

# **Executive Director Report**

## **Tuesday, April 13, 2021**



# **The Leadership School**

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STUDENT LEADERSHIP AT THE CENTER OF LEARNING

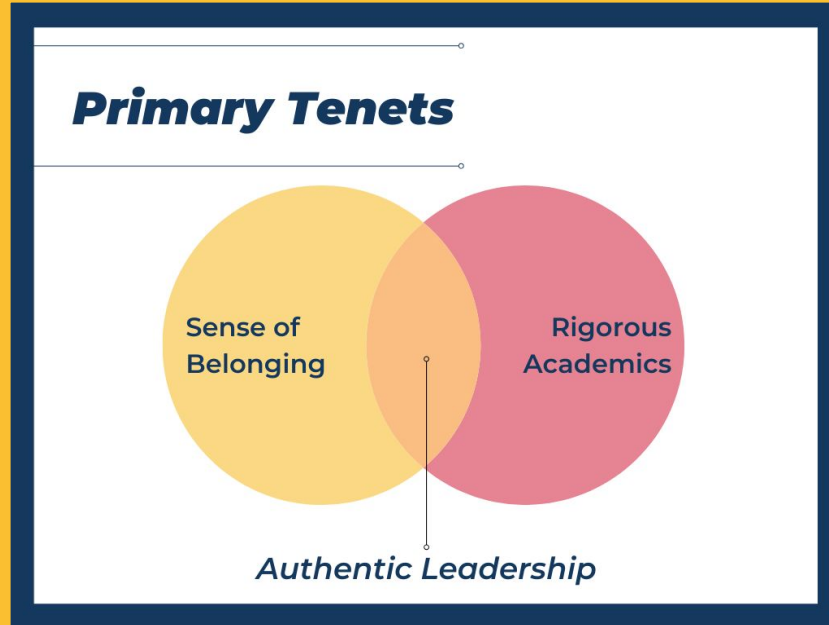
# Agenda

- Student Enrollment
- 2021 Launch Recommendation
- Faculty + Staff Recruitment
- Community Engagement

# Students & Families

*Centering our founding student leaders*

# A New, Innovative School



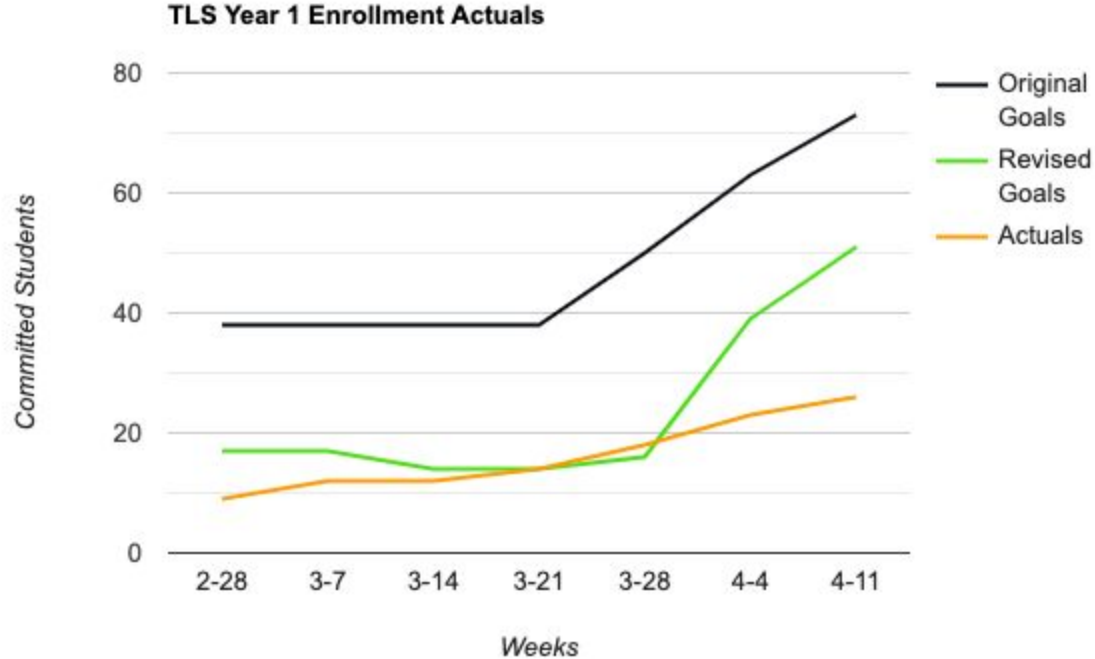
The Leadership School exists to grow our **students' leadership capacity** through earnest engagement in an academically rigorous, culturally relevant, and relationship-oriented environment.

