



Newark's Universal Enrollment System

UES Year 3 Overview for Schools

Office of Student Enrollment
October 2015

This guide is divided into four parts:

- 1 Universal Enrollment Policy & Process Updates for Year 3**
- 2 School Action Steps for Year 3**
- 3 Guidance for Students & Families**
- 4 School Resources**

PART 1:

UNIVERSAL ENROLLMENT YEAR 3

POLICY & PROCESS UPDATES

**Our schools are critical partners in supporting
Universal Enrollment, and we value your
collaboration!**

Thank you for:

- **Supporting the system**
- **Adapting to new enrollment processes**
- **Supporting families**
- **Supporting the Family Support Center**

AS A RESULT OF OUR COLLECTIVE EFFORTS...

- ✓ Nearly 14,000 students submitted applications last school year for SY15-16 enrollment
- ✓ Students who needed to apply **participated early** and were **matched to their top choices**
 - 94% of students who were in the final grade at their school submitted applications
 - The majority of these transitioning grade applicants received one of their top 3 choices

	Students Matched to Top 3 Choices	
	<i>SY15-16 Enrollment</i>	<i>SY14-15 Enrollment</i>
K Round 1	95%	91%
K Round 2	86%	75%
9th Grade Round 1	80%	66%
9th Grade Round 2	93%	60%
All Grades Round 1	76%	64%
All Grades Round 2	64%	58%

- ✓ While 90% of students chose to stay in their current school, **10% of students applied to change schools**
- ✓ This indicates to us that families are receiving good guidance from schools about how to navigate the application process. Thank you!

BUT...

We have more work to do!

**And we heard your feedback on how
to continuously improve UES.**

Feedback on the Application Process:

- Families need more time to learn about schools, understand the process and submit applications
- Families need more information and opportunities to learn about schools and the process through marketing efforts
- Families and schools need more time to register students
- Families and schools need to know their enrollment earlier
- Too many families are needing to resolve their issues over the summer at the Family Support Center

Feedback on Family Match Outcomes:

- Siblings applying to new schools together are oftentimes split up
- Some students are being matched to schools that are geographically too far

OVERALL RECOMMENDATIONS: UPDATES IN 3 AREAS

In order to better serve the students of Newark, aligned to our stated priorities, we are planning the following modifications for this 2015-16 enrollment cycle.

1. Make **process improvements** to ensure that families have more information and time to understand their school options and possible match outcomes.
2. Improve **sibling matching** to ensure more siblings are matched together whenever possible.
3. Revise **geographic preference** to ensure more students are able to access a school in their neighborhood, if they choose.

1) PROCESS IMPROVEMENTS: 2015-2016 UES TIMELINE

To ensure that we achieve the following:

- Longer application window
- Longer registration window
- Resolutions for families' enrollment issues by end of year
- Reduction in family traffic at the Family Support Center over the summer

...we are planning one application round, followed by a registration and appeals process that ensures families know where they are attending school for FY16-17 by the end of this school year.

	Dates	Weeks	Rationale
Application	December 7 - February 29	12 weeks	<ul style="list-style-type: none"> • Gets application out the door before the holidays; application will be coupled with robust guidebook, videos for virtual tours, and schedule of events beginning in January • Allows for sufficient time to amend application, create sources of information about schools, launch communications campaign, prepare/train schools on the new policies and processes
Matching Process, Letter Prep	February 29 – April 15	7 weeks	Allows for sufficient time to do the following: <ul style="list-style-type: none"> • Magnet school collection + ranking • Data cleaning (i.e. de-duping; paper application clarifications) • Calculating preferences • Geocoding students • Preparing the algorithm files • Running algo + quality checking algorithm results • Review of algo results for split siblings, special populations • Letter preparation/mailmerge • Sending letters out/updating Schoolforce with match results
LETTER RELEASE – FRIDAY, APRIL 15			
Registration	April 18 – June 1	6-7 weeks	<ul style="list-style-type: none"> • Allows schools to exhaust all efforts to contact families, get them in the door to register, and get them excited about attending school in SY16-17! • Provides schools with opportunities to meet with families to ensure they understand students' needs to prepare for their arrival for SY16-17
Appeals	April 18 – May 13 All resolutions by June 30	4 weeks	<ul style="list-style-type: none"> • Provides families with time to submit appeals if their school match no longer works for them • Allows System Admin sufficient time to explore solutions for families with hardships • Allows System Admin to resolve issue prior to end of school year, rather than having families apply through a second round
2016-2017 Walk-In @FSC	July 12	Ongoing	<ul style="list-style-type: none"> • Focus on new enrollment and summer transfers for those who did not participate in the application process.

