

MINUTES

**Parent Subcommittee on District and School Budget Priorities
Family and Community Involvement Budget Advisory Subcommittee
Miami-Dade County Public Schools**

1450 NE 2nd Avenue, Conference Room 916 & Zoom Meeting
Miami, FL 33132

Monday, November 7, 2022

Voting Members Present:

Mr. Scot Evans	Ms. Maria Norton	Ms. Zoraida Serret
Ms. Beverly Heller	Ms. Laura Philpot	
Ms. Janielle Murphy	Mr. Elias Seife	

Voting Members Present Via Zoom:

Ms. Mina Hosseini
Dr. Lisa Robertson
Ms. Meriel C. Seymore

Voting Members Excused/Absent:

Mr. Eddy Barea (E)	Ms. Nadeige Theresias-Joisil (E)
Ms. Isabelle Exume (A)	Mr. Antonio White (E)
Mr. James Lopez (A)	

Others Physically Present/Via Zoom:

Dr. Tracey D. Crews	Ms. Karelys Hernandez	Ms. Aillette Rodriguez-Diaz
Ms. Nicole Crooks	Dr. Milagros Hernandez	Mr. Ron Y. Steiger
Ms. Martha M. Diaz	Mr. Gabriel Perez-Ariza	Ms. Lisa Thurber

I. Welcome and Introductions: The meeting was called to order at 5:35 pm. A quorum was established. Those present introduced themselves. Committee members and staff were welcomed.

II. Elections: Mr. Ron Y. Steiger, Chief Financial Officer, Financial Services, opened the floor for nominations of Chair and Vice Chair. Ms. Mina Hosseini was elected Chair and Ms. Maria Norton was elected as Vice Chair.

III. Approval of Minutes for September 12, 2022: Ms. Hosseini asked for the approval of the minutes for the September 12, 2022, Parent Advisory Committee. The minutes were approved with minor corrections.

IV. Presentation on Efforts to Increase Enrollment: Ms. Norton opened the floor to Dr. Tracey D. Crews, Enrollment Officer, Office of Strategic Planning & Initiatives, to give a presentation on Enrollment, Recruitment and Retention: Connect & Inspire. Dr. Crews shared with the group that over the last two months, she has been working on sharing

best practices, collaborating, and forming partnerships with administrators in the District and School sites.

Dr. Crews continued to explain that our enrollment has increased this year and showed the group a chart titled: Pillar V: Effective & Sustainable Operational Practices. We can see in this chart that our enrollment in 2021-2022 increased from 251,675 to 253,090 in 2022-2023. This increase in our enrollment was promoted on social media giving credit to the District Departments, the Regions, and schools. Dr. Crews mentioned that the following schools had significant enrollment increase: Golden Glades Elementary with 36%, Palm Springs Elementary with 22%, Brownsville Middle with 3%, Hialeah Elementary with 23%, Goulds Elementary with 28%, Miami Heights Elementary with 24% and Center for International Education: A Cambridge Association with 21%.

Dr. Crews gave the group a brief statement of the main points on the enrollment efforts. Starting with establishing, for the first time, the position of Enrollment Officer, whose main role is to coordinate and support district-wide efforts around student recruitment and retention. Also, ESSER funds were utilized to contract with external organizations to assist with training and strategies relative to enhancing customer service, family outreach and student recruitment. Additionally, they developed and launched the Enrollment Dashboard to access data which assists leaders with understanding the “Why” and the root cause(s) of enrollment trends. Professional development training on evaluating the root cause of enrollment trends with the schools, community and feeder pattern was facilitated; and the District’s first 2-day Institute was held for all school leaders and support staff on re-imagining customer service in our schools. Ms. Beverly Heller asked if the group of school leaders included PTA and Dr. Crews responded that not this time, but it will be included in the future.

Through Leadership Development: some opportunities to share the enrollment efforts were at the Scaled Leadership Principal meeting; Principal BENCH meeting; Assistant Principal BENCH meetings, Weekly Technical Support meetings; and Leadership 2 Leader Sessions for District and School Site Administrators.