# Student Enrollment Update

## Progress to Goals - Enrollment

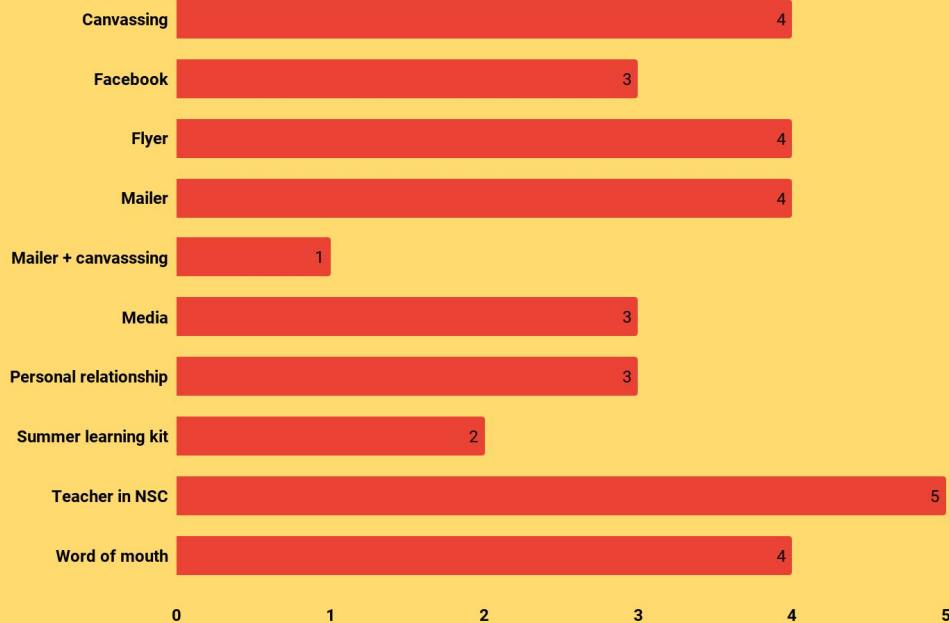
- Total Applications: 40
  - Total Enrolled: 26 (65% of eligible students)
    - Fully Registered: 6
    - Partially Registered: 19
    - Accepted; Not started: 2
  - Waiting for response: 8
  - Declined/removed: 6

# Student Recruitment Review



# Student Recruitment Review

Number of Applicants per Tactic



## Key Takeaways

- Results so far show that efforts that rely on personal relationships and word of mouth have yielded the most applicants.
- Mailers and flyers are less time consuming than door-to-door canvassing and have yielded more applicants
- We have not maximized the potential reach of social media where the potential yield per hour spent is much greater.

# Student Recruitment Review

## Shifts

- We have either eliminated or put less effort into the tactics with the lowest value: door-to-door canvassing, cold calling through purchased list
- We have increased the tactics with the highest value: Pre-K teacher relationships, social media (FB/IG ad campaigns), in person community events/canvassing
- We are adding new tactics: yard signs throughout the community, enrollment referrals, new landing page on website that speaks to “Why” enroll over “how to”, increased capacity with addition of the DSCA.

