



SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Agenda Item Summary

Meeting Date: February 17, 2021

- Purpose: [X] 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 #GrowWithUs Campaign and Enrollment Update

Description: The #GrowWithUs 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

Grow With US

2021-2022

02.17.21

District Enrollment: 8303

#GrowWithUs - Enroll now and help us reach 100%



ENROLL NOW!

READ MORE

South San Antonio ISD

Returning Student Registration

February 17, 2021

Recent progress

- 1547 returning students have registered for the 2021-22 school year
- This is 20% of our total returning students based on this year's enrollment

Skyward- Returning Student Registration and New Student Registration for 2021-22 (as of Feb. 12)

School	# Returning Student Registrations (2021-22)	# of Possible Returning Students (2021-22)*	% of Returning Students Registered (21-22)	New Students Registration (Pre-K and Head Start)	New Students Registration (new to district K-12)
South San High School	279	2182	13%	-	
West Campus	42	413	10%	-	
Dwight MS	55	526	10%	-	
Shepard MS	51	594	9%	-	
Kazen MS	15	277	5%	-	
Zamora MS	50	555	9%	-	
Athens	66	187	35%	2	1
Hutchins	110	342	32%	4	1
Kindred	151	277	55%	2	
Palo Alto	104	414	25%	3	
Price	45	318	14%	1	1
Madla	250	363	69%	1	1
Five Palms	80	352	23%	1	
Armstrong	24	234	10%	2	
Carrillo	70	260	27%	2	
Benavidez	155	435	36%	3	
Totals	1547	7729	20%	21	4



#GrowWithUs

January 25

Launch of Registration 2021-22

February 8
Launch

District Website Enrollment Percentage

February

Kick-Off Head Start Community Walks

March 6

Opening Day at Normoyle Ball Park

Mar. 30-Apr. 22 District Community Walks

May 22

District Enrollment Day Celebration

August 14

Back to School Supply Kick-Off

Zamora Middle School - Dan Mauldin, Principal



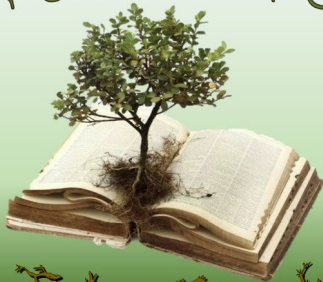
Grow With Us



HEALTH SCIENCE

- Student Clubs
- Extended Learning Opportunities
- UIL Sports
- SA Youth

#TakeRoot & #GrowWithUs



Take Root

NOW REGISTERING
for the 2021-2022 School Year

Need help with registration?
Call us at 210 977-7278

Asistencia en español disponible



Take Root at Zamora



HEALTH SCIENCE

- ❖ Registration flyers sent out with progress reports beginning February 11
- ❖ Partner with Central Office for registration locations in the community
- ❖ Saturday registration on last Sat of the month (Feb-Apr) from 9am-noon
- ❖ Gift basket drawings on Mar 27, April 24 & May 22!
- ❖ Monthly social media blitz and marquee

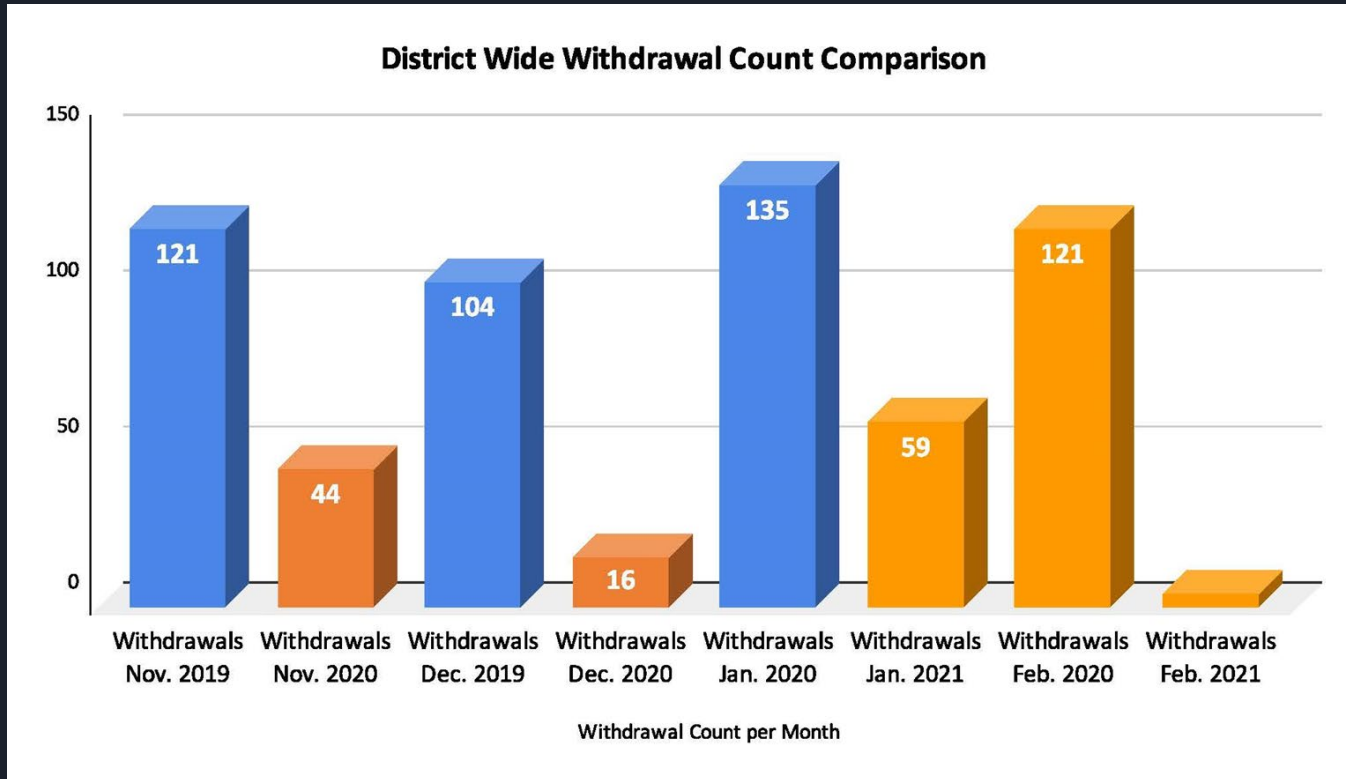


Feb 15 – 17	March 17 – 19	March 26	April 5 – 7	April 12
Cocoa & Cookies	Registration Garden	Registration Drive In	Easter Egg Surprise	Block Walk
Cocoa and cookies for enrollment visitors. Enjoy the warm feeling having completed enrollment.	Enrolled students will be given a garden flower to decorate and display on campus. Watch us grow!	Join us for our Spring movie night as we turn Zamora into a drive-in.	All enrolled students get to open an easter egg with a surprise inside.	We're on the move to come visit you!

Madla Elem.
Mrs. Buchanan



Comparison of Withdrawals - District Wide 2020 vs. 2021



Comparison of Withdrawals - District Wide BOY to End of Jan.

