



OFFICE OF STRATEGIC PLANNING & INITIATIVES

SCALED LEADERSHIP MEETINGS NOVEMBER 2023



Organizational Chart



Functional Areas

STRATEGIC PLANNING

**Oversight,
Monitoring &
Reporting**

ENROLLMENT

**Student
Recruitment &
Retention**

SUSTAINABILITY

**District-wide
Sustainability
Efforts**

CHARTER SCHOOLS

**Compliance &
Support**

District-Wide Strategic Plan

MISSION

To provide relevant learning experiences that foster life-long curiosity and enable ALL students to achieve their full academic, personal, and civic potential.

VISION

Inspired, valued, educated, and empowered students thriving in and beyond the classroom.

2021-2026 STRATEGIC PLAN, INFINITE POSSIBILITIES

- 5 Pillars
- 15 Priorities
- 35 Objectives

First Annual Report approved by School Board on February 15, 2023



Sustainability

Areas of Focus:

- Energy conservation
- Water stewardship
- Renewable energy
- Clean transportation
- Waste reduction
- Sustainable curriculum

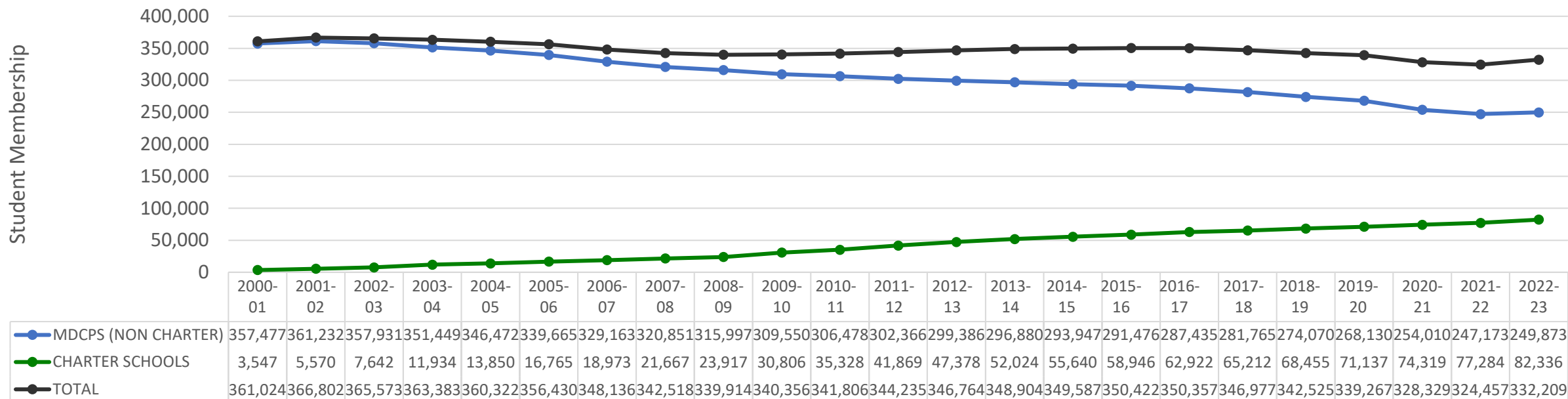
Current Initiatives Include:

- Energy Cap Dashboard for all school sites to track consumption of utilities and reduce costs
- Green Schools Recognition Program to recognize school achievements relative to sustainability
- EcoSaves Reward Program to incentivize schools to decrease energy consumption

M-DCPS STUDENT ENROLLMENT

PEAK MEMBERSHIP TRENDS (2000-2001 THROUGH 2022-23)