## Moving Forward

- Review tactical effectiveness and rapidly adjust (Sundays + Wednesdays)
- Increase team/parent ambassadors check-ins (Mondays + Thursdays)
- Use data to determine where ED will be most impactful and delegate lower priority tasks
- Increase founding family engagement in monthly activities + weekly update



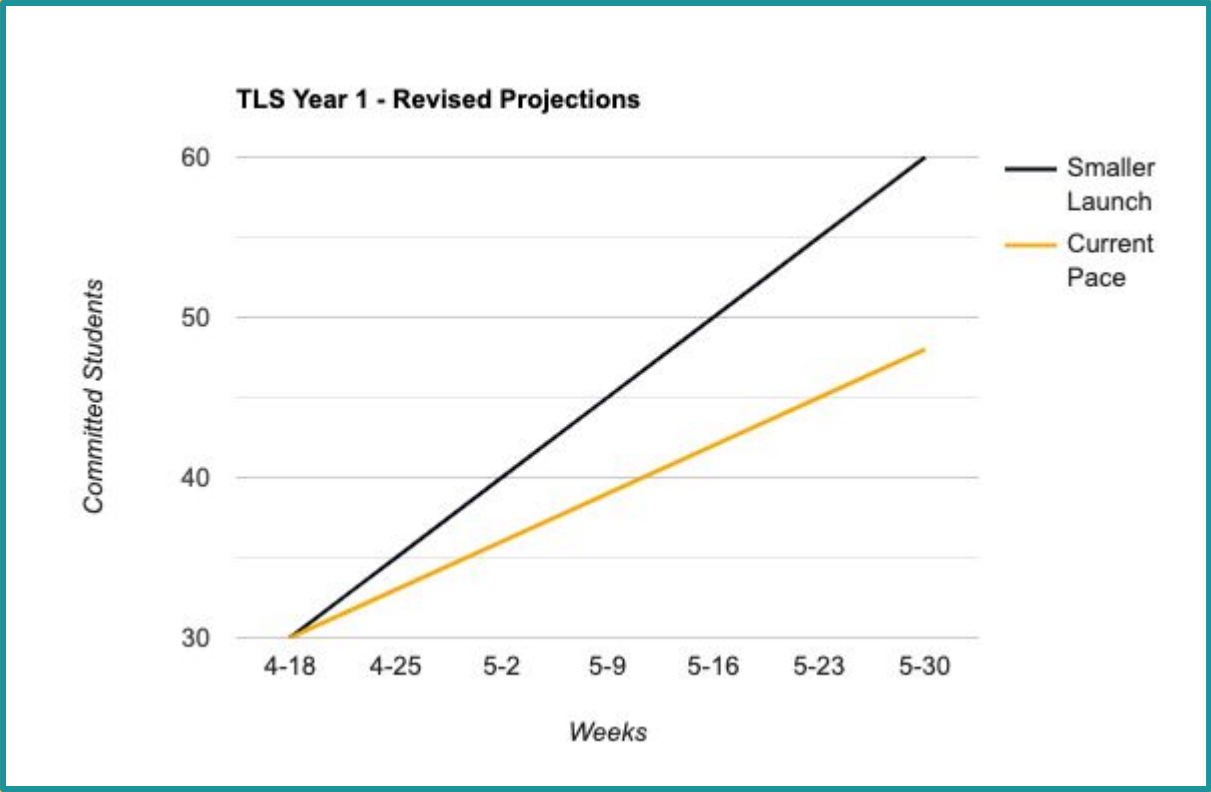
# 2021 Launch

*Recommendation to the TLS Board of Directors*

# A smaller, more personalized school

|  |   |
|--|---|
| <b>Year 1: 2021-2022</b>   | <ul style="list-style-type: none"><li>• Launch with between 60 students grades K-1<ul style="list-style-type: none"><li>◦ Of the 26 currently enrolled, 15 Kindergarten; 11 First Grade</li><li>◦ 43% to goal of 60; 8 more waiting for a decision this week</li></ul></li><li>• Start with 20 students per class → better able to meet academic and social-emotional needs<ul style="list-style-type: none"><li>◦ Response to concerns post-COVID/state of the pandemic in Fall 2021</li></ul></li></ul> |
| <b>Years 2-5:</b><br><b>Add new kdg class each year as originally planned, add MS grades earlier</b> | <ul style="list-style-type: none"><li>• Year 1: Grades K-1</li><li>• Year 2: Grades K-2</li><li>• Year 3: Grades K-3, 6</li><li>• Year 4: Grades K-4, 6-7</li><li>• Year 5: Grades K-8</li></ul>  |
| <b>Staff Considerations</b>  | <ul style="list-style-type: none"><li>• Launch with a smaller team: academic leader, culture/community leader, receptionist, 3-4 teachers</li><li>• Impact current hires - dir of std/community affairs, instr. coach</li><li>• Impact on talent in interview process - school operations, teachers</li></ul>   |
| <b>Facility Implications</b>   | <ul style="list-style-type: none"><li>• We have a temporary option that will accommodate a smaller school size easily for up to 2 years.</li><li>• We are looking at holding on the current long-term site; the process for working through zoning, permitting, renovations.</li></ul>  |