Dr. Crews informed us that Caissa K12 is an external organization, funded by ESSER funds, to assist with training and strategies relative to enhancing customer service, family outreach and student recruitment. Through this organization, we were able to recruit back 593 students, increasing the revenue for our District.

Miami-Dade County Public Schools worked together with Caissa to look at the following group of students for recruitment: students enrolled in the Family Empowerment Scholarship Program (FES); students enrolled in the Home Education Program; transition grades; students new to Kindergarten; students in the Voluntary Kindergarten Program (VPK); students in Daycare/Nurseries; students who were not selected into a Magnet school; and students in Charter Schools.

Dr. Crews continued to share with the group the things that we know and need to know about recruitment, like declining enrollment leads to loss of funding and resources.

Dr. Crews said that this committee is key to finding out about the parent's perspective. What factors motivated parents to leave a district school for another school? To what extent are parents more satisfied with their child's current school than their former school? Additionally, Dr. Crews said that it is important to have a strong online presence, customer service, and school wide recruitment campaigns. These are important things to think about and not only to look at data.

Dr. Crews explained that it was important to find out the "Why" to see what is happening with our enrollment. This is unique to every school, and to every community. Knowing the "Why", why are parents selecting school A or school B, helps us understand the root cause.

The following are the phases on Enrollment, Monitoring & Improvement, most of which were discussed during the meeting:

- Reflect and understand your school's story – A deliberate review of the school's enrollment history, strengths, weaknesses, and challenges, inclusive of the community which the school serves.
- Goal Setting – The use of data and information generated through the first exercise to establish realistic goals relative to student enrollment.
- Action Plan – After recognizing the opportunities derived from these exercises, development of an action plan comprised of effective and measurable strategies to achieve the established goals.

As we look at enrollment projections for next year, we look at transition grades, constructions, and Charter schools; and we think about the next steps. Our enrollment next steps are to establish an enrollment team in every school; collect and analyze recruitment and retention activities across the district; expand recruitment efforts in untapped enrollment markets through school-initiated efforts and district partnerships; develop a districtwide toolbox of enrollment strategies to support results of root cause analyses; facilitate student recruitment and retention strategies training for region and school-site staff; and develop and launch an advisory committee to provide real time feedback and suggestions on matters pertaining to enrollment recruitment and retention efforts.

Another thing that is key to enrollment and recruitment is that everyone is a marketer; whether it's someone in the community, a teacher at a school, staff at the District, our parents, or our students. Everyone is a marketer to promote the school. Additionally, we look at enrollment team planning for 2023-2024: how to engage new students and families during Fall Open House, Tours and Feeder Pattern collaboration. Also, we monitor short/long term goals: what is working and not working to attract, enroll and retain students.

Based on feedback from parents, the following are factors that influence school selection for families: school location; school safety; school climate; school building/facilities; if the school has guidance services; academic quality (i.e. Advanced Placement Program class availability), instructional rigor, teaching practices, and student expectations for academic

achievement; school-home communication; student support opportunities; extracurricular opportunities; student diversity; and transportation.

The next slide on Dr. Crews' presentation extended the conversation with the Parent Subcommittee. She expressed her appreciation for the collaboration and feedback provided since it afforded a different perspective and additional suggestions on enrollment recruitment and retention strategies to yield success.

In closing, Dr. Crews stated that as they move forward with this process, they would be focusing on the Growth Mindset, which is composed of the following:

- school climate
- customer satisfaction
- innovations and programs
- brand and reputation
- retain current students
- attract new students
- student achievement

During the course of the presentation, the committee discussed, provided comments, questions, and concerns which were addressed by Dr. Crews.

V. FEFP Related Topics: District Cost Differential / Funding Compression: Tabled for a future date.

VI. New Business: None

VIII: Adjournment: Meeting was adjourned at 7:28 pm.