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BRIEFING MEMORANDUM

TO: SPCSA Board
FROM: Rebecca Feiden, Executive Director; Mark Modrcin, Director of Authorizing
SUBJECT: Recruitment and Enrollment Plans
DATE: November 18, 2022

Background

At the State Public Charter School Authority meeting on April 15, 2022, the Authority voted to require certain SPCSA-sponsored charter schools (see list below) to develop and submit recruitment and enrollment plans by September 30, 2022. These recruitment and enrollment plans were required to contain specific strategies aimed at serving a student population that is representative of the school's local community, particularly with regard to the population of students qualifying for free or reduced-price lunch. Below is a list of the schools that were required to develop and submit recruitment and enrollment plans:

- Alpine Academy
- Doral Northern Nevada
- Doral Pebble
- Doral Red Rock
- Founders Classical Academy of Las Vegas
- Leadership Academy of Nevada
- Nevada State High School Downtown Henderson
- Nevada State High School Northwest
- Pinecrest Inspirada
- Pinecrest Sloan Canyon
- Somerset Aliante
- Somerset Lone Mountain

- Somerset Sky Pointe
- Somerset Skye Canyon

For more information regarding how these schools were identified, refer to the [memorandum to the Authority dated April 15, 2022](#).

All Recruitment and Enrollment Plans were submitted by the September 30, 2022 deadline and SPCSA staff has reviewed these plans and provided feedback to each school, as applicable.

Recruitment and Enrollment Strategies

Below is a summary of the strategies included in the submitted Recruitment and Enrollment Plans. SPCSA staff will be collecting data from schools in the spring and summer of 2023 to understand the effectiveness of these strategies.

The following strategies are aimed at raising awareness about the school as an option for students and/or raising awareness about the programs offered by the school:

Strategy	School(s)
Targeted direct mail and flyer distribution (including bi-lingual communications)	<ul style="list-style-type: none"> • Alpine Academy* • Doral Academy Pebble • Doral Academy Red Rock • Doral Academy of N. Nevada • Founders Classical Academy • Leadership Academy • Nevada State High School • Pinecrest Sloan Canyon • Somerset Aliante • Somerset Lone Mountain • Somerset Skye Canyon
Social Media posts in multiple languages	<ul style="list-style-type: none"> • Doral Academy Red Rock • Doral Academy Pebble • Leadership Academy • Nevada State High School
Intentional communication and recruitment with local Pre-K programs	<ul style="list-style-type: none"> • Founders Classical Academy
Open Houses accessible in both English and Spanish	<ul style="list-style-type: none"> • Alpine Academy* • Nevada State High School • Somerset Lone Mountain
Hold open houses and leave brochures at affordable housing apartment complexes and community centers/hubs	<ul style="list-style-type: none"> • Pinecrest Sloan Canyon • Somerset Skye Canyon
Direct outreach to students/families that have indicated interest in the school in English and Spanish	<ul style="list-style-type: none"> • Alpine Academy • Doral Academy of N. Nevada • Nevada State High School

Participate in Community outreach events	<ul style="list-style-type: none"> • Doral Academy of N. Nevada • Nevada State High School
Conduct outreach through community partners	<ul style="list-style-type: none"> • Alpine Academy* • Doral Academy Pebble • Doral Academy Red Rock • Pinecrest Academy Inspirada • Somerset Sky Pointe
Build relationships with counselors at possible feeder schools with focus on making school available to all students, including FRL	<ul style="list-style-type: none"> • Nevada State High School • Pinecrest Sloan Canyon
Share information with prospective students about CTE courses	<ul style="list-style-type: none"> • Nevada State High School
Communicate with families about the National School Lunch Program and importance of completing FRL forms	<ul style="list-style-type: none"> • Doral Academy Red Rock • Doral Academy Pebble • Pinecrest Sloan Canyon • Somerset Aliante • Somerset Sky Pointe
Train staff on impact of FRL forms and National School Lunch Program	<ul style="list-style-type: none"> • Doral Academy Pebble • Doral Academy Red Rock
Increased social media advertising that includes messaging about lunch program	<ul style="list-style-type: none"> • Alpine Academy • Somerset Sky Pointe
Increase Availability of FRL forms	<ul style="list-style-type: none"> • Somerset Lone Mountain • Somerset Sky Pointe
Incorporate FRL Forms into Infinite Campus to make accessible to parents	<ul style="list-style-type: none"> • Leadership Academy