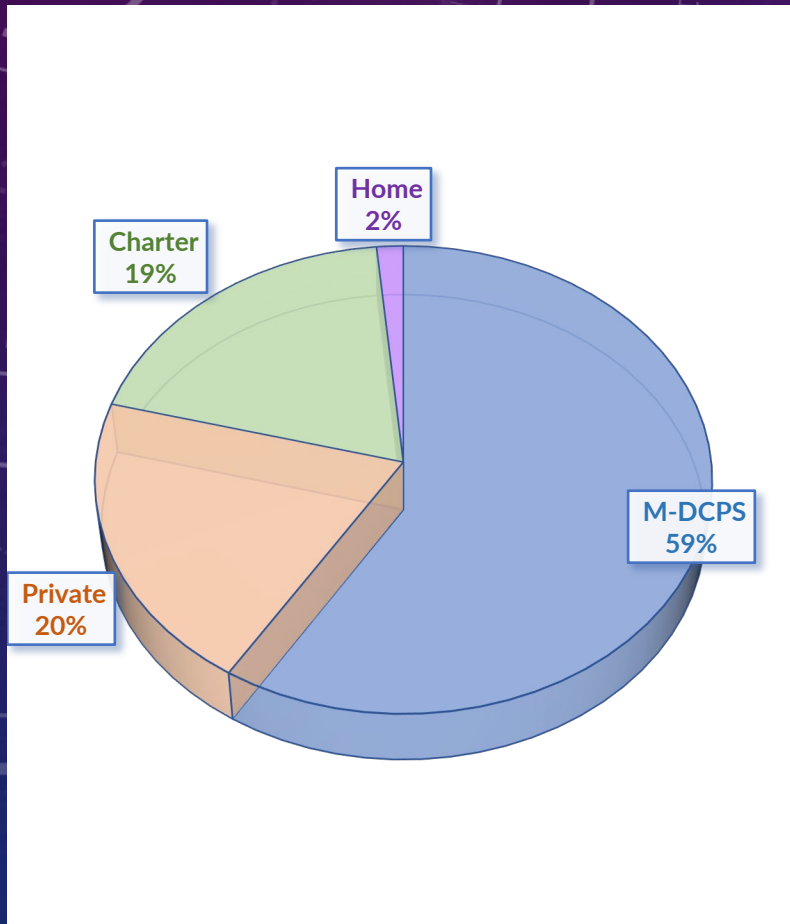
Peak Membership Trends



- Between the 2000-2001 and the 2022-2023 school year, enrollment in MDCPS-non-charter has seen a 30% decrease.
- Between the 2012-2013 and the 2022-2023 school year, enrollment in MDCPS non-charter has seen a 17% decrease.
- Between the 2012-2013 and the 2022-2023 school year, Charter school enrollment had a 74% increase.
- Even with this substantial increase in Charter school enrollment, between the 2000-2001 and the 2022-2023 school year, Miami-Dade County Public Schools had an 8% decrease (28,815 students) in **overall enrollment**.

Dade County Enrollment Breakdown

PERCENT OF MIAMI-DADE COUNTY K-12 STUDENTS THAT ARE NOT ATTENDING A TRADITIONAL PUBLIC SCHOOL



85,592 Private Schools

6,368 Homeschool

82,336 Charters

249,873 M-DCPS (non-charter)

Enrollment

| Region Name | Region # | October 2023 Enrollment | October 2022 Enrollment | Variance |
|-------------------------------|-------------------------------|-------------------------|-------------------------|----------------|
| NORTH REGION CENTER | 1 | 81,642 | 80,608 | 1,034 |
| CENTRAL REGION CENTER | 4 | 76,374 | 77,104 | (730) |
| SOUTH REGION CENTER | 5 | 91,792 | 92,341 | (549) |
| CHARTERS | 7 | 85,140 | 82,635 | 2,505 |
| ALT ED & ADULT | 8 | 2,054 | 1,735 | 319 |
| MIAMI-DADE COUNTY | 9 | 170 | 1,302 | (1,132) |
| DISTRICT (Non Charter) | | 252,032 | 253,090 | (1,058) |
| CHARTER TOTAL | 9983 CHARTER TOTALS | 85,140 | 82,635 | 2,505 |
| DISTRICTWIDE TOTAL * | 9999 MIAMI-DADE COUNTY | 337,172 | 335,725 | 1,447 |

| Board Member | Voting District | October 2023 Enrollment | October 2022 Enrollment | Variance |
|---------------------------------|-------------------------------|-------------------------|-------------------------|--------------|
| DR. STEVE GALLON III | 1 | 27,078 | 27,020 | 58 |
| DR. DOROTHY BENDROSS-MINDINGALL | 2 | 35,178 | 35,560 | (382) |
| MS. LUCIA BAEZ-GELLER | 3 | 25,437 | 25,905 | (468) |
| ROBERTO ALONSO | 4 | 46,975 | 45,726 | 1,249 |
| DANNY ESPINO | 5 | 36,411 | 35,710 | 701 |
| MS. MARI TERE ROJAS | 6 | 41,813 | 41,678 | 135 |
| MS. MARY BLANCO | 7 | 35,065 | 35,117 | (52) |
| MS. MONICA COLUCCI | 8 | 39,404 | 39,263 | 141 |
| MS. LUISA SANTOS | 9 | 49,811 | 49,746 | 65 |
| DISTRICTWIDE TOTAL* | 9999 MIAMI-DADE COUNTY | 337,172 | 335,725 | 1,447 |

