



SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Agenda Item Summary

Meeting Date: January 20, 2021

Purpose: Presentation/Report Recognition Discussion/ Possible Action

Closed/Executive Session Work Session Discussion Only Consent

From: Dolores Sendejo, Deputy Superintendent for Innovation and Transformation

Item Title: Save Your Seat Campaign 1.20.21

Description: The #SaveYourSeat campaign is a district-wide collaborative marketing effort to help showcase the District's programs and successes while registering returning students and enrolling new-to-the-district students.

Historical Data: This monthly presentation's focus is to keep the Board and community informed of current new enrollments and returning registration counts.

Recommendation: N/A

Funding Budget Code and Amount: N/A

APPROVED BY:

SIGNATURE

DATE

Chief Officer:

CFO Funding Approval:

Superintendent:



Save Your Seat Report
District Enrollment: 8278

Returning Student Registration

January 15, 2021

Recent progress

- ❖ 7,785 returning students have registered for the 2020-21 school year
- ❖ This is 97% of our total returning students based on last year's enrollment

School	# Returning Student Registrations (2020-21)	# of Possible Returning Students (2020-21)	% of Returning Students Registered (20-21)	* New Students Registration (Pre-K and Head Start)	* New Students Registration (new to district K-12)
South San High School	2238	2337	96%	-	102
West Campus	178	192	93%	-	21
Dwight MS	566	600	94%	-	14
Shepard MS	550	593	93%	-	49
Kazen MS	210	210	100%	-	21
Zamora MS	539	559	96%	-	14
Athens	205	205	100%	24	23
Hutchins	376	381	99%	36	40
Kindred	288	292	99%	40	38
Palo Alto	434	433	100%	37	75
Price	345	348	99%	18	49
Madla	398	403	99%	42	47
Five Palms	399	398	100%	37	68
Armstrong	261	274	95%	15	34
Carrillo	280	299	94%	27	29
Benavidez	525	525	100%	67	45
Totals	7792	8049	97%	343	669



#GrowWithUs

South San Antonio ISD 2021 -2022

Enrollment Teams are currently developing plans for the upcoming #GrowWithUs campaign.

- ❖ The #GrowWithUs Enrollment Campaign for the 2021-21 school year will begin in January and will extend through August of 2021.
- ❖ Campus Principals are currently leading enrollment campaign plans.

