

STUDENT ASSIGNMENT UPDATE

Board of Education Meeting
November 25, 2013



Agenda



Review of activities to improve customer service and efficiency:

- ❑ Hosted two showcases
- ❑ Improved communications with schools and families
- ❑ Implemented an online application process
- ❑ Used Mobile Application (App mobile) site for outreach
- ❑ Changed the number of clusters to shorten ride times
- ❑ Next Steps

2013 Showcase of Schools



- Middle/High Showcase: 9,161 participants
- Elementary Showcase: 3,236 participants
- 91% responded that the information provided at Showcase was sufficient to help decide about options
- 90% responded that they were able to get answers to all their questions

Improved Communications

- ❑ Developed informational videos for parents
 - ▣ [Elementary School Choices Video](#)
 - ▣ [Middle School Choices Video](#)
 - ▣ [High School Choices Video](#)
- ❑ Sent individualized letters to all JCPS preschool parents
- ❑ Sent Choices book to all JCPS families in transition grades
- ❑ Sent postcards to non JCPS families in transition grades
- ❑ Created monthly newsletters for schools
- ❑ Provided training of over 200 school staff
- ❑ Provided training for all early childhood teachers
- ❑ Developed a draft student assignment handbook

Online Applications: 13-14 School Year

Total applications started: 24,913

Total applications submitted: 23,827

Total registrations started: 13,552

Total registrations submitted: 9,386

	Apps Submitted	Apps Submitted via AppMobile
Elementary	14,712	313
Middle	4,313	29
High	4,802	19
TOTAL	23,827	361

AppMobile started in July 2013

Elementary Applications

Day	2013-2014				2014-2015			
	K-5		Kindergarten		K-5		Kindergarten	
	Count	Total	Count	Total	Count	Total	Count	Total
1	535	535	383	383	648	648	495	495
2	288	823	223	606	358	1006	286	781
3	80	903	61	667	281	1287	225	1006

- By Day 3, we have 51% more kindergarten applications this year than last year and 43% more K-5 applications
- Half of the kindergarten applications are JCPS Early Childhood students.

Middle/High Magnet Applications



Day	2013-2014				2014-2015			
	Middle		High		Middle		High	
	Count	Total	Count	Total	Count	Total	Count	Total
1	126	126	139	139	252	252	284	284
2	140	266	132	271	87	339	75	359
3	69	335	85	356	95	434	129	488
Thru Day 32	53	1554	44	1907	69	1542	51	2293

Mobile Registration & Application

Mobile Online Student Registration Site traveled to neighborhoods across the city to provide easy access for parents.

