

Common Lottery Board

Quarterly Meeting
January 28, 2021



Agenda

01 | Updates

02 | Virtual EdFEST

03 | Closed Session



DC'S PUBLIC
SCHOOL LOTTERY

Policy Guide Update

DCPS regulations are pending to expand access into pre-Kindergarten for co-located Early Head Start recipients.

Current language in MSDC Policy Guide:

<p>United Planning Organization (UPO) Guarantee (DCPS only)</p>	<p>Guaranteed match for applicants currently attending UPO’s early childhood program when they apply to the DCPS PK3 at the same school.</p>	<p>Eligibility is based on verification by DCPS. DCPS provides a list of applicants that are enrolled in the UPO program, and should receive the guarantee.</p>
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Proposed language in MSDC Policy Guide:

<p>Early Head Start Co-location Guarantee (DCPS only)</p>	<p>Guaranteed match at a DCPS school for PK3 applicants currently receiving services from a service provider that is co-located in the DCPS school to which they are applying. Applicants must be eligible to receive Early Head Start services to receive this preference.</p>	<p>Eligibility is based on verification by DCPS. DCPS provides a list of applicants that are enrolled in with the service provider’s Early Head Start program and should receive the guarantee.</p>
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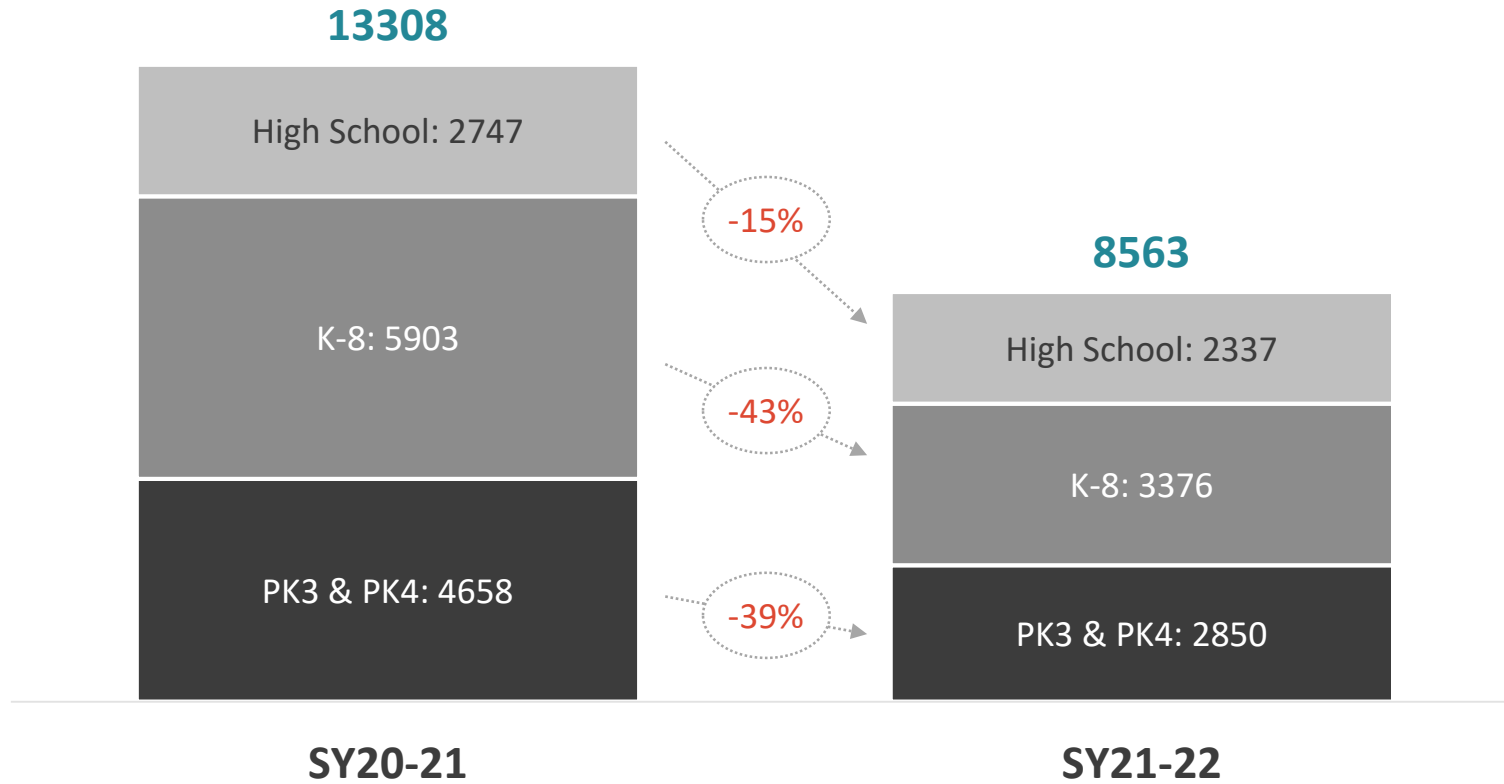
School Changes Known at Launch

- 22 schools (DCPS and charter) are approved to add on a grade to their grades served
- Global Citizens PCS (PK3-PK4) opening
- LEARN PCS (PK3 – Grade 1) opening with military preference
- Breakthrough Montessori consolidating to one campus
- DCPS Education Campuses completing transition to Elementary Schools
 - Brightwood ES
 - LaSalle-Backus ES
 - Takoma ES
 - Whittier ES

Late Changes Approved

- Digital Pioneers added 9th grade
- Washington Latin 2nd campus removed as an option
- Military Road Early Learning Center to open