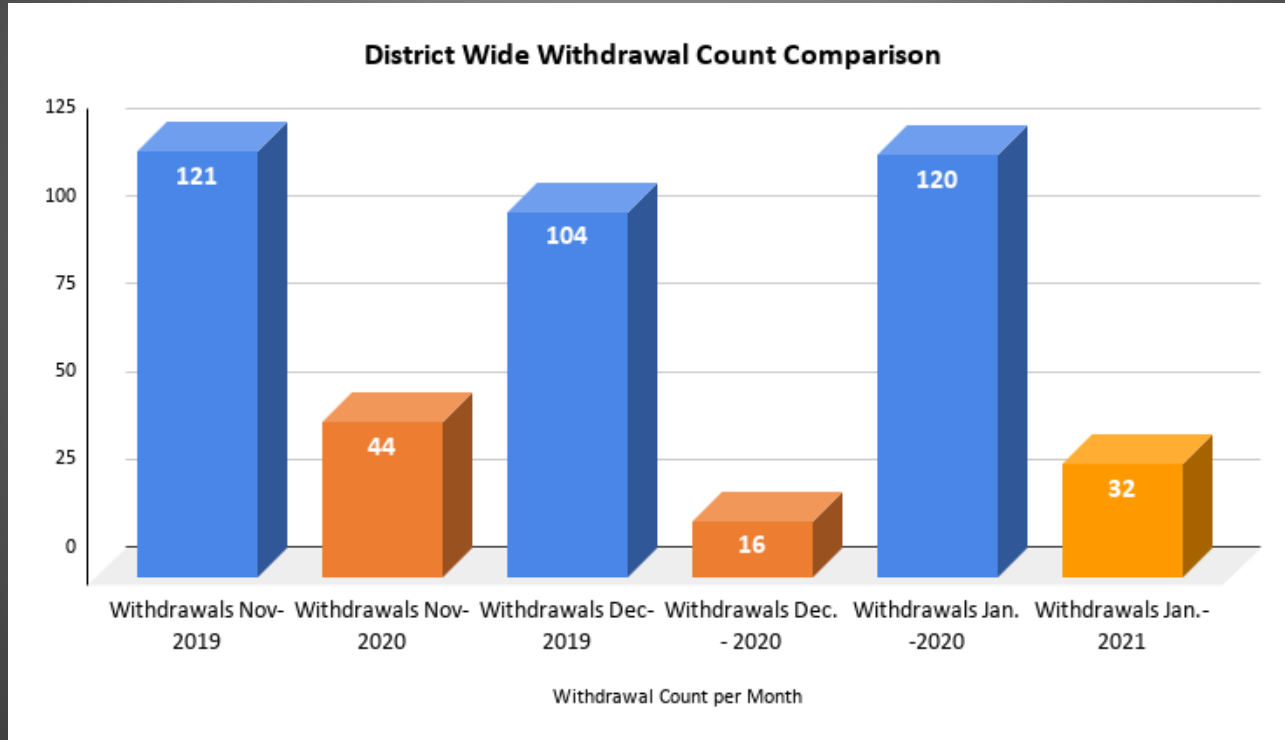


GrowWithUs

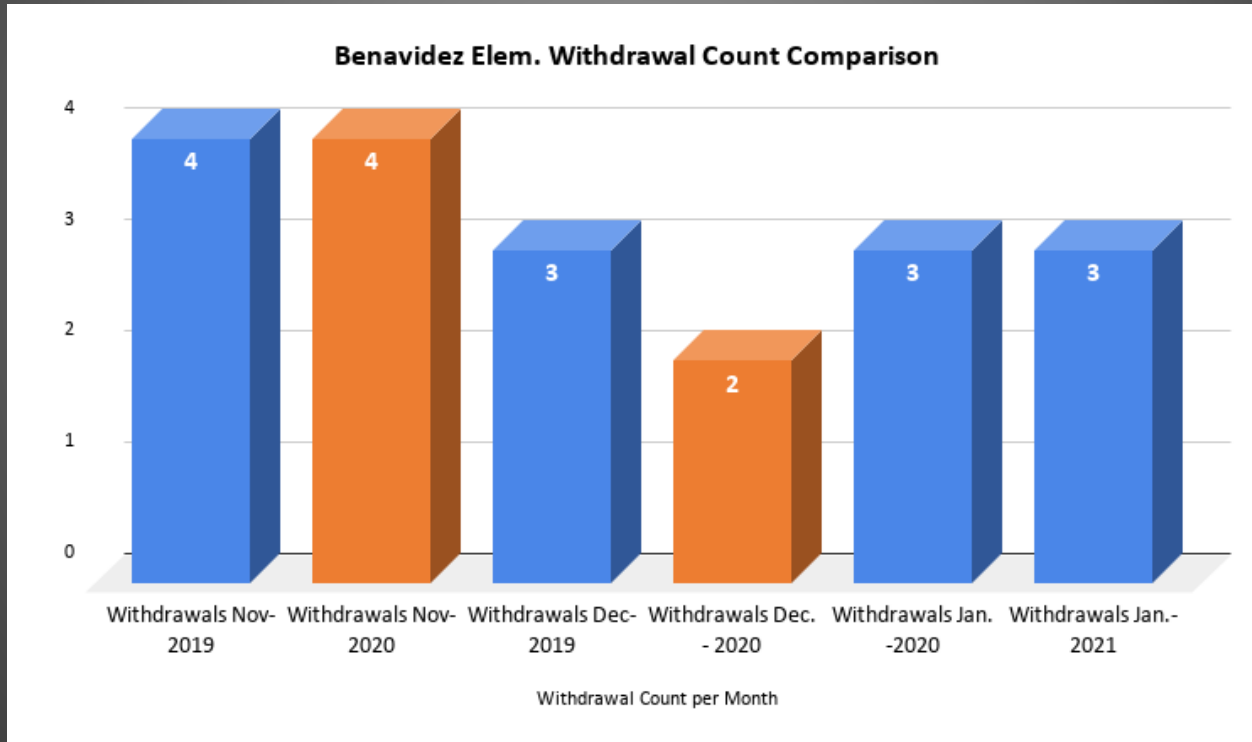
South San Antonio ISD 2021 -2022

- ❖ January 25 Launch of Registration 2021-22
- ❖ February 8 District Website Enrollment Percentage Launch
- ❖ February Kick-Off Head Start Community Walks
