



MILWAUKEE
PUBLIC SCHOOLS

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Student Recruitment & Retention Efforts

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Work to Date

- Initiated in January 2016:
Cross-office, cross-department and cross-district collaboration to improve student recruitment and retention
- **Building relationships** and visibility with families and the community; **Data-driven**
- Areas of focus for 2016-17:
 - Community feedback tool
 - School Communities/Feeder Patterns
 - Smart Recruitment & Retention Strategies
- Student Services, Communications & Outreach lead additional efforts; also partner with Business, Community & Family Partnerships



Families and K-12 Pathways

- Head Start to kindergarten: Best practices refined, shared
- 5th to 6th grade: Letter sent to all 5th-grade families
- 8th to 9th grade: Early admissions fair, 7th-8th grade pilot
- Promoting expansions to families
- Bilingual middle school expansion and analysis
- “Choice Neighborhood” partnership with the Housing Authority of the City of Milwaukee



Smart Recruitment & Retention

- Efforts led by cross-office teams including school leaders
- Recruiting families of young children (not yet school-aged)
- Early Childhood materials
- Bilingual recruiting materials
- New student retention checklists, open house and tour tips
- Interest analysis and follow-up
- Realtor tours
- Transition grade pilot



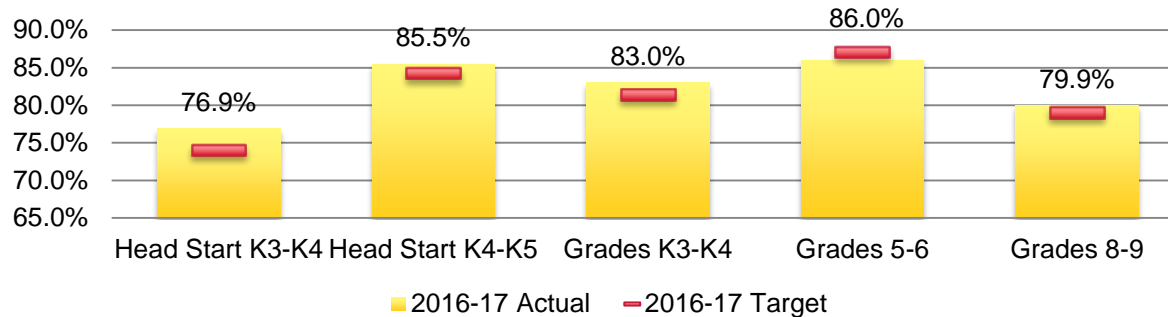
Visibility in the Community

- Student enrollment canvassing in partnership with the Department of Student Services
- A small sample of recent events:
 - Neighborhood Night at Betty Brinn Children's Museum
 - MPS All-Alumni Reunion
 - MPS Bilingual Education Conference
 - Grandioso! Multicultural Arts Celebration
 - Pre-Father's Day at the Parklawn YMCA
- Upcoming events include:
 - Milwaukee Health Department Family Health Fairs
 - Fondy Farmer's Market
 - Serve Your City / Clarke Square
- Watch for canvassers in blue polo shirts at events near you!



Early Results

Student enrollment retention exceeds four of five targets



- Enrollment of 76,857 exceeded target of 75,568
- These are reflective of host of efforts both connected to and outside of the student recruitment & retention work outlined; this is a “lagging” indicator

Priorities Moving Forward

- Using community feedback tool results to best meet families' needs
- Enrollment period changes (collaboration with Student Services, Student Performance, Finance, Communications & Outreach)
- Arts specialty feeder network
- Newcomer communities
- Neighborhood associations
- K-12 pathway development



Student Recruitment & Retention

- Thank you!
- Comments? Questions?

Student Recruitment & Retention

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