

Preliminary Enrollment Report

September 2024

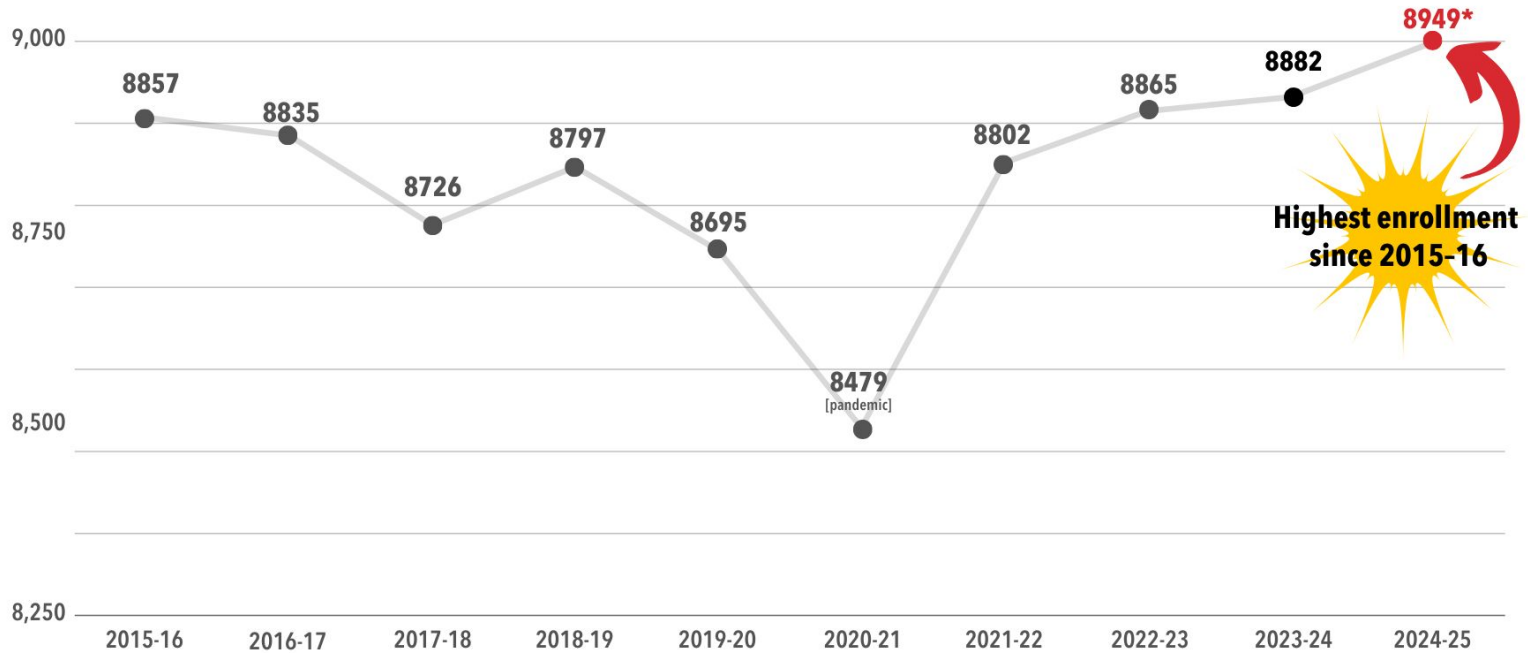


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Enrollment by year (K-12)

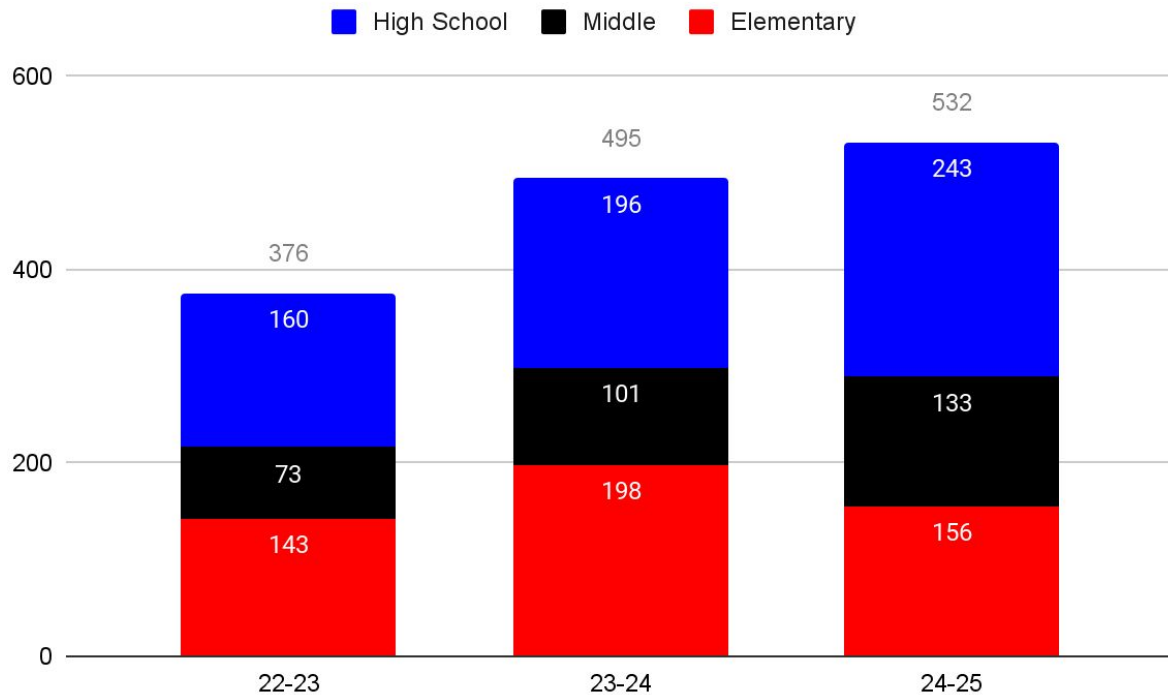
Data based on October 1 student seat count



*Data based on September 18, 2024 student seat count



EPO enrollment (Full time)





Fall 2024 themes

Enrollment is the highest in 10 years

- Up 67 students from 2023-24
- Up 25 students from budget projection
- Preliminary numbers do not include unprocessed withdrawals or future-start date enrollments

EP Online has 532 students

- 532 full time and 267 part time
- Additional onboarding dates added in August/September
- Dedicated marketing and outreach support since April 2023
 - Personalized experience from inquiry to enrollment
 - Real person when you call with questions
- Conducted market research in 2023 to continue improving offerings and outreach
 - Targeted marketing based on EPO differentiators



Fall 2024 themes

Ongoing Cabinet alignment and strategic marketing/outreach efforts

- Research-based efforts noted in March 2023 presentation are showing outcomes
- Focus on customer service and response for family inquiries
- Outreach events in community (Everything Spring Expo, PeopleFest, KidStock, Harvest to Halloween at the Barn, etc.)
- Cabinet and principal support for personal outreach, pop-up events
- Alignment of data collection and review

Redesign of kindergarten marketing piloted in 2023-24

- Kindergarten events more experiential and connected to schools

Impact of 100 Years campaign

- Better engagement and connection with families = better retention



Next Steps

Enrollment Analytical (October 28)

- Official October 1 enrollment count
- First look at trends/themes

Long-Range Financial Projection (January 6)

- 5-Year Forecast

2024-25 Mid-Year Budget Update (January 27)

- Adjust expenditure budget

2025-26 Enrollment Projection & Beyond (January 27)

- Project next year enrollment

Thank you!



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