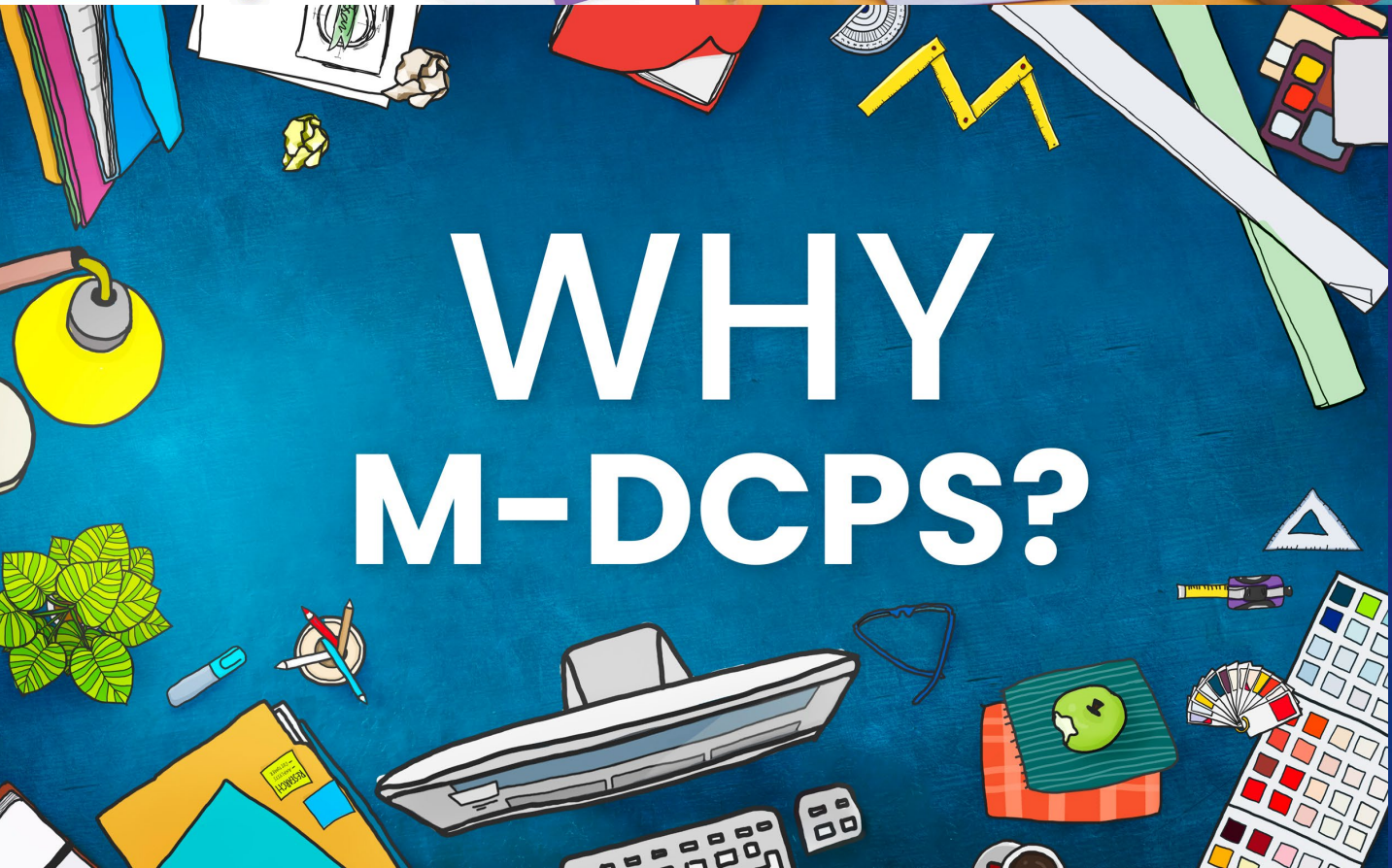
| 5-Year Strategic Plan Target | Variance |
|------------------------------|----------|
| 255,345 | (3,313) |

PRIORITY 1

MAINTAIN THE DISTRICT'S STRONG FINANCIAL POSITION

OBJECTIVE 4

MAINTAIN K-12 ENROLLMENT AT NO LESS THAN 99% OF THE 2020-2021 LEVEL



WHY M-DCPS?

What factors motivate a parent to leave a district school for another school?

What factors will attract families to enroll in Miami-Dade County Public Schools?