Application Trends

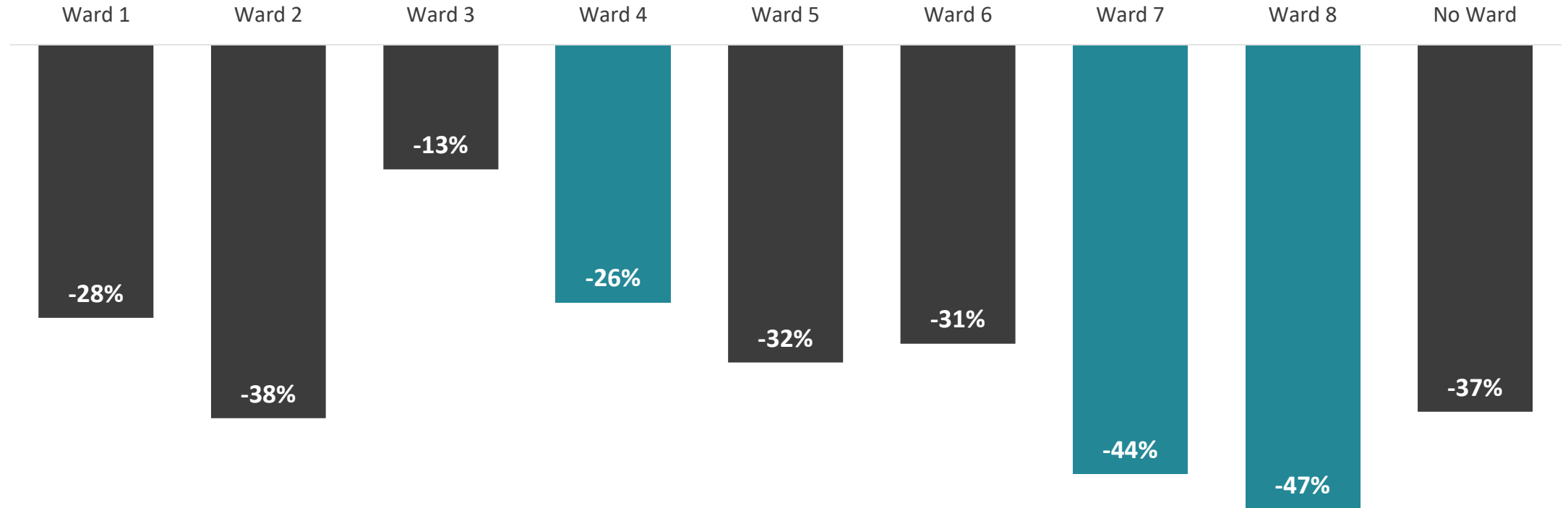


Overall application numbers are down 36% relative to the same time last year; with most of the decline driven by PK3-8 applications

Comparison by Applicant Ward

% Change from SY20-21 to SY21-22 by Applicant Ward

■ = Wards with most applications



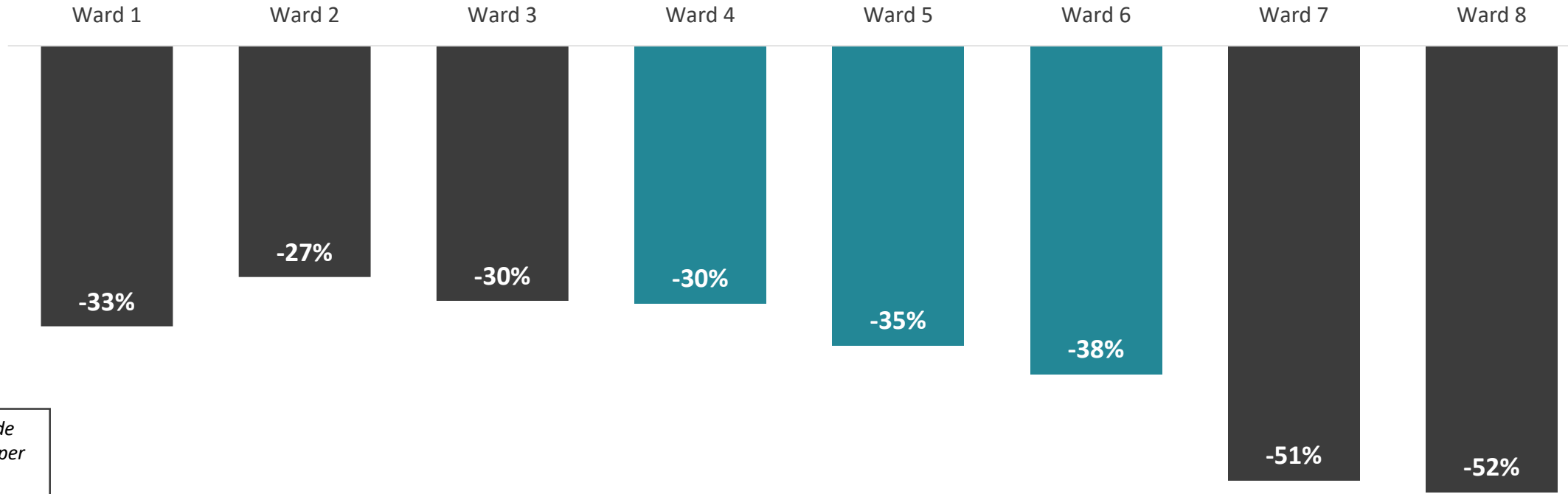
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	No Ward
SY20-21 Applicants	1,022	299	692	2,072	1,930	1,491	2,475	3,028	299
SY21-22 Applicants	737	185	604	1,527	1,304	1,036	1,391	1,592	187

Note: Data compares 01/26/2021 vs. 01/27/2020

Comparison by School Ward

% Change from SY20-21 to SY21-22 by School Ward

■ = Wards with most applications



Reminder: these include multiple applications per applicant

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8
SY20-21 Applications	4,132	4,283	4,350	9,711	10,813	9,353	5,893	6,556
SY21-22 Applications	2,764	3,138	3,054	6,790	7,034	5,767	2,905	3,141