- ❖ March 6 Opening Day at Normoyle Ball Park
- ❖ Mar. 30-April 22 District Community Walks
- ❖ May 22 District Enrollment Day Celebration
- ❖ August 14 Back to School Supply Kick-Off

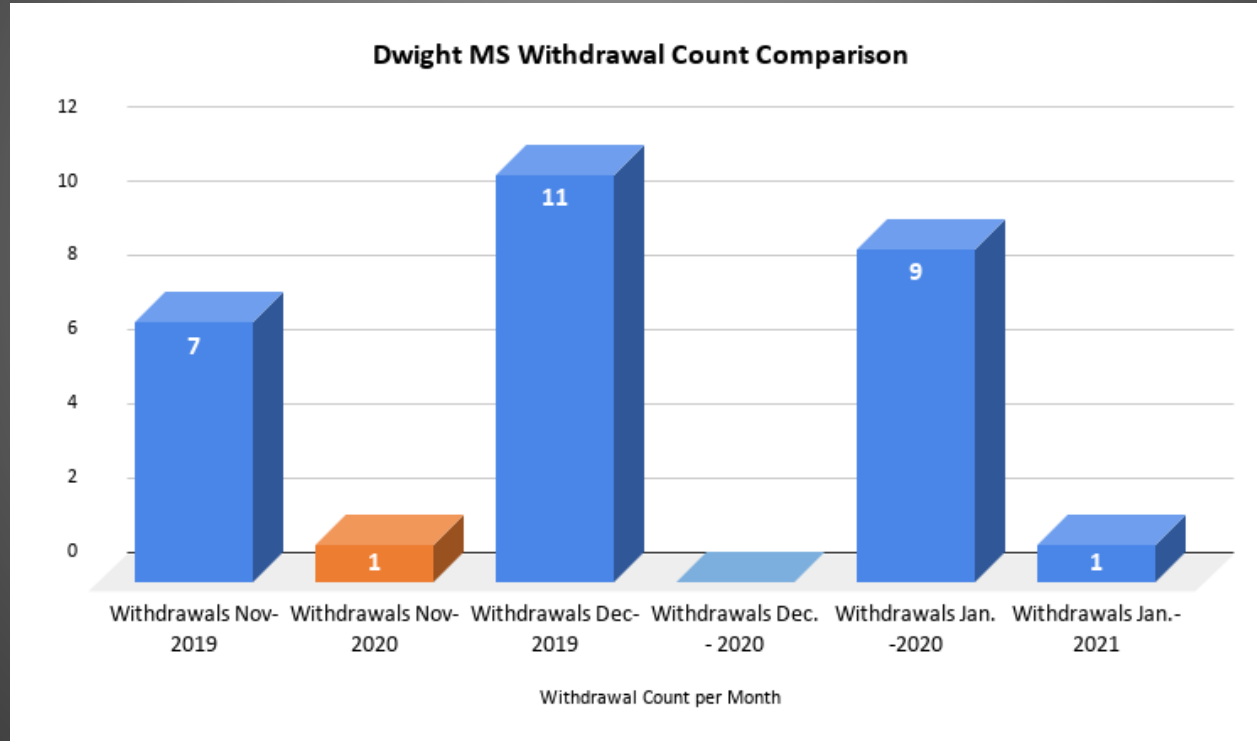
Comparison of Withdrawals - District Wide 2020 vs. 2021