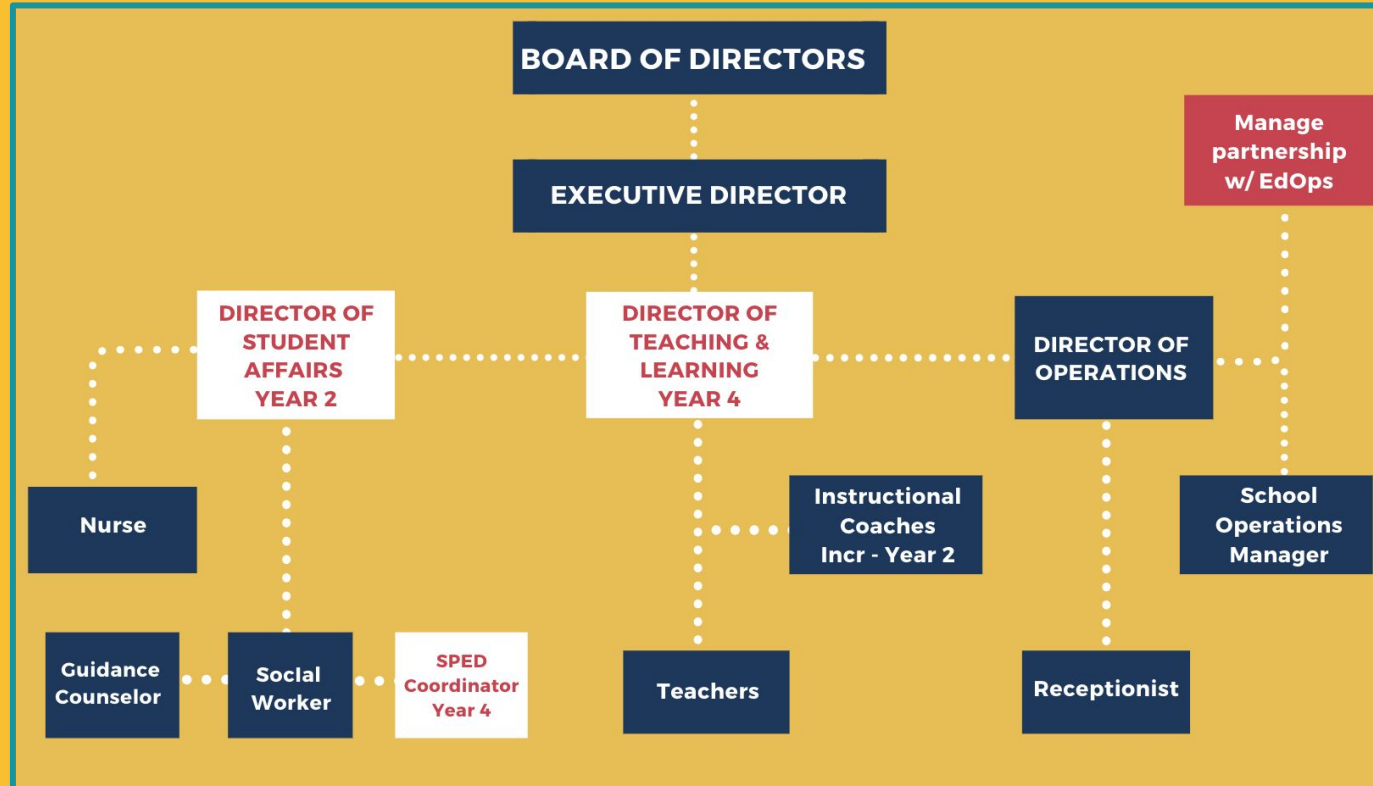
# Student Recruitment Projections



# Faculty & Staff

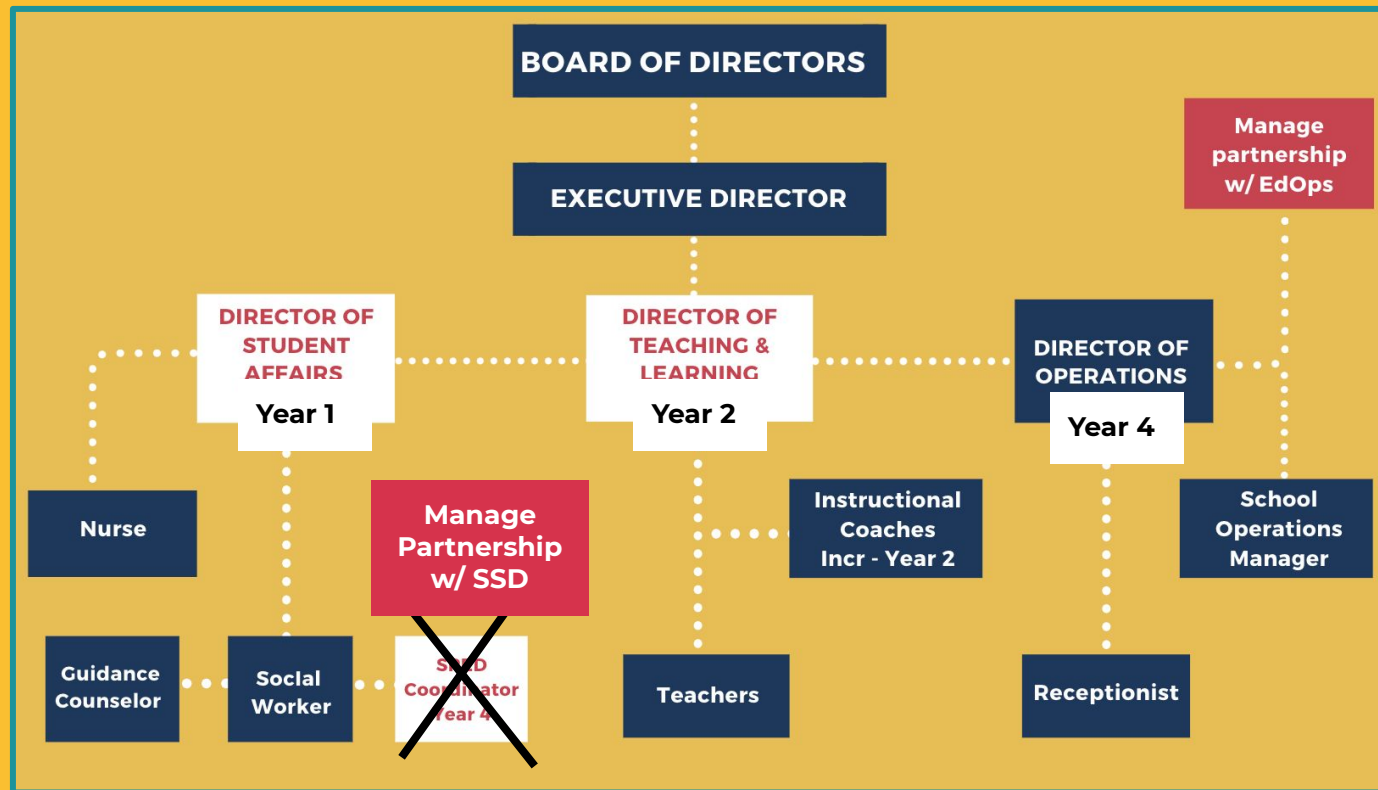