2) SIBLING MATCHING: 3 WAYS TO KEEP SIBLINGS TOGETHER

1

Existing Sibling Priority

Applies to students who are applying to schools where they have existing siblings. These applicants have the highest priority to be matched to the school when there are seats available.

Family Action: Families have to identify the existing sibling on their application.

School Action: Schoolforce POC will have to validate the sibling claim.

2

New Sibling Priority **(NEW!)**

Applies to students from the same family applying together to new schools.

If one student from the family gets into a school, the other students from the family have a higher priority to be matched to the school as well, but a lower priority than “existing” siblings (see #1).

Family Action: Families have to apply for all siblings in the family using the same account. Families must apply to schools in the same order for all siblings.

School Action: Provide guidance to families who are seeking to keep their students together.

3

Sibling Link for New Sibling Applicants

Applies to new students from the same family applying together to new schools. Families can opt-in to express that they prefer their children to be placed together, even if it means matching students to a lower choice on their application in order to do so.

Family Action: Families must opt-in on the application, stating that keeping their students together is most important. Families must apply to schools in the same order for all siblings.

School Action: Provide guidance to families who are seeking to keep their students together.

3) GEOGRAPHIC PREFERENCE: HOW IT WORKS

85% of seats in schools within a geographic hub will be preferenced for applicants to those schools who live in the same geographic hub.

Example:

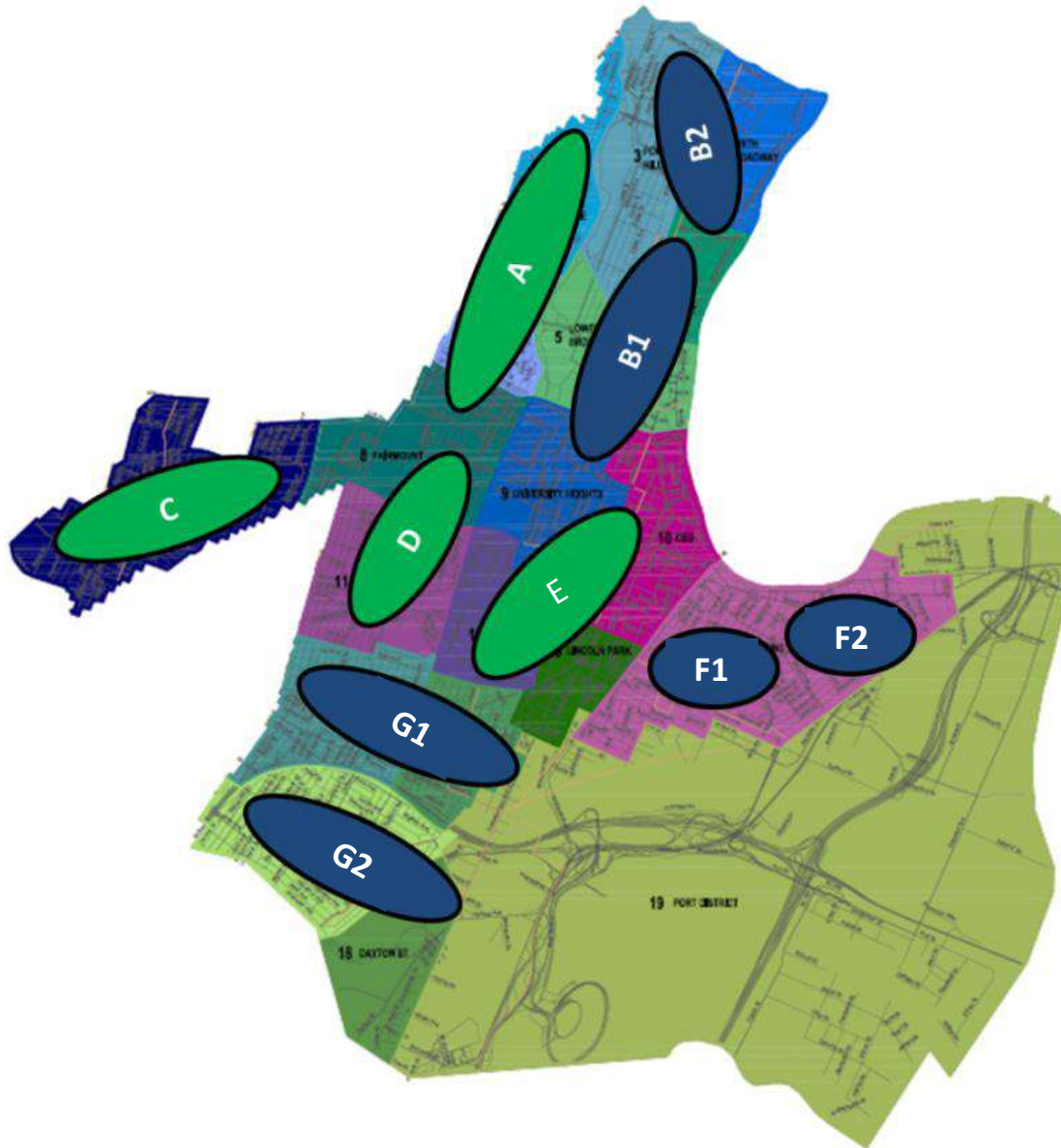
- This means that if there are 100 seats in Kindergarten in a school, 85 of the seats will be preferenced for students in the geographic hub who applied to the school.
- The other 15 seats will not have a geographic preference. These might be filled by students from the hub or by students from outside of the hub, depending on the number of applicants.
- However, note that the system does not force-place students into schools that they do not apply to.
 - If the school described above has exactly 100 applicants from the geographic hub and no students from outside of the hub, then all 100 seats would only be filled by students from the hub only. The system does not force-place students from outside of the hub to fill 15% of seats.
 - If the school described above has only 60 applicants from the geographic hub (less than the 85 seats with the geographic preference), the system does not force-place 25 students from the hub into the school if they did not apply. The remaining 25 seats that are preferenced for students from within the hub will be available other applicants.

