

TULSA PUBLIC SCHOOLS

Update on the 2022-2023 enrollment campaign





Setting context: enrollment prior to 2019

Varied deadlines and application requirements

- Multiple deadlines and windows to considered a school outside of their neighborhood
- Different deadlines for: prek, neighborhood, magnet, and charter schools

Limited access to information about schools

- District website that was difficult to navigate
- Primarily school-driven communication and promotion

Inconsistent process for submitting applications and paperwork

- Online and paper-based application processes.
- Strict documentation requirements (e.g. utility bill within the last 45 days that is not a service cut off notice)

System constraints

- Restrictions on the number and types of schools students could apply to
- Less visibility on student application trends



Setting context: improved enrollment

Improving enrollment with one application and one application window for all schools.

- Up to 6 school options and no restrictions on the types of schools families could choose
- Easing documentation requirements
- Single-offer system with waitlist management
- Redesigned enrollment website including creation of school finder
- Comprehensive and exhaustive communications/marketing strategy
- Launching of multiple systems of support for families including:
 - School-wide training
 - Community partnerships
 - Multiple in-person events to take enrollment to community
- Real time access to application data for families and schools
- Strategic use of data gathered each year for continuous improvement process



School choice participation totals

Pre Improved Enrollment

Improved Enrollment (Enroll Tulsa)

2019

2020

2021

2022

Total: 3,752

First Window: 6,637
Total: 7,772

First Window: 7,031
Total: 9,619

First Window: 8,657
Total: TBD



2022-2023 Enrollment Window





Robust supports for school teams

Toolkits and resources

- Data application dashboards updated daily
- Event details and FAQs
- Communication templates
- Communication how tos
- Podcasts featuring colleagues showcasing best practices
- How-to videos
- Open office hours with district support team

Promotional materials

- School-one pagers
- Middle school and high school flyers
- Yard signs for expos
- Parent engagement communication templates

Professional learning

- Weekly school leader calls
- “Podcasts” featuring school leaders



Targeted supports based on need

We worked diligently to provide specialized supports and resources based on community need:

- Families who know about system and need to learn about options
- Families who do not know about the enrollment system
- Families of children at transitional grades (rising 6th and 9th grade students)
- Latinx families who traditionally need a non-digital/virtual approach to communication

4

**events hosted in
Spanish**

6

**community office
hours events**

5

**community
information
sessions**

3

**communications
targeting
transitional grades**

5

**Virtual office
hour events**

1,765 rising middle school students participated in 28 field trips to their feeder middle school



Keeping families informed and engaged

Electronic communications

- Segmenting and targeting: parents of transitional grade students, Spanish speakers, families enrolled at participating expo schools
- Increased use of text messaging and phone calls for Spanish speaking families
- Continued focus on user experience to improve website navigability
 - **6%** increase in traffic to “Enroll Tulsa” page / **215%** increase in traffic to Spanish-language

Printed communications

- Continued use of print communications to reach **all** households: two expo postcards system-wide, one mailing to transitional grade families
- Print materials delivered to **all** schools: Enrollment Expo promotion, information about middle and high schools



Keeping families informed and engaged

Social media

- Reach of 195,203 across our social media platforms
- Majority of our active users are parents and families
- Fully bilingual content to ensure accessibility

Local media outlets

- Focus on radio outlets for Spanish speaking families: Que Buena, La Zeta, and 101.5 KIZS
- Outreach resulted in a weekly average of nine enrollment-focused stories

In-person events

- Meeting families where they are through 18 in-person community events
 - Sites like Friendship Baptist Church, Martin Regional Library, Rudisill Library, St. Francis Xavier, Parent Resource Center, South Tulsa Community House, Pancho Anaya, Woodland Hills
- Middle school field trips for students from 28 elementary schools



Enrollment Expo Days

Opportunity for families to visit schools and have a “one-stop” hub to complete enrollment and get information and resources

- Visit schools on your own then enroll at the hub site
- Come to the hub site and catch a shuttle to participating schools
- Catch a shuttle at your neighborhood school

Expos took place on three Saturdays in January and early February with an average of 24 schools featured per expo day

**2022-2023
ENROLLMENT
EXPOS**
Visit our schools and find
the one that is right for you!

enrollTulsa
TULSA PUBLIC SCHOOLS 2022-2023



**SATURDAY,
JAN. 22**

8:30-1:30pm

**TULSA TECH CLIENT
SERVICE CENTER (LEMLY)**
3638 S. Memorial

TulsaSchools.org/Enroll

**2022-2023
ENROLLMENT
EXPOS**
Visit our schools and find
the one that is right for you!

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TULSA PUBLIC SCHOOLS 2022-2023



**SATURDAY,
JAN. 29**

8:30-1:30pm

TULSA TECH PEORIA
3850 N. Peoria

TulsaSchools.org/Enroll

**2022-2023
ENROLLMENT
EXPOS**
Visit our schools and find
the one that is right for you!

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TULSA PUBLIC SCHOOLS 2022-2023



**SATURDAY,
FEB. 5**

8:30-1:30pm

**EDUCATION
SERVICE CENTER**
3027 S. New Haven

TulsaSchools.org/Enroll

Enrollment Expo Days





Our preliminary results



Our results: at a glance

	2021-2022	2022-2023	Change
Applicants	7,031	8,675	+23%
Applications	14,908	20,176	+35%

94% Satisfaction Rate

N = 723

94% of parents that responded to our post-application survey said they were satisfied or very satisfied with the application process.