Note: Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020

Comparison by School Ward: Ward 1

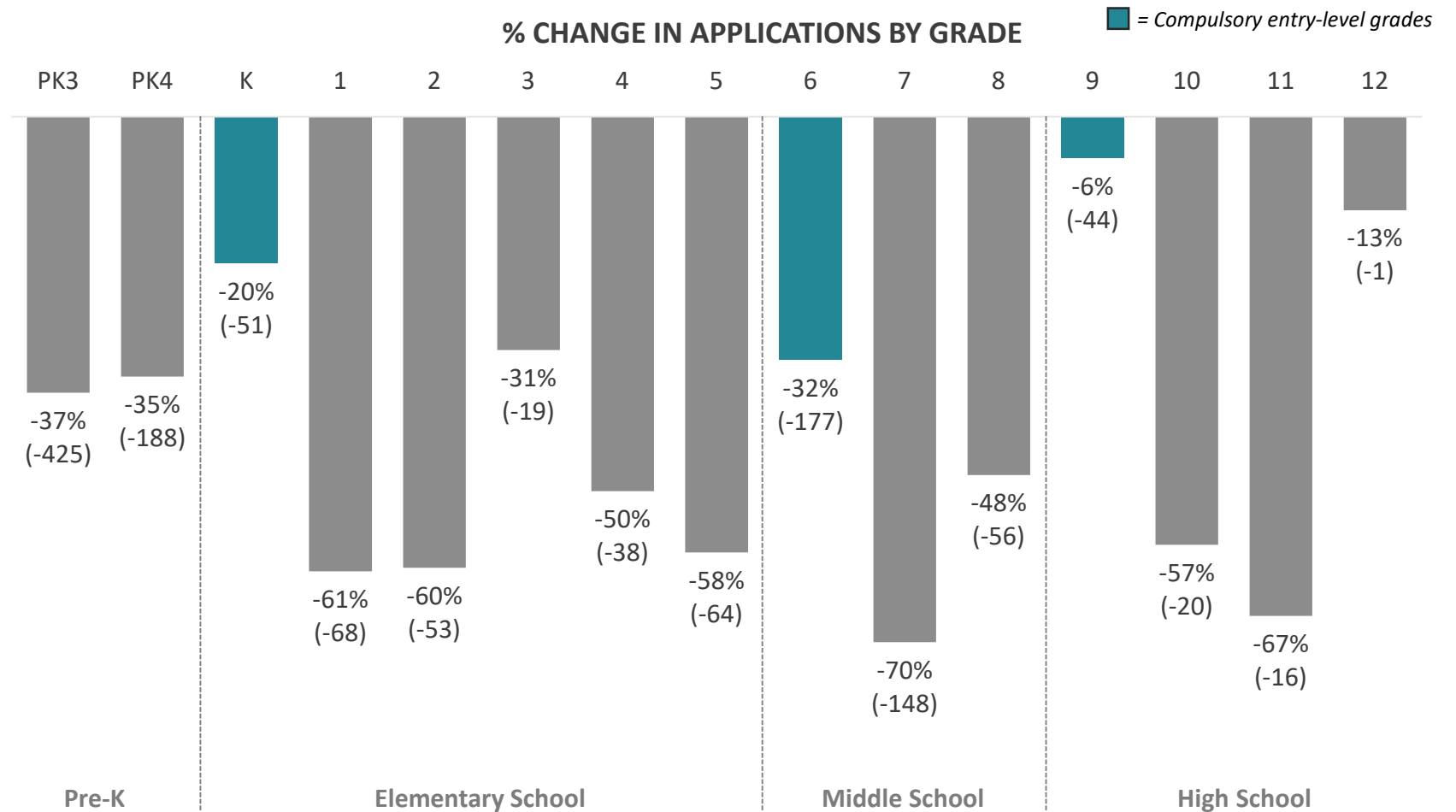
WARD 1 SUMMARY

Percent change: **-33%** Absolute change: **-1,368**

SCHOOL CHANGES FOR SY21-22

Expansions:

- Grade 4: Mary McLeod Bethune – 16th St



Comparison by School Ward: Ward 2

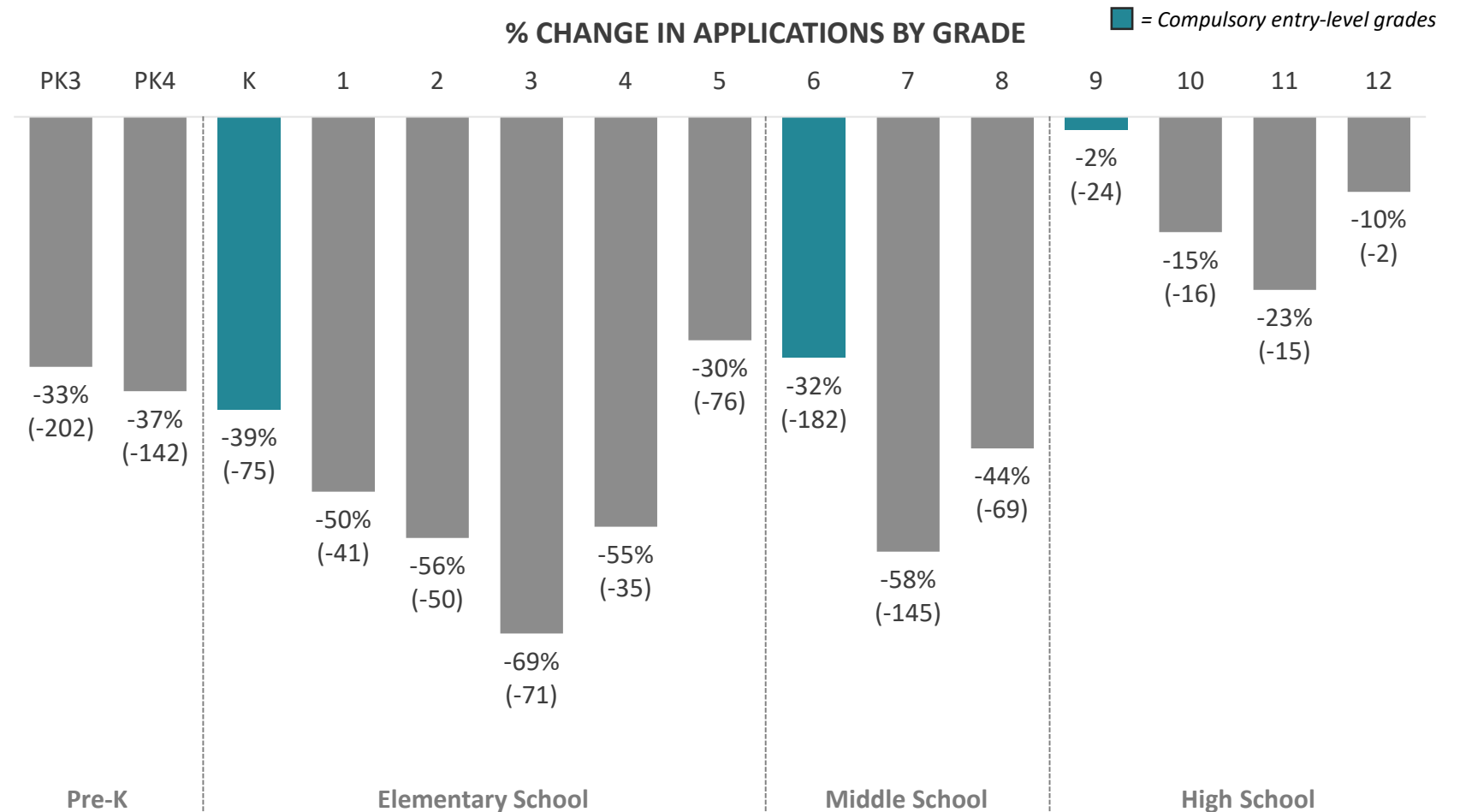
WARD 2 SUMMARY

Percent change: **-27%** Absolute change: **-1,145**

SCHOOL CHANGES FOR SY21-22

Expansions:

- Grade 10: Girls Global Academy



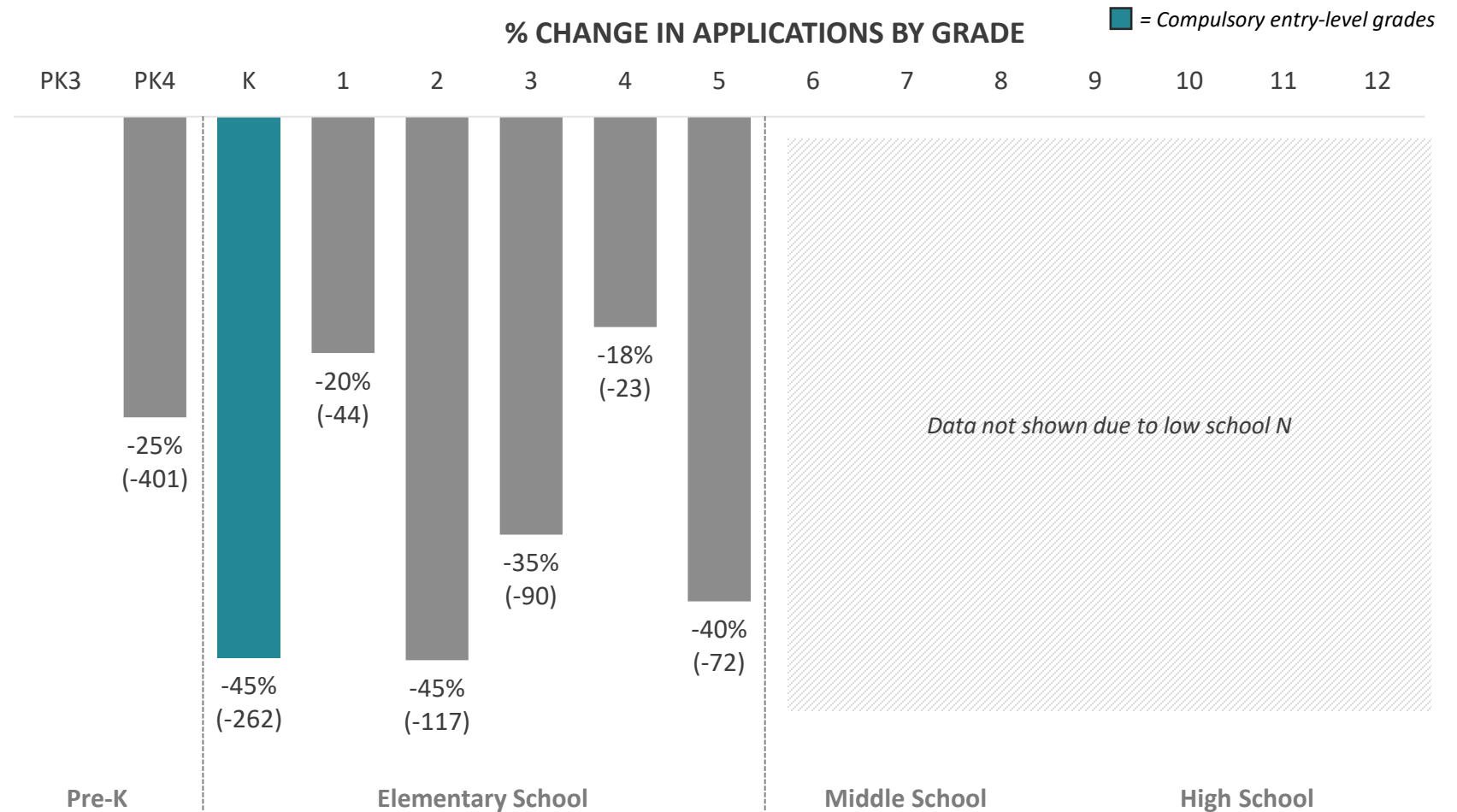
Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020; Analysis for Ward 2 was modified after the presentation to account for application structure updates