Some hubs are divided into sub-hubs to ensure that the students who live closest to these schools are able to have the highest geographic preference to these schools.

- Hubs with sub-hubs were developed based on geographic size of hub, number of schools in the hub, grade levels offered in sub-hubs, etc.

Note that geographic preference does not apply to high schools, charter schools that have multiple campuses, and charter schools that receive Charter School Program funding from the US Department of Education.

3) GEOGRAPHIC PREFERENCE: HUB & SUB-HUB MAP



3) GEOGRAPHIC PREFERENCE: SCHOOLS IN EACH HUB / SUB-HUB

HUB A

Roseville (Upper and Lower)

- Abington Avenue School
- Dr. E. Alma Flagg
- Dr. William H. Horton
- First Avenue School
- Roseville Community Charter School

HUB B

Sub-Hub B1

Mount Pleasant, Seventh Avenue, Downtown

- Benjamin Franklin
- Branch Brook
- Luis Munoz Marin*
- McKinley
- Rafael Hernandez
- Robert Clemente

Sub-Hub B2

Forest Hills, North Broadway

- Elliott Street
- Luis Munoz Marin*
- Park Elementary
- Ridge Street

HUB C

Ivy Hill, Vailsburg

- Ivy Hill Elementary School
- Lady Liberty Academy Charter School
- Lincoln
- Mount Vernon
- Speedway School

HUB D

Fairmount, West Side

- Camden Street Elementary School
- Cleveland
- Fourteenth Avenue
- Harriet Tubman Elementary School
- Marion P. Thomas Charter School
- South Seventeenth Street
- Sussex Avenue
- Thirteenth Avenue

HUB E

University Heights, Springfield/Belmont, Lincoln Park

- Great Oaks Charter School
- Louise A. Spencer*
- Merit Prep Charter School
- Miller Street School*
- Newark Educators' Charter School
- Quitman
- University Heights Charter School

HUB F

Sub-Hub F1

Ironbound West of Five Corners, South Ironbound

- Lafayette Street
- Oliver Street
- South Street

Sub-Hub F2

Ironbound East of Five Corners

- Ann Street
- Hawkins Street
- Wilson Avenue

HUB G

Sub-Hub G1

Clinton Hill (Upper and Lower), Lincoln Park

- BRICK Avon
- Belmont Runyon
- Hawthorne Avenue
- Louise A. Spencer*
- Miller Street*
- Newark Legacy Charter School

Sub-Hub G2

Weequahic, (including Dayton)

- BRICK Peshine Avenue School
- Chancellor Avenue School
- Eagle Academy
- George Washington Carver
- Girls' Academy

*Students from multiple hubs applying to these schools will have a geographic preference given the location of these schools and the grade level makeup of schools in those hubs.

Note that some charter schools may be subject to change based on whether they participate this school year, further data analysis or further guidance provided by the NJDOE/US Department of Education.

