



SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Agenda Item Summary

Meeting Date: October 21, 2020

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: 2021 #SaveYourSeat Campaign and Enrollment Update

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

District Goal/Strategy:

Strategy 4 We will build partnerships with businesses and the community to promote parental involvement, support opportunities for student success, and increase student attendance and enrollment.

Funding Budget Code and Amount: N/A

APPROVED BY:

SIGNATURE

DATE

Chief Officer:

CFO Funding Approval:

Superintendent:



SSAISD Save Your Seat Report

10.07.2020

District Enrollment: 8242

Returning Student Registration

October 7, 2020

Recent progress

- 7,732 returning students have registered for the 2020-21 school year
- This is 96% of our total returning students based on last year's enrollment

Skyward- Returning Student Registration and New Student Registration for 2020-21 (as of October 7)

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	2205	2337	94%	-	78
West Campus	175	192	91%	-	16
Dwight MS	565	600	94%	-	10
Shepard MS	544	593	92%	-	36
Kazen MS	208	208	100%	-	17
Zamora MS	533	559	95%	-	11
Athens	200	200	100%	21	18
Hutchins	375	381	98%	36	36
Kindred	285	292	98%	37	30
Palo Alto	432	432	100%	36	53
Price	346	348	99%	17	44
Madla	396	403	98%	38	40
Five Palms	396	396	100%	37	52
Armstrong	261	274	95%	11	30
Carrillo	282	299	94%	24	27
Benavidez	529	529	100%	65	35
Totals	7732	8043	96%	322	533

Returning Student Registration

Returning Student Registration
October 7, 2020

School	July 27 % of Returning Students Registered (20-21)	August 3 % of Returning Students Registered (20-21)	August 4 % of Returning Students Registered (20-21)	August 18 % of Returning Students Registered (20-21)	September 3 % of Returning Students Registered (20-21)	September 15 % of Returning Students Registered (20-21)	October 7 % of Returning Students Registered (20-21)
South San High School	69%	76%	77%	90%	91%	92%	94%
West Campus*	64%	67%	68%	85%	87%	88%	91%
Dwight MS	71%	78%	79%	93%	94%	94%	94%
Shepard MS	73%	75%	77%	88%	89%	90%	92%
Kazen MS	75%	82%	84%	93%	95%	95%	100%
Zamora MS	71%	79%	81%	92%	94%	94%	95%
Athens	94%	95%	95%	98%	98%	98%	100%
Hutchins	86%	87%	87%	93%	94%	94%	98%
Kindred	86%	88%	91%	92%	93%	93%	98%
Palo Alto	87%	89%	89%	96%	97%	98%	100%
Price	95%	96%	96%	100%	100%	100%	99%
Madla	73%	75%	77%	93%	96%	96%	98%
Five Palms	83%	85%	85%	92%	94%	95%	100%
Armstrong	74%	78%	80%	89%	90%	90%	95%
Carrillo	78%	79%	80%	92%	92%	92%	94%
Benavidez	90%	94%	94%	100%	100%	100%	100%
Totals	76%	81%	82%	92%	93%	94%	96%

Returning Student Registration- No Shows

School	No Show Students per Campus September 14	No Show Students per Campus October 7
South San High School	92	48
West Campus	13	1
Dwight MS	25	24
Shepard MS	18	12
Kazen MS	25	13
Zamora MS	20	13
Athens	3	1
Hutchins	16	8
Kindred	9	8
Palo Alto	1	2
Price	9	5
Madla	9	8
Five Palms	7	4
Armstrong	13	3
Carrillo	13	10
Benavidez	19	2
Totals	292	162

No Shows

We are conducting third round of “No Show” implementation platform. These are potential returning students to the district.

Continuing efforts are underway across the district to re-enroll these students at South San ISD for the 2020-21 school year.

Enrollment Campaign Specialists

Richard Carpio
Nancy Garcia
Andrew Guevara
Alexis Guevara
Yvette Gutierrez
Edith Jaime
Ramon Olazaran
Bryan Reyna
Sandra Reyna
Lillyana Reyna Carpio

Juanita Garcia
Susie Gonzales
Jerry Dominguez
Gilbert Cavazos
Dr. Ruben Carrillo
Denise Orosco
Dolores Sendejo



Save Your Seat Enrollment Events

September

- 9/29 Hunter's Glen Apts. 5-7 pm
- 9/30 Artisan Apts. 5-7 pm

October

- 10/02 Rios Apts. - 1-3 pm
- 10/10 Normoyle Ball Park 9am-12pm
- 10/15 SSAHS Athletic Ctr. 2-4pm
- 10/17 Pearsall Park 9am-12pm

Stop by and learn more about all the exciting programs at South San ISD and register on site!

Seize the Future at South San ISD!

WE are FAMILY





Enrollment Campaign Dates

September 29- Hunter's Glen Apt.

September 30- Artisan's Apt.

October 2- Rio Springs Apt.

October 6- Home Visits

October 7- Enrollment Specialists Onboarding

October 8- Home Visits

October 10- Normoyle Park

October 13- Garden Valley Mobile homes

October 14- Home Visits

October 15- SAFB Distribution

October 17- Pearsall Park

October 20-26- Home Visits

November 3- SSAISD Election Sites

November 3- TBA Business Site

November 7- Normoyle Ballpark

November 10- TBA Business Site

November 14- TBA Business Site

November 17- TBA Business Site

November 19- SAFB Distribution

November 21- TBA Business Site

December 1- TBA Business Site

December 5- TBA Business Site

December 8- TBA Business Site

December 12- TBA Business Site

December 15- TBA Business Site

December 17- SAFB Distribution