

Delaware Academy of  
Public Safety and  
Security  
Recruitment Plan  
2018-2021



Please note the detailed plan below assumes approved enrollment modification to be submitted in the fall of 2018. The enrollment goals are based on the chart below.

Grade	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
9	70	75	80	85	90
10	70	75	80	80	85
11	60	60	60	65	65
12	50	50	50	60	60
TOTAL	250	260	270	290	<b>300</b>
% decrease from 375	30%	29%	28%	23%	20%

## DAPSS Recruitment Plan – 2018-2021

### Recruitment Priority: Increase DAPSS Enrollment and retention of current cadets

#### Major Goal (1-3 years) Increase School enrollment to 100% allotment of Charter

- (2018/19 school year) Increase Enrollment to at least 80% of Charter allotment
- (2019/20 School year) Increase Enrollment to at least 85% of Charter allotment
- Through various recruitment efforts-school wide, increase enrollment to the full Charter bylaws allotment. Details of recruitment strategies can be found below to achieve this goal

#### Major Goal (2 years) Increase Retention of current students above 90% Retention rate

- Through several cadet retention efforts decrease the number of 9<sup>th</sup>-11<sup>th</sup> graders that do not return the following school year for various reasons within DAPSS control
- Details of these retention efforts can be found below to achieve this goal

### Recruitment Priority: Data Analysis

- Set up a data base and upload specific data by February 15<sup>th</sup> 2018
- Get specific data in regards to referral sources, school feeder patterns, and enrollment rate per application

#### *Activities to achieve this goal:*

- From our applicants upload into a Excel spreadsheet the following information; referral source; feeder high school; did they attend?; collect data for the previous 3 years, including this year
- During interview process with prospective students make sure to clarify their referral source.
- Keep information up to date as referrals come in

- Once data is inputted , it will tell DAPSS which specific strategies are working well and need to actively pursue more aggressively
- Likewise which recruitment strategies are not successful and need to be modified and/or abandoned
- Get a baseline to improve our enrollment rate per application
- Annually analyze our strengths, weaknesses, opportunities and threats. Make recommendations for reactions

### **Recruitment Priority: Increase Freshman enrollment**

- Increase Freshman Enrollment by at least 25% each of the following years 2018/19, 2019/20, 2020/21
- Enhance collaboration and presence at New Castle county Charter Middle Schools

*Activities to achieve this goal:*

- Current applicants 18/19 school year have stated 16.33% of time their referral source was an event DAPSS held at their middle school. This is one of our largest referral sources and can continue to grow. DAPSS will hold an event at each charter middle school in NCC once a year before November 1<sup>st</sup> open enrollment
- Create a monthly newsletter on what is happening at DAPSS, and deliver with marketing material to each middle school on a monthly basis during the school year.
- Set up an Event and demonstration at Boys and Girls clubs/YMCA/community centers once a year at as many locations as they allow. Will do this during after school hours and try to involve an Fire house and/or EMS group to show middle school youth what DAPSS can offer
- Facebook, target custom audiences; upload emails and display ads to that age group, and their parents. Ads can include marketing material and upcoming open houses (Cost Prohibiting)
- By March 1<sup>st</sup> 2018 emphasize the programs we offer that cannot be found elsewhere in the state (Fire/Police/EMS), and promote our new nursing program in updated marketing materials

### **Recruitment Priority: Improve enrollment rate per application by 5% for each of the next 3 school years**

*Activities to achieve this goal: Immediately start/continue these activities January 2018:*

- Contact each applicant within 3 Business days after open enrollment has closed or application was received
- Offer to set up a personal interview, school tour and shadowing with first contact
- As each student applies during the open enrollment, mail them an informational pamphlet and personal letter to the prospective student about your school. Thank them for applying. Let them know with a personal touch that we received their application and are excited to meet them. Get the potential cadet and parents excited

about DAPSS and have as much information as possible about our school available to be able to make an informed decision.