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PART 2:

SCHOOL ACTION STEPS FOR YEAR 3

SCHOOL ACTION STEPS OVERVIEW

Schools are a critical partner in supporting the universal enrollment process throughout the year. School staff have important roles during the following times:

1	Pre-Application*	Now – December 4, 2015
2	Application*	December 7 – February 29, 2016
3	Post-Application & Match Release	February 29 – April 15, 2016
4	Registration & Appeals	April 18 – June 1, 2016
5	Summer	Summer 2016

****Note that during Pre-Application and Application, the Office of Student Enrollment will also be working with networks and schools on their enrollment projections for the 2016-2017 school year. We will work together to ensure that projections, budgets and section planning are aligned.***

SCHOOL ACTION STEPS OVERVIEW

To carry out the work at each stage of the universal enrollment cycle, each school will have a School-Based Enrollment Team that will have the following roles & responsibilities:

ROLE	ROLE SUMMARY	EXAMPLE TASKS	SKILLS NEEDED	PROPOSED ROLES
School Point of Contact	Expert on ONE policy and accountable for achieving goals and responsibilities of schools	Train other staff members; answer policy questions (e.g. explain the sibling preference)	Leadership, policy knowledge, ability to hold school staff accountable	VP, Guidance Counselor, School Operations Manager
Enrollment Data Coordinator	Manage application and Salesforce data; SF point of contact	Complete excel form to facilitate data cleaning; Communicate registration progress by updating Salesforce	Strong general computer skills, Aptitude for working with databases	Clerk, Data Analyst, School Operations Mngr, School Ops Assistant
Family Engagement Specialist	Communication and support for current students and families for enrollment	Host an info session for transitioning students; work with families one-on-one to complete application	Family service oriented; knowledge of school options	Clerk, Community Engagement Specialist, Guidance Counselors, CST
Communications and Recruitment Specialist	Promotes the school to potential applicants and ensures the school receives applications	Host an open house for potential new students; create marketing materials	Communication and marketing; enthusiasm for school	School Ops Mngr, School Ops Assistant, Community Engagement Spec

Principals will be asked to identify the staff members in their school who will be responsible for the roles and responsibilities outlined above as part of their Pre-Application work.

SCHOOL ACTIONS: PRE-APPLICATION

Now – December 4, 2015

PRE-APPLICATION SCHOOL ACTIONS

School Action	Due Date	Submission/ Access Link	Complete?
1) Complete Your School's Guidebook Entry	Friday, October 23	http://goo.gl/forms/bXKZGZH2rB	
2) Select Your School-Based Enrollment Team	Friday, October 30	http://goo.gl/forms/5Sjil4slcs	
3) Complete Your School Marketing Video	Friday, November 13	Will be available by week of October 26 via Principal Points	
4) Develop Your School Marketing Strategy	Friday, December 4	N/A	

School Action	Due Date	Submission Link	Complete?
1) Complete Your School's Guidebook Entry	Friday, October 23	http://goo.gl/forms/bXKZGZH2rB	

WHAT?

We are creating a robust school guidebook that has basic information about schools as well as information about your school's mission/vision, academic model and programs, extracurricular activities, community partners, and any fun facts!

WHY?

We want to ensure that families have the best information possible when engaging in the school choice process.

WHO?

The following roles should be responsible for submitting this school guidebook entry:

- ☐ *Principals*
- ☐ *Communication & Recruitment Specialist*

ADDITIONAL INFORMATION?

The survey should take no more than 15 minutes to complete!

School Action	Due Date	Submission Link	Complete?
2) Select Your School-Based Enrollment Team	Friday, October 30	http://goo.gl/for ms/5Sjil4slcs	

WHAT?

The School-Based Enrollment Team is responsible for managing the universal enrollment process at your school – from managing application data in Schoolforce to supporting transitioning grade students who need to apply to recruiting students to apply to your school!

WHY?

We know that the enrollment process can't fall on one person's shoulders! Enrollment is a team effort that requires expertise and skillsets from different staff members in your school.

WHO?

The following roles are responsible for identifying the School-Based Enrollment Team members, submitting their names, ensuring they attend training, and supporting their work:

☐ *Principals*

ADDITIONAL INFORMATION

Small schools may only need 2 staff members to manage the enrollment process while larger schools may need 4 staff members. It is up to the school to decide who and how many staff members should serve on this team!

School Action	Due Date	Submission Link	Complete?
3) Complete Your School Marketing Video	Friday, November 13	Will be available by week of 10/26 via PPoints	

WHAT?

Each school is invited to create a school marketing video / virtual tour for their school. These videos will be posted with the application at www.newarkenrolls.org and on the NPS website!

WHY?

Families want to learn about schools, but cannot always attend events and open houses throughout the city. By creating videos, you will be able to give families a peak inside of what makes your school unique!

WHO?

The following roles are responsible for leading the video development, but should work with other partners in the school to create the video

- ☐ *Point of Contact*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

Schools will be receiving guidance on these 2:30 minute videos in Principal Points by the week of 10/26. Awards will be given out to schools during the school fair in January for the best videos and for the most “liked” videos!