*Caring for our founding team members*

# TLS Staffing Model - Full Growth

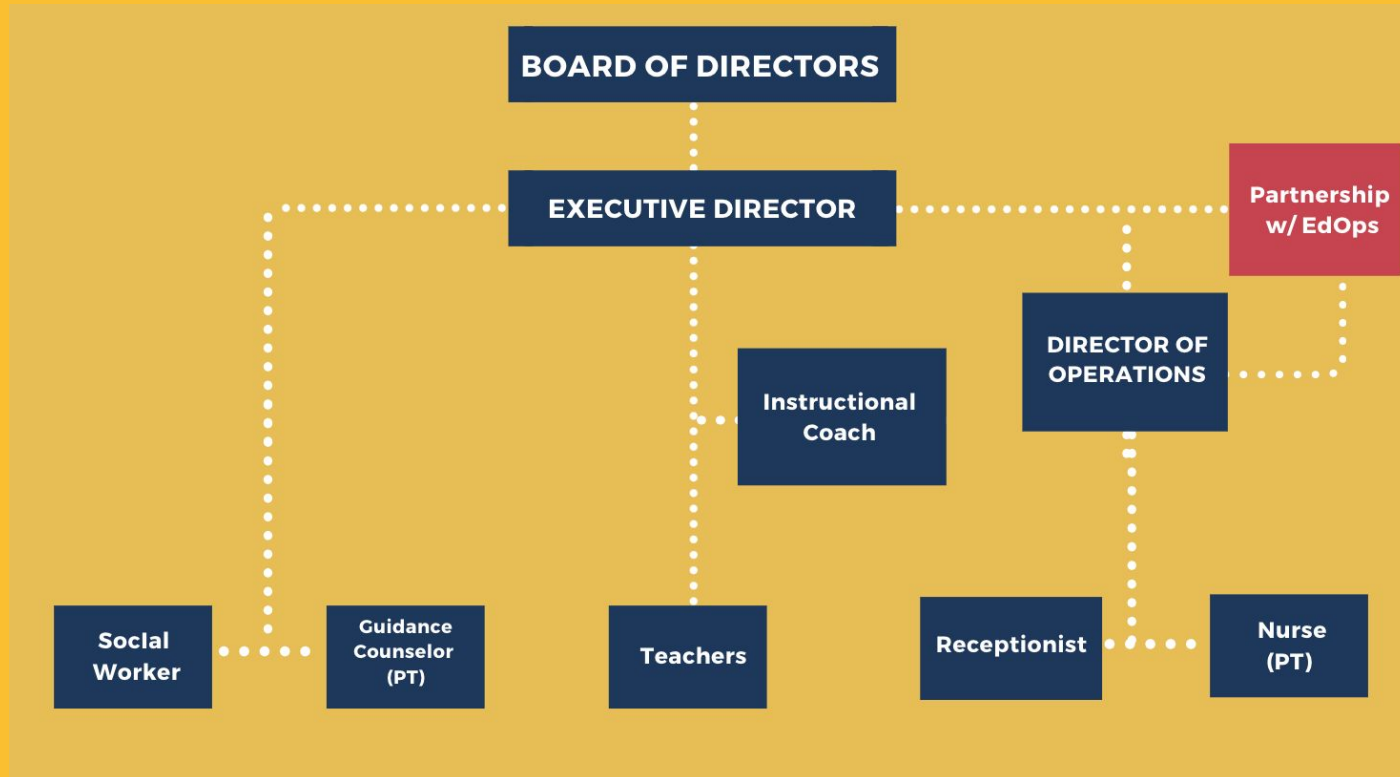