### **Recruitment Priority: Advertisement and Marketing efforts**

*Activities to achieve this goal:*

- Continue to use various advertisement methods including; billboards, mall signage, multimedia, newspapers, TV, DAPSS referral bucks, pamphlets, social media posts as long as cost prohibits.
- Use data from our research to determine which advertising methods are working successfully and which need development and/or vacated
- Grow Facebook. Over the last two years 18% and 19% said their referral source was DAPSS's social media and website
  - Like and share public safety posts, submit public safety photos, share fun employee photos, use emoji's to target youth
  - Promote events we will attend, open houses (generate a post 2 times for each open house)
  - Use Facebook to generate custom ad displays for our target audiences (NCC youth 12-16, and Parents with youth's 12-16 years of age) (Cost prohibiting)
  - Pay-per-click with a search engine such as Google (pay every time some clicks our advertisement) (Cost prohibiting)
- Create a "Graduate Corner"; spotlight every other week on a DAPSS graduate. Focus on what they are doing now and ask them how DAPSS helped them prepare them for the future. Start by April 1<sup>st</sup> 2018. Post on website and Facebook
- Mail marketing materials to each student that applied last year but chose not to attend DAPSS. Send a personal letter thanking them for applying last year and that we are still thinking about them. Include with the school marketing pamphlet. Do this in case they are still looking around and/or dissatisfied with their current school situation. Complete this task each October before open enrollment opens

### **Recruitment Priority: Attend Events and host Open houses 30 or more times per year**

*Activities to Achieve this Goal:*

- Host open houses twice per month during the school year, and monthly during the summer months
- Attend Community events where our target market is. (High Schools Fairs, Fire Houses, First Responder Days, Newark Community Day, Middletown Peach Festival, Delaware State Fire School Summer camp, Emergency Preparedness Day, New Castle Separation Day etc.)
- Use new analytical data to determine where are applicants are coming from (feeder high school) and put an greater focus on events in that area by Sept 1<sup>st</sup> 2018

- Host free or low cost classes, seminars and camps at DAPSS to generate interest in our school. This may include CPR classes and Public Safety camps for kids among other things

### **Recruitment Priority: FOCUS ON WORD OF MOUTH from our CADETS!**

#### *Activities to Achieve this Goal:*

- 2017/18 applicant's show that 22.06% of our applicant's referral source was word of mouth/fellow cadet.
- At the start 18/19 School year create a Student Marketing Club. Have students involved in the recruitment plans and ideas that their generation would be interested in.
  - Within the Student Marketing club, have social media ambassadors that attend DAPSS activities along community events. They help generate the material and DAPSS approves and uploads the content.
  - Goal is to have at least 10 active members in Marketing club
- Focus on current student satisfaction, if they are not satisfied they will not tell their friends or family to attend (More Details will follow in Retention plan)
- Continue with the "DAPSS Referral Bucks" program. Offer perks and benefits to students (decreased activity fees, free uniforms) if they refer a friend or family member
- Add tutoring and extra-curricular activities for our cadets. Add 2 per year for the next 5 years

### **Retention Priority: Decrease Exodus of current students year to year**

#### *Activities to Achieve this Goal:*

- Start conducting retention meetings with each student. DAPSS needs to address issues and concerns they have. Talk to the cadets concerns proactively and show them that they have our full attention and ensure they are satisfied with their educational experience
- Freshman will be required to meet each semester with an administrator and their guidance counselor to address their concerns/needs head on
- Sophomore-Seniors will be required to meet after the 1<sup>st</sup> marketing period along with an end of year exit interview.
- Parents will be allowed to attend these meetings if they wish
- Send home a parent survey twice per year about their child's educational experience. Address any concerns we may have when we receive the responses back. Send after 1<sup>st</sup> and 3<sup>rd</sup> marketing periods
- Provide parents with academic notifications with their student's ongoing progress as needed. Include any concerns their child may have shared with administration during their retention meetings.