School Action	Due Date	Submission Link	Complete?
4) Develop Your School Marketing Strategy	Friday, December 4 & Ongoing	N/A	

WHAT?

Each school should develop a plan to market themselves and let families know why they should apply to your school!

WHY?

To ensure that families learn about schools in the school choice process, it is important for them to learn about your school. Each school also has to recruit applicants to ensure that they are fully enrolled for the 2016-2017 school year, especially in entry grades (e.g. PK, K).

WHO?

The following roles are responsible for developing a marketing strategy for your school:

- ☐ *Point of Contact*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

While we will provide you with opportunities to market your school, schools are in the best position to tell their story! Some ideas include:

- Social Media
- Open Houses / School Tours
- Door-knocking
- Presentations at Community Organizations

SCHOOL ACTIONS: APPLICATION

December 7 – February 29

APPLICATION SCHOOL ACTIONS

School Action	Due Date	Submission/ Access Link	Complete?
1) Submit Paper Applications Into Schoolforce	December 7 – March 3	https://login.salschoolforce.com	
2) Meet One-on-One with Transitioning Grade Students and Support Their Families in Applying to Schools	December 7 – February 12	https://login.salschoolforce.com	
3) Check Schoolforce to View Your Transitioning Students' Applications	December 7 – February 29	https://login.salschoolforce.com	
4) Execute Your Marketing Strategy & Adjust as Necessary Based on Application Data	January 4 – February 19	N/A	
5) Check Schoolforce to Track Applications to Your School	January 11 – February 19	https://login.salschoolforce.com	
6) Attend the City-Wide School Fair	TBD	November/December	

School Action	Due Date	Link	Complete?
1) Submit Paper Applications Into Schoolforce	December 7 – March 3	https://login.schoolforce.com	

WHAT?

Families are able to submit applications by visiting www.newarkenrolls.org and clicking on “Apply” or via a paper application to any participating school. Schools are responsible for inputting paper applications into Schoolforce on behalf of families that submit paper applications.

WHY?

We want to be sure that all families have opportunities to submit applications. Though 80% of families have submitted their applications online, some families are not able to submit online applications and need additional support.

WHO?

The following people are responsible for supporting families with paper applications and inputting them into Schoolforce:

- ☐ *Family Engagement Specialist*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- Your entire School-Based Enrollment Team will be trained on the newly revamped application and Schoolforce platform in November.
- Each school is assigned one account that can be shared across staff at your school.
- Schools may consider having computers available for families who visit with paper applications so that families can submit applications online themselves.

School Action	Due Date	Link	Complete?
2) Meet One-on-One with Transitioning Grade Students and Support Their Families in Applying to Schools	December 7 – February 12	https://login.salesforce.com	

WHAT?

Students who are in transitioning grades and need new schools must submit applications to be matched to new schools for the 2016-2017 school year.

WHY?

Because the majority of transitioning grade students will attend a district or charter school that is participating in universal enrollment, we need to ensure that these students are submitting applications with school choices that they are interested in and will support their needs.

WHO?

The following people are responsible for supporting transitioning students and their families who need to apply for new schools for the 2016-2017 school year:

☐ *Family Engagement Specialist*

ADDITIONAL INFORMATION

- Family Engagement Specialists should work closely with families and other relevant school staff (e.g. CSTs) to ensure that transitioning students submit applications and make the best school choices on their application based on interests and needs.
- The Family Engagement Specialist will work closely with the Enrollment Data Coordinator to ensure that each student who is in a transitioning grade has submitted an application and follow up with families whose students have not.

School Action	Due Date	Link	Complete?
3) Check Schoolforce to View Your Transitioning Students' Applications	December 7 – February 29	https://login.schoolforce.com	

WHAT?

Schoolforce allows users to view the application status of students who are applying out of your school.

WHY?

Being able to see which students have applied allows you to monitor your transitioning grade students to ensure they have submitted applications. This also allows schools to follow-up with non-transitioning grade students who have applied to make sure that they understand that if they are matched to a new school, they lose their seat in your school.

WHO?

The following roles are responsible for monitoring applications of transitioning grade students in Schoolforce and working with the Family Engagement Specialist to ensure that transitioning students and families are supported:

☐ *Enrollment Data Coordinator*

ADDITIONAL INFORMATION

- The application data and information that school users will see when they log into their Schoolforce accounts on their homepage is customized for their school.
- Your School-Based Enrollment team will be trained on the newly revamped Schoolforce platform in November.
- The Enrollment Data Coordinator will work closely with the Family Engagement Specialist to ensure that each student who is in a transitioning grade has submitted an application.

