was charged with developing a Financial Recovery Plan to address the school system’s structural budget deficit and the actions that have been taken to reduce the gap between ongoing revenues and expenditures, including:



Initiatives and efforts to retain students and attract new students to the school system

Initial Enrollment Efforts

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- Summer Door-Knocking Campaign
- Blueprint for Success
- Promoting our highly successful pre-k and kindergarten programs

Multi-Faceted Enrollment Strategy

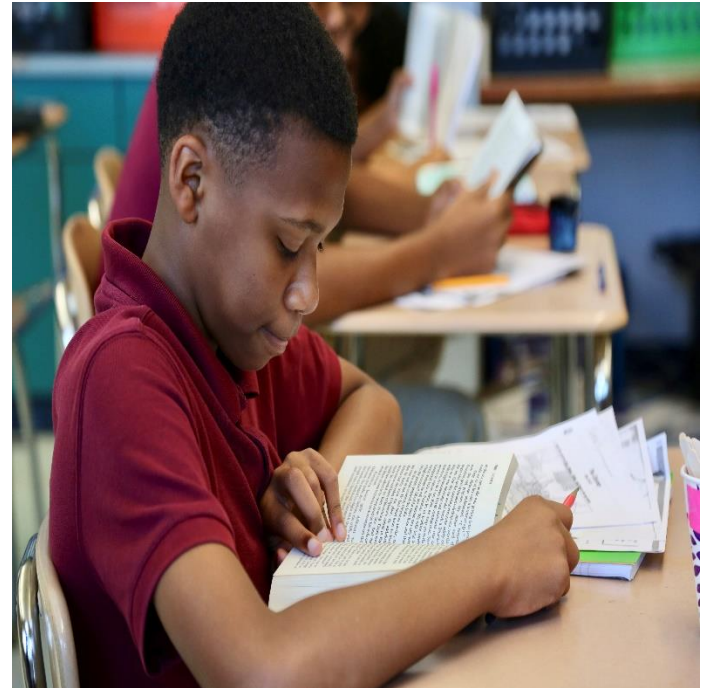
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- Middle School Programming
- Programming to Meet Parent and Student Demand
- Showcasing New & Renovated 21st Century Buildings
- Strategically Staffing School Leaders
- Using Data to Identify Areas for Enrollment Growth
- Improving Customer Service Across the District
- Expanding programs for gifted and advanced learners and for students learning English
- **Enrollment Task Force**

Enrollment Task Force

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- Recommend strategies to sustain and grow enrollment by engaging diverse group of stakeholders and drawing on their expertise.
- Convene workgroups and charge them to investigate, research, develop, and recommend for implementation strategies for increasing enrollment in City Schools.



Workgroups & Focus Groups

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Public Relations / Marketing: *How can we improve public perception of City Schools? What messages resonate with our multiple audiences? How can we best reach each audience?*

Enrollment Strategies: *What interconnected strategies will retain and increase enrollment? What do we know about why people leave or decide not to attend City Schools? What programming do families want more of? How can we best leverage our waitlists?*

Customer Service: *How can we improve customer service at the school and district level?*

Focus Groups: *Parents, teachers, ILEDs, principals, students, community members*

What We've Learned

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This process has revealed **the willingness of internal and external partners to work together.**

This includes partners like the Baltimore Ravens' entire Guest Experience Team whose experiences can give us a jump start.



Next Steps

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City Schools welcomes and encourages the active involvement of the entire City Schools community and city as a whole.

***For more information on how to participate, please call us at:
410-545-1870***



BALTIMORE CITY

PUBLIC SCHOOLS

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