Comparison by School Ward: Ward 3

WARD 3 SUMMARY

Percent change: **-30%** Absolute change: **-1,296**

NO SCHOOL CHANGES FOR SY21-22



Comparison by School Ward: Ward 4

WARD 4 SUMMARY

Percent change: **-30%** Absolute change: **-2,921**

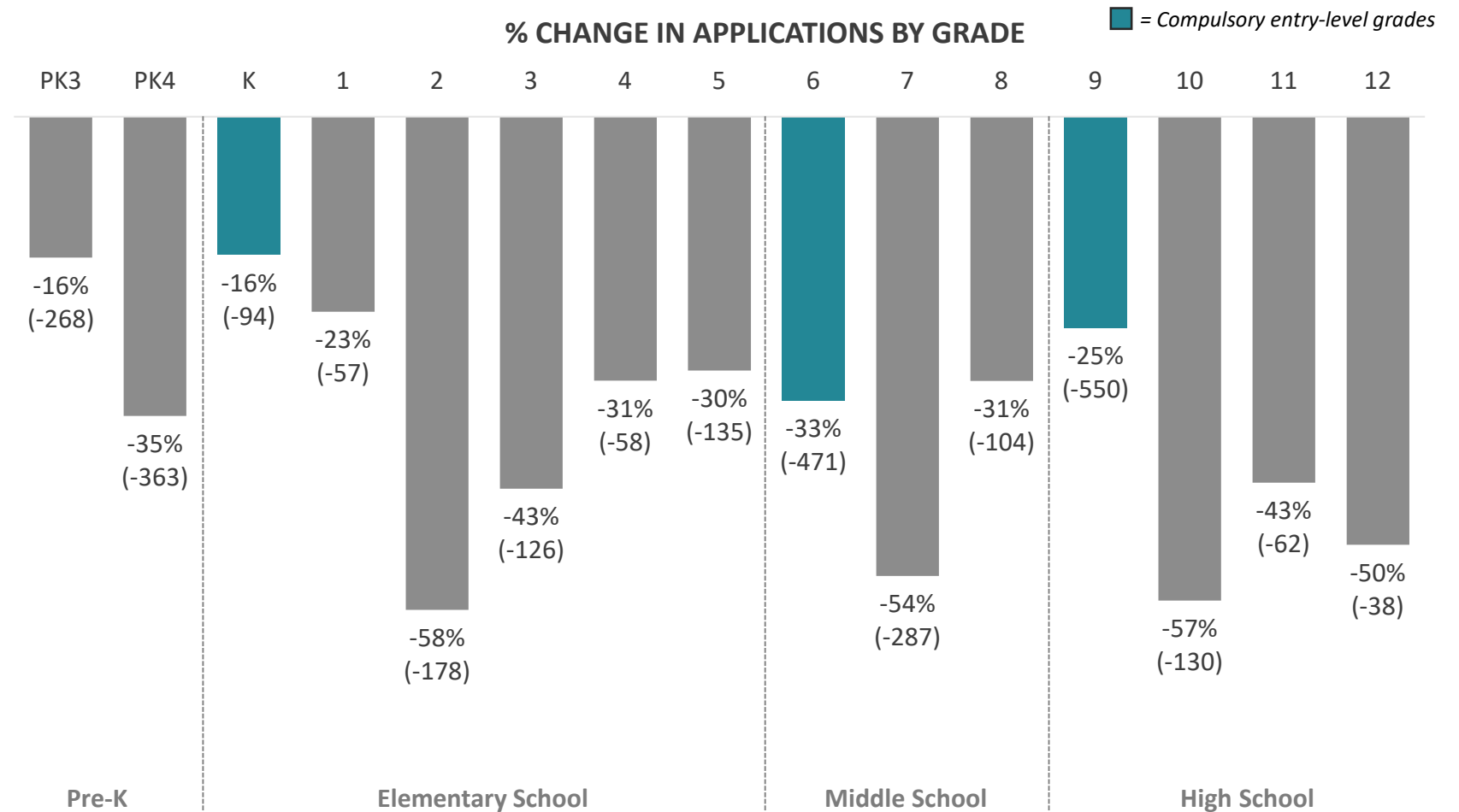
SCHOOL CHANGES FOR SY21-22

Expansions

- Grade 4: Breakthrough Montessori
- Grade 8: Ida B. Wells

Removals

- Grade 8: Brightwood Elementary School
- Grade 8: LaSalle-Backus Elementary School
- Grade 8: Takoma Elementary School
- Grade 8: Whitter Elementary School



Comparison by School Ward: Ward 5

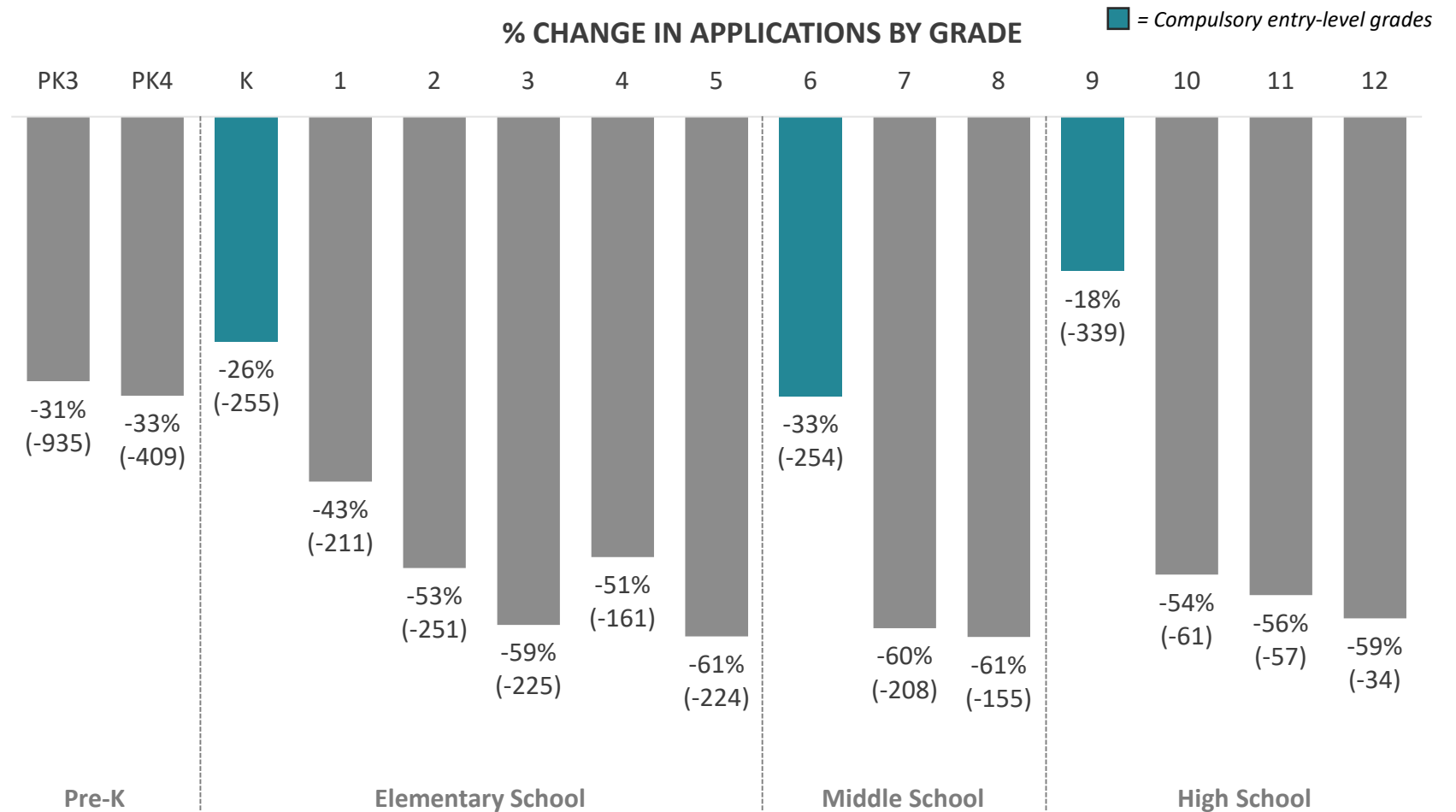
WARD 5 SUMMARY

Percent change: **-35%** Absolute change: **-3,779**

SCHOOL CHANGES FOR SY21-22

Expansions

- PK3 & PK4: Harmony PCS
- Grade 2: Mundo Verde Bilingual PCS - Calle Ocho
- Grade 7: Capital Village PCS
- Grade 7: Social Justice Public Charter School
- Grade 8: The Sojourner Truth PCS