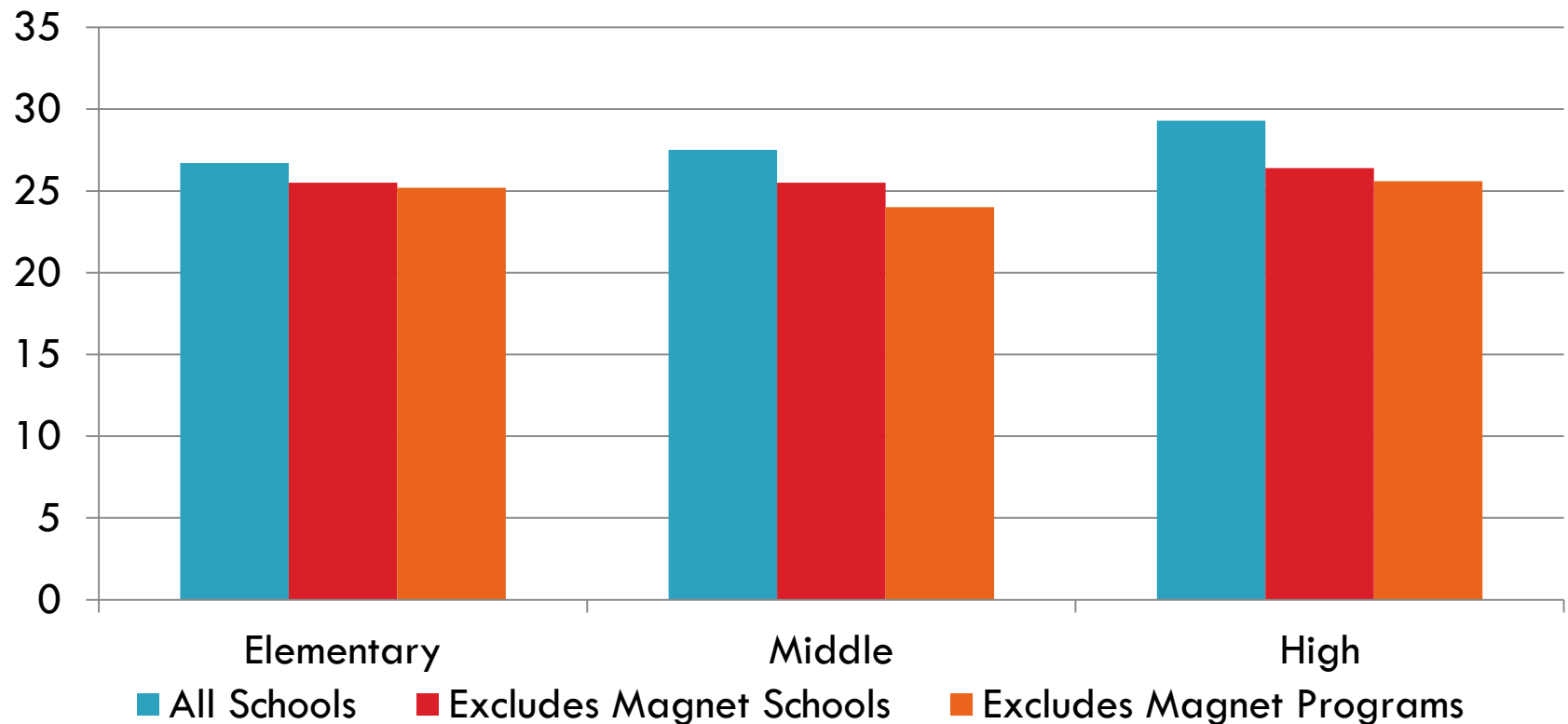
- ▣ 20 events this summer which served over 400 families
- ▣ 19 events this fall



- ▣ Extended hours of service in LAM Registration site

Clusters and Ride Time

- First year of 13 cluster configuration at elementary level
- Cluster/Resides schools have shorter bus times than magnet schools/programs
- No significant differences in ride time by student demographics



Ride Times: Minority Status

		All Schools		Excludes District Wide Magnet Schools		Excludes Magnet Programs	
	# of Students On Bus		Avg Ride Time		Avg Ride Time		Avg Ride Time
Elementary	27154	Elementary	26.7	Elementary	25.5	Elementary	25.2
Minority	16766	Minority	27.2	Minority	26.4	Minority	26.2
White	10388	White	25.8	White	24.0	White	23.6
High	15223	High	29.3	High	26.4	High	25.6
Minority	8688	Minority	28.6	Minority	26.4	Minority	26.0
White	6535	White	30.3	White	26.3	White	25.1
Middle	16217	Middle	27.5	Middle	25.5	Middle	24.0
Minority	9179	Minority	26.9	Minority	25.5	Minority	24.5
White	7038	White	28.2	White	25.6	White	23.3
Grand Total	58594	Grand Total	27.6	Grand Total	25.7	Grand Total	25.0

Ride Times: FRL Status

		All Schools		Excludes District Wide Magnet Schools		Excludes Magnet Programs	
	# of Students On Bus		Avg Ride Time		Avg Ride Time		Avg Ride Time
Elementary	27154	Elementary	26.7	Elementary	25.5	Elementary	25.2
FRL	21360	FRL	26.2	FRL	25.6	FRL	25.4
Paid	5794	Paid	28.4	Paid	25.0	Paid	24.4
High	15223	High	29.3	High	26.4	High	25.6
FRL	10219	FRL	27.4	FRL	25.6	FRL	25.0
Paid	5004	Paid	33.4	Paid	28.5	Paid	23.3
Middle	16217	Middle	27.5	Middle	25.5	Middle	24.0
FRL	11747	FRL	25.4	FRL	24.0	FRL	23.0
Paid	4470	Paid	32.8	Paid	30.1	Paid	27.4
Grand Total	58594	Grand Total	27.6	Grand Total	25.7	Grand Total	25.0

Next Steps from Last Report

- Developing comprehensive communication strategy
- Revising registration form
- Updating training for staff
- Working on summer blitz period (the app mobile)
- Gathering more feedback from stakeholders
- Improving address verification process
- Providing probability statistics to inform choices
- Conducting magnet review

- Completed

- In Progress