# TLS Staffing Model - Full Growth

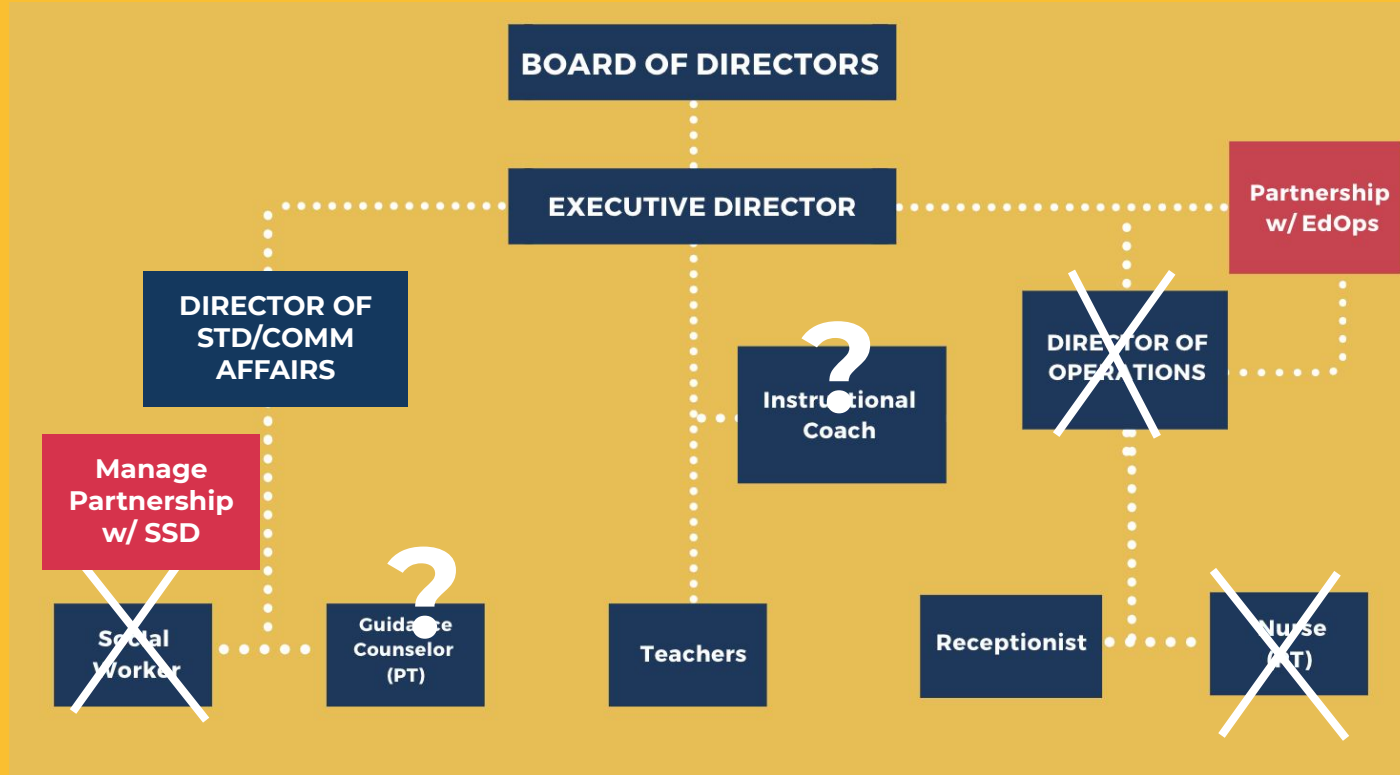
## Revision



# TLS Staffing Model - Year 1



# TLS Staffing Model - Year 1 Revision





# Community

*Remaining accountable to, and building deeper relationships with, the community, our sponsor and our supporters*