

LCW Lottery Recruitment Plan For 2011-2012 Enrollment

Recruiting for:

- 44 Kindergartner spaces
- Any spaces available in 1st – 3rd
- Expansion spaces in 4th grade and any spaces available to total 48 (up from 44)
- 48 5th grade spaces

Lottery Goals:

- Pool reflects mission goals of 40% FRL & 60% Non-white
- Meet approximate number in last year's pool for Kindergarten – 250
- 10-20 applicants for each grade level 1st-4th
- 60-70 applicants by Jan. 15th for 5th grade

Recruitment plan for Kindergarten pool:

- Emphasis is on diversity; numbers are not a major concern
- Outreach focus is on Black/African American and Hispanic/Latino, while maintaining our momentum with Asian/Pacific Islander populations
- Outreach efforts will be lead by Kristin and the Principal's Council through the following strategies:
 - 12-14 on-sight tours:
 - 8 for general public, advertised on web site
 - 1 specific to FPs for the next 3 years
 - 1 specific to KYCC with Korean enrolled parents and KYCC staff to translate
 - 1-2 specific to Spanish speaking populations with enrolled parents and LCW staff to translate – recruitment will come through the 8 Head Start preschools that have worked with us before, as well as outreach through our families.
 - 1-2 specific to the 4th-5th grade, with enrolled parents and Rich to discuss our curriculum and growth
 - Targeting the Black/African American population:
 - Specific targeting of the Black/African American community will be through three avenues, lead by individual LCW parents and members of the Principal's Council:
 - Oasis Church – working with Dave and Jennie DuMonde
 - Kaiser – working with Amanda Swift
 - Cedars – working with Ellen Cheney
 - Targeting applicants for the 5th grade:
 - Every LCW family has been provided with applications and information about the outreach effort. I will be working carefully with those families who assisted

us in the growth of the 3rd grade this year, as well as two families who have specific connections to rising 5th grade families.

- Targeted outreach to area schools (Rosewood, Valley View, etc.) will be done through families who live in those neighborhoods.

I will be monitoring the numbers in all subgroups for Kindergarten enrollment, as well as overall numbers and subgroups for 5th grade enrollment weekly from November 1 – January 15 to determine if alternate strategies are necessary.