School Action	Due Date	Link	Complete?
4) Execute Your Marketing Strategy & Adjust as Necessary Based on Application Data	January 4 – February 19	N/A	

WHAT?

Each school should execute the marketing plan they developed to recruit applicants, particularly students who are in the entry grade of their school.

WHY?

School staff are best positioned to provide families with information about their school and attract them to apply! It is important for schools to receive as many applications as possible for their entry grades (e.g. PK, K) to ensure that they have sufficient applicants for the number of seats they have available in their school.

WHO?

The following roles are responsible for overseeing the execution of the marketing strategy and adjusting it as necessary based on application data.

☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

Marketing your school is a whole school effort! While the School Point of Contact and Communications & Recruitment Specialists will be responsible for overseeing the execution of the plan, they will need support from volunteers to get the word out about your school!

School Action	Due Date	Link	Complete?
5) Check Schoolforce to Track Applications to Your School	January 11 – February 19	https://login.salesforce.com	

WHAT?

Schoolforce allows users to view how many applications there are to their school by grade level. It also allows users to see how many applications ranked the school 1st, 2nd, 3rd and so on.

WHY?

This allows schools to understand how many applicants they have, how they are being ranked by those applicants, and whether they will likely meet their enrollment projections through the application process. It will also help schools determine whether they need to adjust their marketing strategies to attract more applicants, especially at entry grades (e.g. PK, K, 9).

WHO?

The following roles are responsible for reviewing applicant data and adjusting student recruitment activities as necessary to ensure the school has enough applicants.

- ☐ *Enrollment Data Coordinator*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- Your School-Based Enrollment team will be trained on the newly revamped Schoolforce platform in November.
- The information that school users will see when they log into their accounts on their homepage is customized for their school.

School Action	Due Date	Link	Complete?
6) Attend City-Wide School Fair	TBD	N/A	

WHAT?

We will be hosting a school fair PK – 12 for all families to attend and learn more about public schools in Newark!

WHY?

We want to provide schools with opportunities to market themselves and let families know about what they have to offer and why they are unique. This serves as an additional opportunity to the school guidebook and schools' other marketing efforts.

WHO?

The following people are responsible for organizing their school's participation in the school fair:

☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- More information will be forthcoming about the date, time, location and guidelines for school fair participation.
- Schools with the best videos and the most “liked” videos will be recognized at the school fair!

SCHOOL ACTIONS:
POST-APPLICATION / MATCH RELEASE
February 29 – April 22

POST-APPLICATION / MATCH RELEASE SCHOOL ACTIONS

School Action	Due Date	Submission/ Access Link	Complete?
1) Develop Your School's Registration and New Student Communication Plan	March 7 – March 27	Will open on March 7	
2) Distribute Match Letters to Current Students In Your School to Inform Them of New School Placements	April 18 – April 22	N/A	
3) Reach Out to New Students Who Have Been Matched to Your School	April 18 – April 22, ongoing	https://login.salesforce.com	

School Action	Due Date	Submission Link	Complete?
1) Develop Your School's Registration and New Student Communication Plan	March 7 – March 27	Will open on March 7	

WHAT?

When students are matched to new schools, they must register to secure their seat. Schools must develop plans to register all students during the registration window (April 18 – June 1). The plan should include how families will be contacted; what the registration process will look like in the school (scheduled appointments; walk-in hours); how documentation will be stored; and ensuring that registration status of each student is updated in Schoolforce.

WHY?

Registration is family's way of saying "yes, I accept the seat at this school." Families provide their new schools with important documentation, and schools can begin to prepare for students' arrival in the fall. It is also an opportunity for schools to get families excited for the school!

WHO?

The following roles are responsible for developing the registration process at schools:

- ☐ *School Point of Contact*
- ☐ *Family Engagement Specialist*
- ☐ *Enrollment Data Coordinator*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- Schools will be asked to develop and submit their registration plans to be reviewed by their network.
- In February, guidance will be provided to schools on the registration process, any registration black-out dates, and other information that will be important to your planning.
- Final school registration details will be included in match letters that are sent home to families in April!³³

School Action	Due Date	Submission Link	Complete?
2) Distribute Match Letters to Current Students In Your School to Inform Them of New School Placements	April 18 – April 22	N/A	

WHAT?

Schools will receive match letters to distribute to their current students who submitted applications to inform them of their match outcome.

WHY?

We try to inform families every way possible of their match outcome – through mailing letters home, making the match outcome available on Schoolforce, and emailing families. To ensure that families know where their students will be attending in the fall, we are asking their current schools to help distribute letters to students as well. This is critical for your transitioning grade students!

