

## Pinecrest Academy of Northern Nevada – April SPCSA Update

### Marketing

Covid-19 Shutdown greatly impacted the school's approved marketing plan. All door-to-door outreach, family interest nights, local business events and outreach, and in-person events were cancelled. The team pivoted all efforts and marketing spend to marketing online, holding virtual events, TV & Radio commercials and a billboard.

- **Online Marketing**
  - **Facebook and Instagram Static Ads**
    - English Ad: 475 clicks, 35,424 reach, 118,501 impressions
    - Spanish Ad: 549 clicks, 22,080 reach, 113,673 impressions

### Example Ad:



- **Facebook and Instagram Video Ad**
  - 12,439 plays, 6,124 reach, 17,233 impressions
- **Facebook Live Events**
  - Principal Curtis held 8 Facebook Live Events with over 3400 total views
- **Google Ads**
  - Spanish: 1,920 clicks, 270,000 impressions
- **Radio/TV Advertising**
  - Univision – 66 TV and Radio Commercials, 66 Streaming Commercials
  - Spectrum – 444 TV Commercial Placements across networks

- **Billboard**

- Bilingual billboard ad placed on high traffic area at 395/Sun Valley Blvd for four weeks.



**Enrollment**

Open enrollment closed on April 12<sup>th</sup> and the weighted lottery took place on April 15<sup>th</sup>. All students who applied in 2<sup>nd</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> grades were accepted. Kindergarten, 1<sup>st</sup>, and 4<sup>th</sup> grades had more students apply than seats available, so the weighted lottery took place in those grades.

Grade Level	Total Applied	Available Seats
K	118	100
1	104	100
2	100	104
3	101	104
4	89	78
5	78	78
6	62	62
7	55	62

As indicated in the approved Weighted Lottery Policy, all families who indicated they were eligible for Free or Reduced Price Lunch (FRL) and provided paperwork to verify eligibility were given an additional “ticket” into the lottery. This additional weighting was successful, with all verified FRL students receiving a seat at the school for the 2020-2021 school year. However, we were disappointed that only 30% of the 143 families who indicated they were FRL eligible turned in the verification paperwork, despite numerous reminders through different communication methods. We would like to work with the SPCSA to refine this process to ensure all eligible families turn in the paperwork for the weighted lottery next year.

A survey was sent to all families who were accepted to PANN. At present, 26.8% of families have indicated interest in information for the FRL program. We will continue to follow up with families to

help them apply for the FRL program when the Federal application is available this summer. Please note that these are initial results, with only 149 responses so far. We are also working with community partners, such as the Boys & Girls Club to offer other support to families, particularly as the economic impacts of the Covid-19 crisis impact our community.

PANN accepted students from a total of 22 Northern Nevada zip codes (25 total), with the top zip codes 89436, 89441, 89431, 89434, 89433 and 89506.

<u>Zip Code</u>	<u># of Students</u>	<u>% of Accepted Students</u>
76063	1	0.2%
89052	1	0.2%
89408	3	0.5%
89411	1	0.2%
89424	2	0.3%
89426	1	0.2%
89429	2	0.3%
89431	34	5.2%
89433	24	3.6%
89434	30	4.5%
89436	254	38.5%
89441	243	36.8%
89502	14	2.1%
89503	4	0.6%
89504	1	0.2%
89505	2	0.3%
89506	20	3.0%
89508	1	0.2%
89509	3	0.5%
89510	11	1.7%
89512	2	0.3%
89519	1	0.2%
89523	2	0.3%
94928	2	0.3%
98408	1	0.2%

### **Transportation**

The PANN team has made significant progress in finalizing the transportation plan for approval by the SPCSA board. Key items include:

- A MOU with the Boys & Girls Club of Truckee Meadows is under review by their legal counsel and has been provided to SPCSA staff for review. The Sun Valley transportation pick-up location

has been secured, and we are working with the City of Sparks on securing the pick-up location near Sparks High School.

- The agreement with the Boys & Girls Club of Truckee Meadows will provide buses/shuttles for Pinecrest students from central locations in two target neighborhoods, Sun Valley and Inner Sparks. These shuttles will transport students to the school in the morning, with students able to participate in the Boys & Girls Club before school programs. After school, students will attend Boys & Girls Club after school care, tutoring and activities. Families will have the option to pick up students from the PANN Boys & Girls Club location, or have students shuttle to the Boys & Girls Club facility located at 2680 E. 9<sup>th</sup> Street, Reno, NV 89512.
- The Reno-Sparks Indian Colony has a shuttle available for student transport and has committed to providing transportation for all RSIC students enrolled at PANN.
- A survey of accepted families currently indicates that 6% plan to use shuttle transportation to and from school, with another 15% interested in more information about the program.
- In the same survey, 39% of families indicated they are interested in carpooling to school. The board will be evaluating carpool apps with the goal to select a provider at the June board meeting. Please note that these are initial results, with only 149 responses so far. We will continue to follow up with families with information about transportation options to PANN.