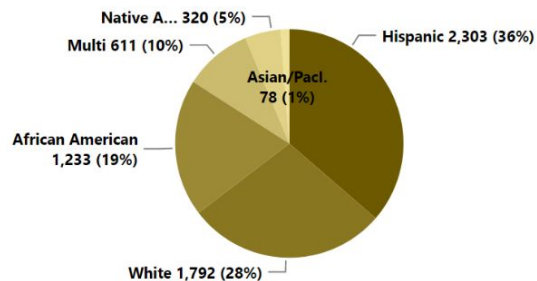
Our results: Enrollment Expos

	Expo 1	Expo 2	Expo 3	TOTALS
Hub Attendees	254	327	402	983
School Site Attendees	328	270	827	1,425
Total Attendees	582	597	1229	2,408
<i>Total Apps Submitted</i>	205	276	470	1,151

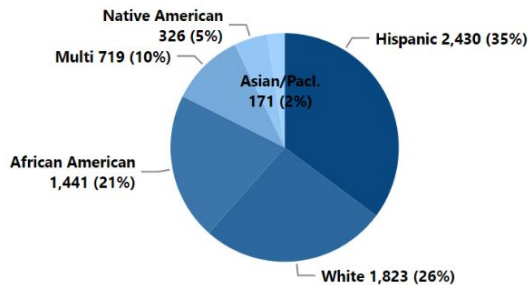
Our results: demographic breakdown

Though all ethnicities have increased participation in the last three years, Latinx families have seen the largest increases.

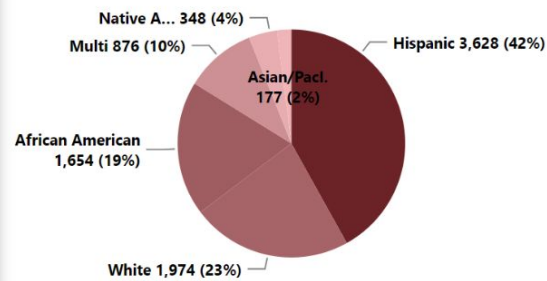
Applicants During 19/20 SY by Race



Applicants During 20/21 SY by Race



Applicants During 21/22 SY by Race



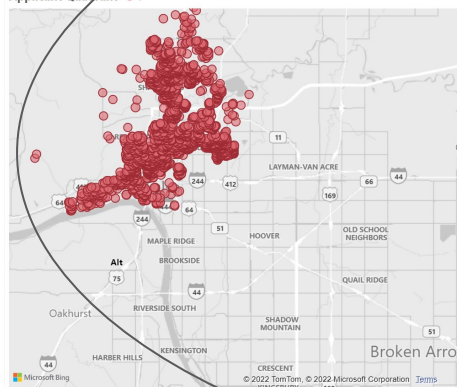
Our results: geographic breakdown

Increases in applications have come from students across the city, particularly in the north, east and northeast sides of the city.

Quadrant 1 ↑

Applicants: 22% | Applications: 39%

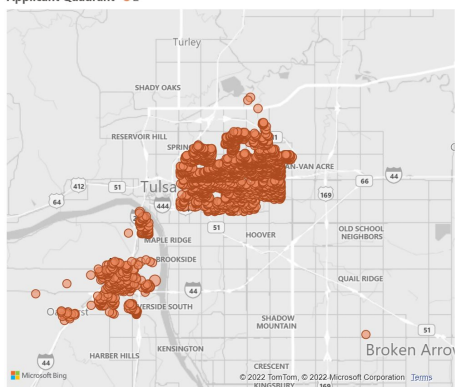
Applicant Quadrant ● 1



Quadrant 2 ↑

Applicants: 25% | Applications: 48%

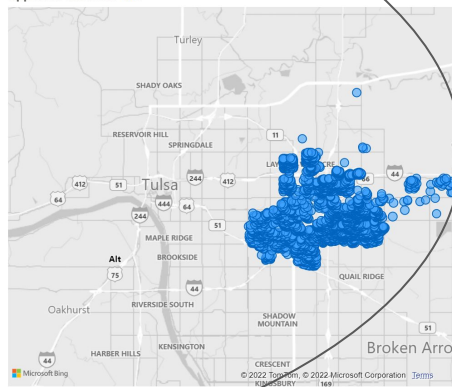
Applicant Quadrant ● 2



Quadrant 3 ↑

Applicants: 38% | Applications: 39%

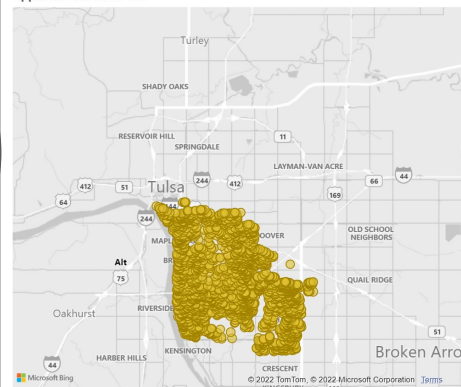
Applicant Quadrant ● 3



Quadrant 4 ↑

Applicants: 5% | Applications: 13%

Applicant Quadrant ● 4





Discussion