WHO?

The following people are responsible for supporting with the distribution of match letters to students.

- ☐ *School Point of Contact*
- ☐ *Family Engagement Specialist*

ADDITIONAL INFORMATION

- Match letters for current students will be provided to schools for distribution by the Office of Student Enrollment.
- Additional information will be sent to schools in the spring to guide them in this process.

School Action	Due Date	Submission Link	Complete?
3) Reach Out to New Students Who Have Been Matched to Your School	April 18 – 22, ongoing	https://login.salesforce.com	

WHAT?

Schools should plan to reach out to families and exhaust all possibilities to register all students who were matched to them based on the registration plans they developed.

WHY?

By reaching out to all students who are matched to your school via multiple communication channels, schools will have greater success in getting families to register.

WHO?

The following people are responsible for supporting with the distribution of match letters to students.

- ☐ *School Point of Contact*
- ☐ *Family Engagement Specialist*
- ☐ *Family Engagement Specialist*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- Your school's strategy for reaching out to students will be included in your school's registration plan.
- Schools will have access to matches a week before families to allow you to plan how families will be contacted.
- Families will begin finding out about their school matches, and will have their next steps to register at your school in their match letter.
- This is a great opportunity for schools to reach out to families by phone or in-person to reinforce how important it is to register!

SCHOOL ACTIONS: REGISTRATION & APPEALS

April 18 – June 1

REGISTRATION & APPEALS SCHOOL ACTIONS

School Action	Due Date	Submission/ Access Link	Complete?
1) Register Your Students, Get Them Excited!	April 18 – June 1	https://login.salesforce.com	
2) Support Families Who Are Seeking Appeals	April 18 – May 13	Will open on April 18 at www.newarkenrollment.org	

School Action	Due Date	Submission Link	Complete?
1) Register Your Students, Get Them Excited!	April 18 – June 1	https://login.salesforce.com	

WHAT?

Schools will execute their registration plans, ensuring that students and their families are coming to the school to provide their documentation and learn about their new school!

WHY?

Registration is family’s way of saying “yes, I accept the seat at this school.” Families provide their new schools with important documentation, and schools can begin to prepare for students’ arrival in the fall. It is also an opportunity for schools to get families excited for the school!

The registration status of each student also helps us determine how many seats can be made available to new families and families seeking transfer over the summer at the Family Support Center.

WHO?

The following roles are responsible for managing the registration process at your school:

- | | |
|---|---|
| <input type="checkbox"/> <i>School Point of Contact</i> | <input type="checkbox"/> <i>Family Engagement Specialist</i> |
| <input type="checkbox"/> <i>Enrollment Data Coordinator</i> | <input type="checkbox"/> <i>Communications & Recruitment Specialist</i> |

ADDITIONAL INFORMATION

- We will be using registration data dashboards to monitor registration status across all schools so that networks can provide support as necessary. We are also exploring a “registration day” for all schools to be open for registration for all students and their families.

School Action	Due Date	Submission Link	Complete?
2) Support Families Who Are Seeking Appeals	April 18 – May 13	Will open on April 18 www.newarkenrolls.org	

WHAT?

The appeals process is a way for families who will experience hardships with their school placement to have their enrollment issues resolved.

WHY?

Family circumstances can change frequently, and we want to be sure that we have a way for families to let us know if the school match they were assigned will no longer work for them. We plan to resolve enrollment issues for families prior to the end of the school year.

WHO?

The following people are responsible for supporting families through the appeals process:

- ☐ *Family Engagement Specialist*
- ☐ *Communications & Recruitment Specialist*

ADDITIONAL INFORMATION

- Families will be able to submit an appeal by visiting www.newarkenrolls.org and clicking on “Submit Appeal.”
- Appeals are only collected online only; there are no paper appeals. Schools may want to consider setting up a computer for families to use to submit appeals.
- Families will get updates on the status of their appeal on an ongoing basis from the Office of Student Enrollment. Families should submit appeals as early as possible during the appeals window to make sure issues are resolved as quickly as possible

PART 3:

GUIDANCE FOR STUDENTS & FAMILIES

GUIDANCE FOR STUDENTS & FAMILIES

Schools are a critical partner in supporting families throughout the universal enrollment process to ensure that they are matched to schools that will work for them.

