Executive Summary
Prepared for Board of Trustees Meeting
July 30, 2013

2013-2014 Student Registration

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Board Goal:
IV – Parent and Community Involvement
- Foster a positive and welcoming environment that encourages parent and community partnerships to achieve success for all our students.

VI – Growth, Change and Fiscal Responsibility
- Review and adjust policies and procedures as appropriate to address the challenges of rapid growth and changing demographic characteristics while maintaining and enhancing our strong sense of community;
- Be environmentally responsible and aggressively pursue energy efficiency and conservation in . . . operating procedures;

Purpose of Report

This report will review the progress toward creating a more family-friendly registration process for all students in Denton ISD. The Board will be updated on current enrollment numbers, will see the Denton ISD Registration forms, and will view the tools available to manage information available to administrators as part of the InfoSnap system.

Objectives

- Share information regarding registration procedures which have been implemented for students of various ages in Denton ISD
- Share information regarding the InfoSnap program which is being utilized to manage registration and the resulting supporting information for campuses and the district
- Answer questions regarding the InfoSnap registration process that has been implemented

Operational Impact

Following extensive planning and preparation, the district's InfoSnap student registration solution has been implemented. The board will receive information regarding current enrollment numbers, support that is being provided to parents, and parent feedback. Additionally, the board will view the interactive tools available for district administrators to utilize the vast amount of information provided by parents through the registration process. All of these features are proving to be well-received by families and campuses.

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Reduced paperwork management has and will result in additional time available for clerical staff to manage other tasks, as well greatly decreased printing costs to various departments. (See attachment)

Results

Registration for 2013-14 to date has proven to be a more user-friendly, smooth process than procedures utilized in 2012-13. In the past, parents completed a large amount of paperwork to provide all of the necessary information to the campus – and were required to complete the same paperwork for each child. Utilizing InfoSnap for 2013-14, parents have been able to complete all of the same information online – with a large amount of information "pre-filled" for returning students. Additionally, they are able to "snap" relevant information from one child in the family to another, resulting in an even quicker and more accurate process. Reports from parents are that a student can easily be registered in 20 minutes or less, with subsequent children in the family requiring an even shorter time.

A strategic plan for informing families of this new process included email and phone blasts from the campuses, uniform campus marquees reminding parents to watch for their SnapCodes, phone blasts from the district, newspaper and news magazine articles, web information that has been kept up-to-date and accurate and many conversations between parents and campus and district officials. Results to date indicate a high rate of effectiveness, with significant numbers of students registering early and many phone calls from parents anticipating their email from the district. The careful focus on the release of accurate information at regular intervals has proven successful.

With valid email addresses, all of our families have the capacity to complete the enrollment process from their home computer, the city library, another computer, or smart phones – ultimately. Campuses have worked diligently in securing these email addresses and conducted informational activities. The bonus for campuses is that they are being provided, through email, with an efficient, affordable communication route to inform families. Central office staff, as well as campus personnel, continue to work diligently with parents in obtaining accurate email addresses.

Costs of implementing InfoSnap have been offset to a high degree by savings in printing and distribution. The man hours required to manage the paperwork that has now been discontinued were not calculated, but are thought to be significant, as well.

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Other Options

Registration could be returned to past methods, which includes a combination of online and paper documents.