

# DAPSS

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## Delaware Academy of Public Safety and Security

### Enrollment Plan

*Prepared by request of the Charter School Accountability Committee*

*November 2014*

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November, 2014

From: Delaware Academy of Public Safety and Security

RE: Enrollment Plan

### **Awareness, Investigation, Enrollment**

Our goal in recruiting is to make sure that any and all eligible cadets and families are **aware** of the opportunities available at Delaware Academy. Secondly, that those interested families **investigate** our Academy's mission and vision to determine the academic and career fit for their student. Finally, when there is a match between family/student interests and our Academy we want to insure those cadets **enroll**, stay enrolled and become our graduates.

Below are five target areas which are focused on over the cycle of awareness, investigation, enrollment process.

- I. Feeder School Outreach
  - a. Connecting with all 8<sup>th</sup> grade charter feeder schools \*see below
  - b. Public school feeders as able
    - i. Guidance Counselor letters and applications sent 12/1/14
  - c. Regular ads
    - i. Bear Library
    - ii. Boys and Girls Club
    - iii. Local Fire Companies
    - iv. Family Place of business
  - d. Cadet visits to DAPSS
    - i. Eastside
    - ii. visit all 8<sup>th</sup> grade (December )
    - iii. Aspira visit all interested 8<sup>th</sup> grade (December)
    - iv. Invite all Open House visitors
  
- II. Community Outreach
  - a. Presence at local events \*see below
  - b. Expand First Responder Support
    - i. Letter to Chiefs Association
  - c. Open House Enrollment Events \*see below
  - d. Cadet to Cadet campaign

- III. Media Outreach
  - a. Video campaign \*\* web and internet presence increased
  - b. Selective Advertisement (Bus and postcard Spring/Summer)
  
- IV. Enrollment Process
  - a. Coordinate Choice Application
  - b. Build Commitment with acceptance
  - c. Track and maintain over summer months
    - i. Enrollment documents
    - ii. Interview opportunity
    - iii. Placement exams
    - iv. Summer Camp
  
- V. Other
  - a.
  - b. Monthly enrollment update to Board
  - c. Recalculate budget usage as needs demand
  - d. Use of facility advertisement to groups (i.e. ar flea market/bingo)
  - e. Catholic Churches—i.e.Our Lady of Fatima

### Feeder School Outreach

Date	Action	Outcome	Notes
9/24/14	Providence Creak Academy	30 on mailing list	
9/29/14	Reach Academy -Day	Meet all 8 <sup>th</sup> grade	Office Letters sent
9/29/14	Reach Academy-Evening	Meet Families	
10/2/14	Aspira Academy	Family Night + 8 <sup>th</sup> grade	
10/7/14	Edison School High School Night	Grade 8 <sup>th</sup> and 7th	
10/8/14	Prestige –Back to School Night		
10/22/14	High School Night –Family Foundations		
10/24/14	Eastside Career Fair		
January	School Follow-up All Charters—email to interested sign ups		
February	School Follow-up All Charters—email to interested sign ups		
March	School Follow-up All Charters—email to interested sign ups		

April	School Follow-up All Charters—email to interested sign ups		
May	School Follow-up All Charters—email to interested sign ups		
June	School Follow-up All Charters—email to interested sign ups		
July	School Follow-up All Charters—email to interested sign ups		

\*\*During January –April follow up shadowing will be arrange

### School Open House

Date	Action	Outcome	Notes
10/21/14	School Open House & Tour 6-7 PM	25 visitors	
11/18/14	School Open House & Tour 6-7 PM		
12/9/14	School Open House & Tour 6-7 PM		
1/12/14	School Open House & Tour 6-7 PM		
2/10/14	School Open House & Tour 6-7 PM		
3/16/14	School Open House & Tour 6-7 PM		
4/20/14	School Open House & Tour 6-7 PM		
5/12/14	School Open House & Tour 6-7 PM		
6/18/14	School Open House & Tour 6-7 PM		
July & August	As needed –Weekly etc.		

\*\*Saturday /Sunday TBA

## Community Outreach

\*this is an expanding list as events and opportunities unfold.

Date	Action	Outcome	Notes
9/27/14	Peach Festival		
10/4/14	Latin Community Festival		
10/25/14	Goodwill Fire Company Day		
10/25/14	Liberty Baptist Fall Festival		
11/8/14	Charter School Expo		
TBA	New Media Campaign		
TBA	Fire Company		
	Special Olympics		
	All Sporting events		
February	Bus Ad /Postcards		*Budget sensitive