Comparison by School Ward: Ward 6

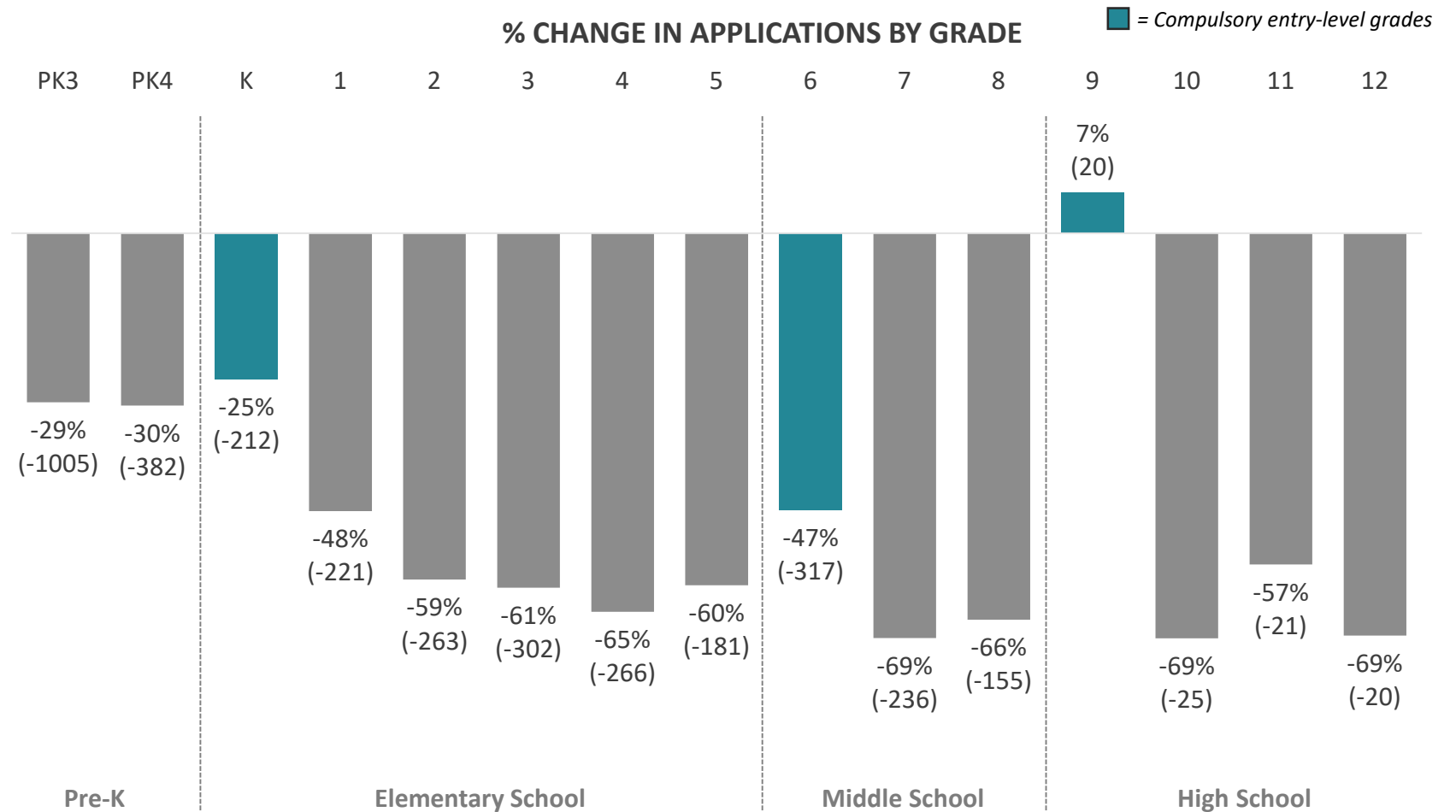
WARD 6 SUMMARY

Percent change: **-38%** Absolute change: **-3,586**

SCHOOL CHANGES FOR SY21-22

Expansions

- Grade 9: Digital Pioneers



Comparison by School Ward: Ward 7

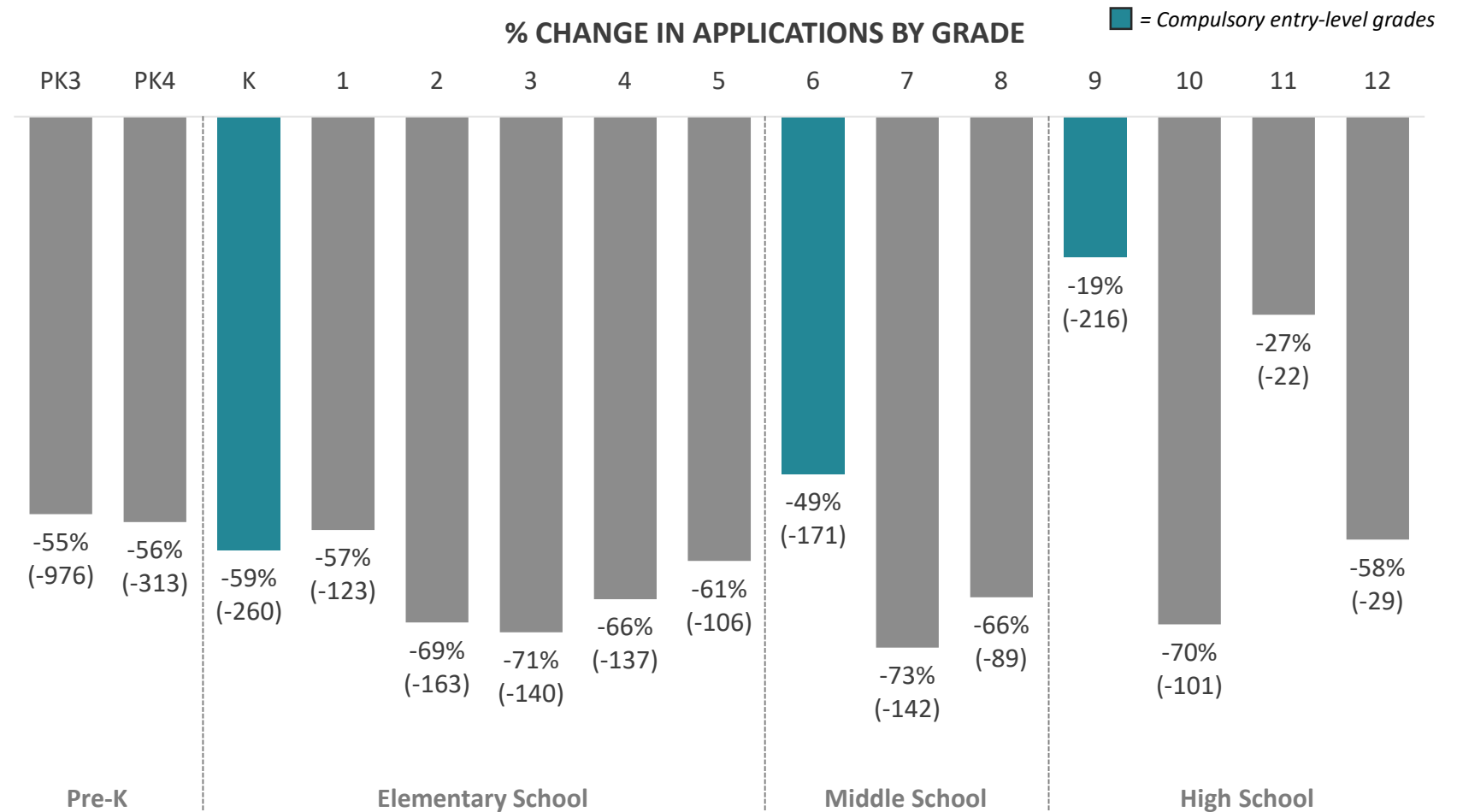
WARD 7 SUMMARY

Percent change: **-51%** Absolute change: **-2,988**

SCHOOL CHANGES FOR SY21-22

Expansions

- Grade 3: E.W. Stokes – East End
- Grade 3: I Dream
- Grade 3: Rocketship PCS – Infinity
- Grade 7: César Chávez PCS for Public Policy
- Grade 11 & 12: Friendship Collegiate Academy Online