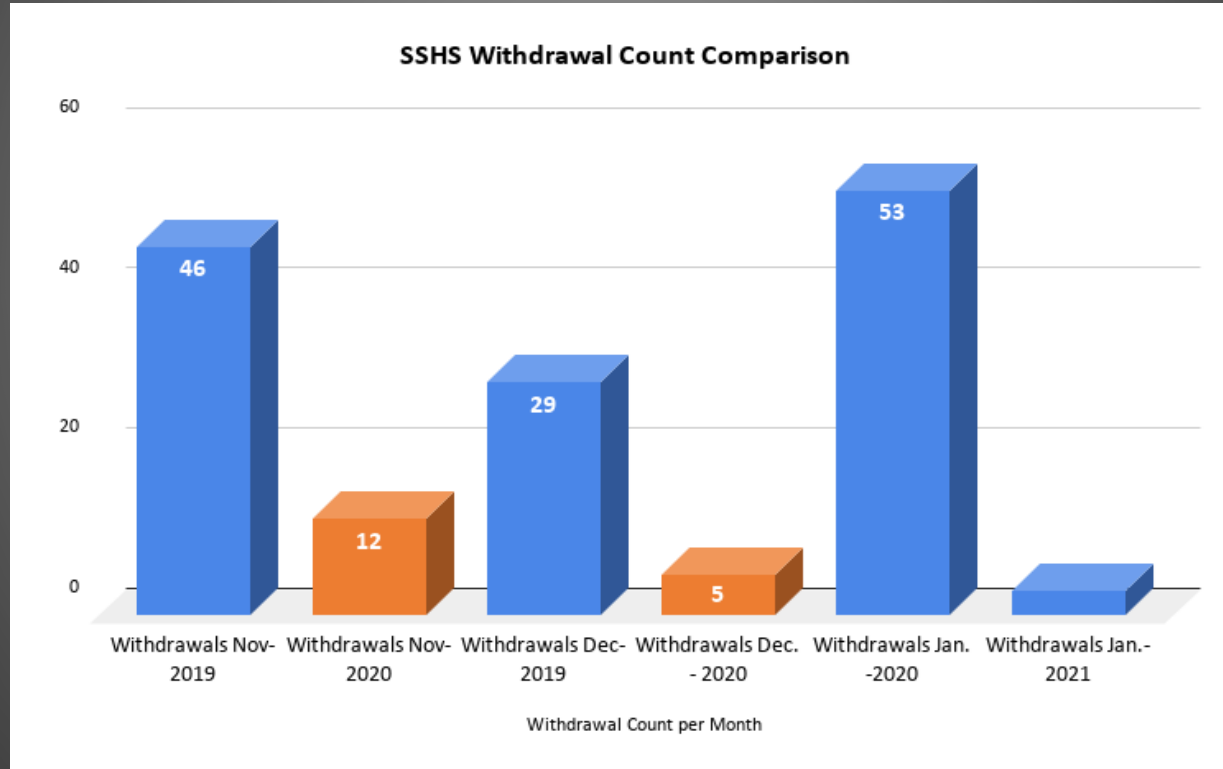
Comparison of Withdrawals - Benavidez Elem . 2020 vs. 2021



Comparison of Withdrawals - Dwight MS 2020 vs. 2021



Comparison of Withdrawals - South San HS 2020 vs. 2021





Campus Led Efforts Principal Highlight

Elizabeth Martinez

Principal, Hutchins Elementary

Campus Enrollment Campaign

- ❖ #GrowWithUs
- ❖ Academic Programs
- ❖ Monthly Enrollment Events