The following types of students and family situations will require specific support from schools:

- 1 Transitioning Grade Students**

- 2 Non-Transitioning Grade Students**

- 3 Keeping Siblings Together**

- 4 Attending School Close to Home**

- 5 New Students Arriving After the Application Window**

TRANSITIONING GRADE STUDENTS

- ✓ **Students who are in the last grade of your school need to submit an application for new schools for the 2016-2017 school year.**
- ✓ It is recommended that these students choose as many schools as possible on their application – up to 8. However, students do not have to choose 8 schools on their application and should only choose schools that they would attend.
- ✓ Family Engagement Specialists should work with students and their families, as well as relevant school staff (e.g. guidance counselors, CSTs), to ensure that these students are choosing the best possible schools on their application.
 - School guidebooks will have information about academic models and programs for each school.

NON-TRANSITIONING GRADE STUDENTS

- ✓ **Students who are in non-transitioning grades who want to stay in your school do not have to submit an application.** They have an automatic guarantee to stay in your school.
- ✓ If non-transitioning grade students would like to apply, they should only apply to schools that they prefer over their current school.
 - That means that if there is only 1 school that they prefer over their current school, they should only apply to that 1 school.
 - They should not apply to 8 schools if there are not 8 schools that they prefer over your school.
- ✓ If these applicants are not able to be matched to a new school on their application, they will automatically be matched back to your school.
- ✓ If these applicants are matched to a new school from their application, they will lose their seat in your school. Therefore, families should make sure that the schools they apply to are schools they would actually attend.
- ✓ Enrollment Data Coordinators and Family Engagement Specialists should monitor these applications and conduct outreach to families if it appears that a family may need help understanding this process.

KEEPING SIBLINGS TOGETHER

- ✓ **We will do everything possible to keep siblings together, but we need help from families and schools to ensure that we do this to the best of our ability.**
- ✓ If a family has a child in one school, and would like other children to join that sibling, they must include the sibling's name on the application as being a sibling already in the school.
 - Applicants with existing siblings in a school they are applying to will have the highest preference to be matched to the school to join their sibling.
 - Schools will be asked to validate sibling claims.
- ✓ If the family has multiple siblings who are applying to new schools together, all of the applications must have the schools listed in the same order. The system will try to get all of the siblings into the highest school it can on all of their applications if there is seat availability for all of the students.
- ✓ If a family would like for the students to be matched together even if it means matching them to a lower choice on their application, the family can select "Sibling Link." This means that above all else, the most important thing is for a family's children to be placed together.

ATTENDING SCHOOL CLOSE TO HOME

- ✓ Families who want their children to attend school close to home should only select schools that are close to their home.
 - Families who live in hubs and sub-hubs of the schools they have applied to will have a geographic preference.
- ✓ Families can use the following tool to input their address and find the schools that are closest to them:

http://www.newarktrust.org/school_scope_map

NEW STUDENTS ARRIVING AFTER THE APPLICATION WINDOW

- ✓ New students who arrive after the application will continue to receive support from the Family Support Center for placement for this current school year (2015-2016).
- ✓ If these new families are interested in attending a different school for the 2016-2017 school year, they will be informed by the Family Support Center that they must go through the appeals process.
- ✓ In the appeals process, they will be able to express preferences for schools they would like to attend. If we are able to accommodate their request for the next school year, we will do so.

PART 4: SCHOOL RESOURCES

SCHOOL RESOURCES

School Support Website – COMING SOON!

Modeled after the PARCC website, we are in the process of developing a website at the Newark Public Schools website that will be a central place for schools to find the following information:

- UES Policy & Process Overview
- Family Facing Materials
- Schoolforce Guides & Training Materials
- School Guidebook
- Guidelines on marketing videos, registration, school fair and other items throughout the enrollment cycle
- Ongoing announcements about enrollment

Please also refer to weekly Principal Points updates.

Contact Information for Schools

Schools should feel free to contact the following for enrollment support:

Mitch Center's Network: Anita Ziyad (aziyad@nps.k12.nj.us)

Roger Leon's Network: Javier Nazario (hnazario@nps.k12.nj.us)

Herb Daughtry's Network: Brenda Lee (blee@nps.k12.nj.us)

High School Division: Matt Brewster (mbrewster@nps.k12.nj.us)

The Office of Student Enrollment: newarkenrolls@nps.k12.nj.us

Family Support Website

Families will be able to access everything they need from one place: www.newarkenrolls.org. This is in the process of being updated, and will include:

- UES Policy & Process Overview
- Family FAQs
- Links to submit applications, appeals
- School Guidebook
- School Marketing Videos
- Map tool to calculate distance from their home to a school
- List of school and city-wide enrollment events happening around the city

Contact Information for Families

Families can contact the following for application questions and support beginning in December:

Contact Center: Call 973-733-7333

Family Support Center: Visit 301 W. Kinney Street,
Mon – Thurs, 8:30 am – 3:00pm