*In place prior to the Recruitment and Enrollment Plan

The following strategies are aimed at increasing the likelihood that certain student groups are selected through the enrollment process:

Strategy	School(s)
Weighted Lottery	<ul style="list-style-type: none"> • Alpine Academy* • Doral Academy of N. Nevada* • Founders Classical Academy* • Pinecrest Academy Inspirada* • Pinecrest Sloan Canyon* • Somerset Aliante* • Somerset Lone Mountain* • Somerset Skye Canyon*
Establish Preferential Enrollment	<ul style="list-style-type: none"> • Somerset Aliante • Somerset Lone Mountain • Somerset Skye Canyon

*In place prior to the Recruitment and Enrollment Plan

The following strategies are aimed at ensuring that the school provides a welcoming and supportive environment for all learners:

Strategy	School(s)
Streamline registration process, make materials available in multiple languages, and have staff available by cell phone (bi-lingual) to support with enrollment process	<ul style="list-style-type: none"> • Nevada State High School
Offer National School Lunch Program	<ul style="list-style-type: none"> • Alpine Academy • Doral Academy Red Rock* • Doral Academy Pebble* • Founders Classical Academy • Pinecrest Academy Inspirada* • Somerset Aliante* • Somerset Lone Mountain* • Somerset Skye Canyon*
Intentional onboarding and communications available in Spanish	<ul style="list-style-type: none"> • Alpine Academy • Founders Classical Academy
Intentional onboarding and communication with families of special education students	<ul style="list-style-type: none"> • Founders Classical Academy
Provide or highlight additional resources for FRL students (ex. summer classes and college textbooks at no cost)	<ul style="list-style-type: none"> • Doral Academy Red Rock • Doral Academy Pebble • Nevada State High School
Waive fees for additional programs for FRL students (ex. athletic, field trip, etc.)	<ul style="list-style-type: none"> • Doral Academy Red Rock • Doral Academy Pebble • Doral Academy of N. Nevada • Leadership Academy • Somerset Skye Canyon
Community Resource Newsletter for families	<ul style="list-style-type: none"> • Founders Classical Academy
Partnership with organizations that support low-income students/families	<ul style="list-style-type: none"> • Doral Academy of N. Nevada • Founders Classical Academy • Leadership Academy
Partnerships with new community organizations	<ul style="list-style-type: none"> • Doral Academy of N. Nevada • Nevada State High School
Professional development on supporting special populations	<ul style="list-style-type: none"> • Founders Classical Academy
Staff Training on Diversity and Inclusion	<ul style="list-style-type: none"> • Somerset Aliante • Somerset Lone Mountain • Somerset Skye Canyon
Hiring staff that is representative of a diverse student population	<ul style="list-style-type: none"> • Alpine Academy*
CTE coordinator focused on supporting students with identifying academic pathways and interests	<ul style="list-style-type: none"> • Nevada State High School

Student engagement coordinator focused on building relationships and ensuring students are engaged	<ul style="list-style-type: none"> • Nevada State High School
Track climate survey data by subgroup	<ul style="list-style-type: none"> • Doral Academy Pebble • Doral Academy Red Rock
Administer Exit Surveys to families of students who withdraw	<ul style="list-style-type: none"> • Founders Classical Academy
Explore transportation solutions for students and families	<ul style="list-style-type: none"> • Alpine Academy • Doral Academy Pebble • Doral Academy Red Rock

*In place prior to the Recruitment and Enrollment Plan