Comparison by School Ward: Ward 8

WARD 8 SUMMARY

Percent change: **-52%** Absolute change: **-3,415**

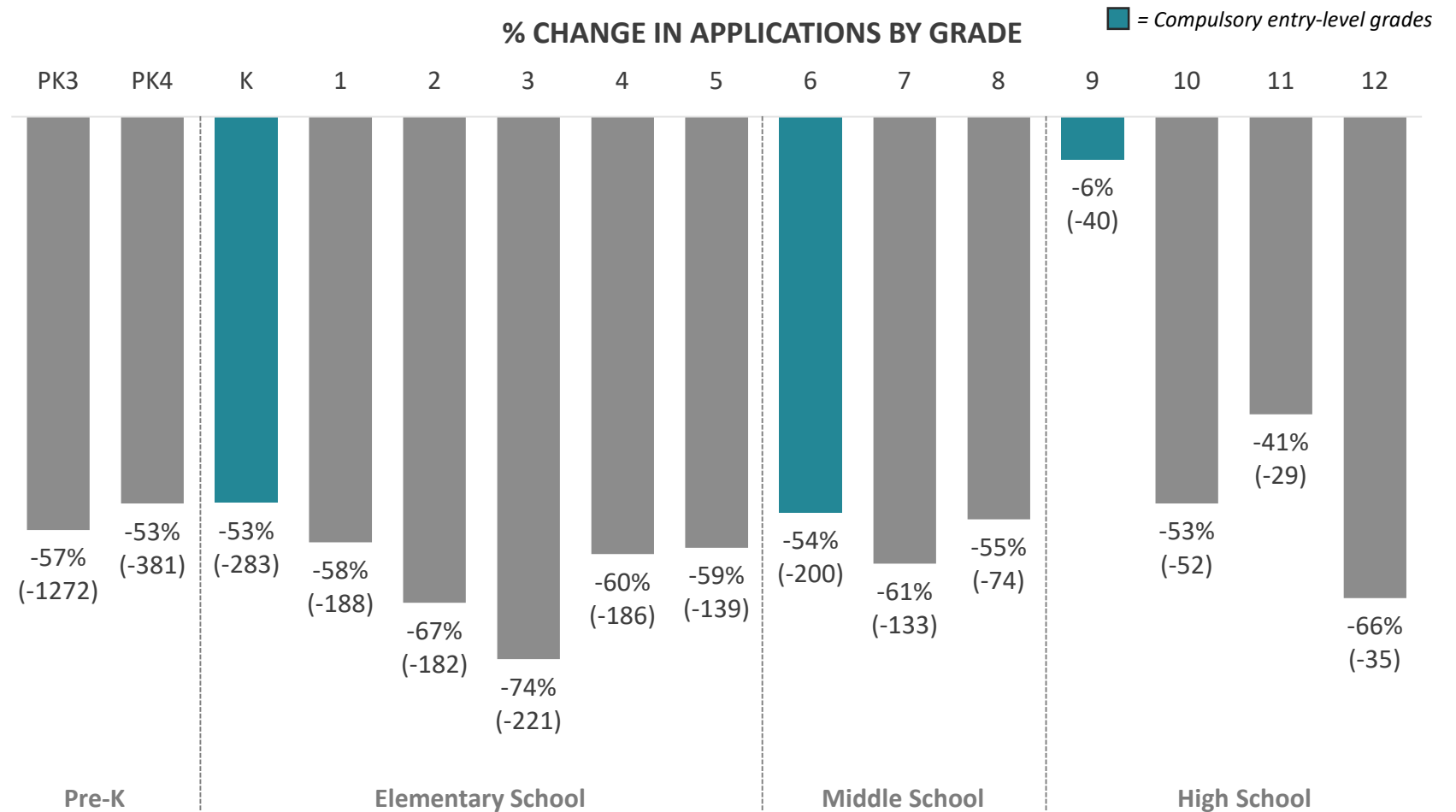
SCHOOL CHANGES FOR SY21-22

New School

- LEARN DC

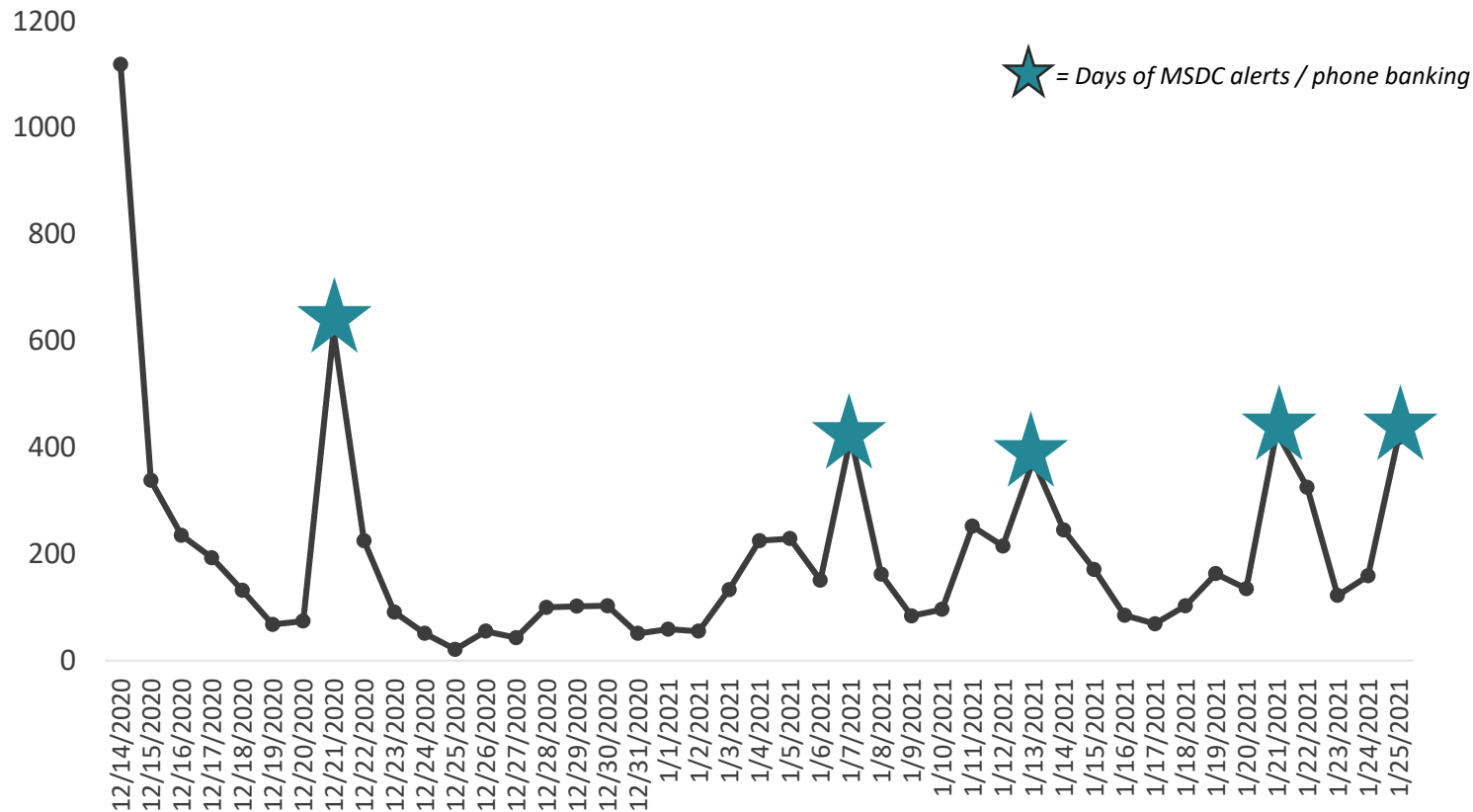
Expansions

- PK3 – Grade 2: KIPP DC - Honor Academy
- Grade 1: Lee Montessori PCS - East End
- Grade 2: Cedar Tree Academy PCS
- Grade 5: DC Prep PCS – Anacostia Middle
- Grade 8: Ingenuity Prep PCS
- Grade 7: Statesman College Preparatory
- Grade 11: Early College Academy @ Coolidge (not accepting apps)



MSDC Outreach Efforts

DAILY APPLICATIONS SUBMITTED



MSDC Targeted Outreach Efforts

- MORE ALERTS
- MORE PARENT-LED LOTTERY 101 SESSIONS
- MORE DIGITAL ADS
- MORE BUS SHELTER ADS
- MORE MAILERS
- MORE TARGETED PHONE BANKING
- CONTINUOUS COMMUNICATION WITH AND SUPPORT TO PARTNERS
- SCHOOL DIRECTORY DISTRIBUTION

New Preference Status

- DC Council unanimously passed Bill 23-0717, the “Expanding Equitable Access to Great Schools Act of 2020” and Mayor signed on Dec 7, 2020
- Included in legislation:
 - Preference data to be published on MSDC website (amendment 10/20)
 - At-risk definition to match UPSFF definition
- 13 PCS expressed interest in implementing a preference for at-risk students
- PCSB policy is being formulated

- Military preference (authorized in 2016) to be implemented for the first time at LEARN PCS in Ward 8 on Bolling Air Force Base

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DC'S PUBLIC
SCHOOL LOTTERY

Virtual EdFEST 2020

EdFEST was virtual on December 12th

- Three-hour live Saturday event (11AM – 2PM) with materials for 30 days after
- Developed with LEA and PAC input
 - Top benefits to EdFEST: (1) Direct engagement, and (2) Recruitment
 - “Must haves”: (1) Easy to use platform, (2) Mobile-friendly, and (3) Language access



Virtual EdFEST Promotion Strategies

- Phone banking to assist with registration
- Digital ads
- Radio ads
- Transit ads and bus shelters
- Print ads
- Mailers to largest prospective applicant groups
- LEA Marketing Toolkit



VIRTUAL
MY SCHOOL DC
EdFEST 2020

Saturday, December 12
11AM - 2PM
VIRTUAL EVENT

JOIN US FOR DC'S PUBLIC SCHOOL FAIR - ONLINE!

Explore 200+ DCPS and public charter schools (PK3 - Grade 12).

Connect directly with school representatives.

Learn about the public school lottery process.

REGISTER FOR FREE at bit.ly/virtualedfest or scan here



202-888-6336
info.myschooldc@dc.gov

DC GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



My School DC
2 hrs · 🌐

There's still time! Register for Virtual #EdFEST20 today and chat with our awesome public schools, community-based PKs and city teams! The #MySchoolDC lottery opens next week so this is a great opp to get a head start on your school search. Plus, our team is on hand to answer your lottery q's! <https://bit.ly/virtualedfest>



LEA
MARKETING TOOLKIT
VIRTUAL EDFEST 2020

Virtual EdFEST Results

3601 REGISTRANTS

More than 2x our goal of 1500

1473 CHECKED-IN DAY OF

**34%
SEEKING
PK3/PK4**

**SY2021-22
APPLICATION GRADE**

**28%
SEEKING
HIGH SCHOOL**

REGISTRANTS FROM ALL WARDS

Ward of residence



■ Ward 1 ■ Ward 2 ■ Ward 3 ■ Ward 4
■ Ward 5 ■ Ward 6 ■ Ward 7 ■ Ward 8

240 EXHIBITORS, INCLUDING 100% OF PK3-12 PUBLIC SCHOOLS

Virtual EdFEST Survey Results

Exhibitor Survey (93 respondents)

- 72% overall satisfaction vs. 93% in 2019
- 68.4% overall satisfaction with the platform (Accelevents)
- 78% overall found the event to be organized vs. 92% in 2019
- 80% prefer in-person to virtual EdFEST

Participant Survey (203 respondents)

- 59% overall satisfaction vs. 92% in 2019
- 77% found the event helpful vs. 98% in 2019
- 77% found a school they would research further vs. 94% in 2019
- 60% prefer in-person to virtual EdFEST
- Most attendees found out about the event from MSDC

Virtual EdFEST Lessons

What would we continue?

- Multi-pronged and multilingual marketing strategies, including phone banking
- Partnership work with LEAs, government and community partners
- “How to” videos on how to plan for and navigate EdFEST
- Provide the school directory at EdFEST

What would we start?

- Enhance the MSDC website to save exhibitor booth material from EdFEST
- Free online registration through Eventbrite or other site to capture attendee data

What would we stop?

- Staff differently for virtual or hybrid event and start uploads earlier in the fall