Overall, in Miami-Dade County Public Schools, to what extent are parents more satisfied with their child's current school than their former school?

EXAMINE ROOT CAUSE: ENROLLMENT TRENDS

THE "WHY"

School-based, Root Cause Analysis – THE WHY?

Focus Groups & Exit Surveys

Enrollment Trends/ Market Conditions

SWOT Analysis



M-DCPS
COMPREHENSIVE
MARKETING PLAN
(PHASE I)

Input: Market Research

Outputs:

- Competitive Advantage
- Value Proposition
- Non-Traditional Opportunities

Reflection & Understanding Your School's Story Goal Setting & Action Plan

| REFLECTION & UNDERSTANDING YOUR SCHOOL'S STORY | |
|--|--|
| Where are your in-boundary students choosing to attend? (Please complete the 5 WHYS ROOT CAUSE ANALYSIS for this question). | |
| | |
| After completing the 5 WHYS ROOT CAUSE ANALYSIS exercise, please answer the following questions. | |
| Are there specific schools that most students from your school are transferring to? | |
| | |
| What reasons are influencing the parent/student choice to attend these schools? (Academic, safety, location, etc.) What data supports this conclusion? | |
| | |
| List private school providers in your neighborhood and potential impact to your enrollment? (FES or Non-FES) | |
| | |

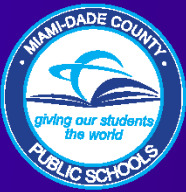
| |
|---|
| Is the loss of student enrollment a feeder pattern concern? At what grade level configuration is the loss of students the greatest? What strategies can be implemented to increase in-boundary feeder pattern enrollment? If the impact is not a feeder pattern wide concern, please explain. |
| |
| TRANSFERS IN: In analyzing student choice transfers into your school, what are the reasons influencing parents to enroll their student at your school? (academic, safety, location, etc.). How can the school capitalize on this? |
| |
| What other factors are you aware of that are negatively impacting student enrollment that are not currently reflected in this data sheet? When listing the factors, please be sure to provide the data source and rationale. |
| |
| What other factors are you aware of that are positively impacting student enrollment that are not currently reflected in this data sheet? When listing the factors, please be sure to provide the data source and rationale. |
| |

| GOAL SETTING & ACTION PLAN | |
|---|-----------|
| CURRENT UTILIZATION PERCENTAGE (DATE XX/XX/XXXX) | ___% |
| TOTAL COUNT OF STUDENTS LIVING IN BOUNDARY (DATE XX/XX/XXXX) | |
| TOTAL COUNT STUDENTS FROM IN-BOUNDARY CHOOSING ANOTHER SCHOOL (DATE XX/XX/XXXX) | XXX* |
| BASED ON YOUR 2022-2023 GOAL SETTING ACTION PLAN, WHAT WAS THE PERCENT OF THE STUDENTS FROM IN-BOUNDARY CHOOSING ANOTHER SCHOOL THAT YOU SET AS A TARGET TO SUCCESSFULLY RECRUITED & ENROLLED FOR THE SCHOOL? 2022-2023 TARGET GOAL [COUNT XX] | |
| WAS YOUR TARGET GOAL MET? YES OR NO | YES OR NO |
| WHAT PERCENT OF THE STUDENTS FROM IN-BOUNDARY CHOOSING ANOTHER SCHOOL WERE SUCCESSFULLY RECRUITED & ENROLLED AT THE SCHOOL? 2022-2023 TARGET GOAL [COUNT XX] | ___% |
| FOR THE 2023-2024 SCHOOL YEAR, WHAT WILL BE THE NEW TARGET PERCENT AND STUDENT [COUNT XX] | ___% |
| CURRENT UTILIZATION PERCENTAGE WILL INCREASE TO: | ___% |
| <p>Step 1 Revisit your 5 strategies from the 2022-2023, What are the top 5 strategies/action steps that were implemented to meet your 2022-2023 target goal? Were the strategies successful? What worked, what did not work?</p> <p>Step 2 Select Enrollment Task Force</p> <p>Step 3 Why is your school the best choice and how you are going to get the information out to the community?</p> | |
| *For schools where the count of in-boundary students choosing to attend other schools is low but there is still space available at the school, please provide strategies/action steps to recruit/attract students from outside your boundary. | |

REIMAGINING YOUR SCHOOL

- First Impression/Perception
- Communication
- Tours/Videos
- Website
- Social Media

School Enrollment/ Registration Toolkit



Knowing Your School Enrollment Goals Every Step of the Way Leads to Success

School Website: Landing Page

- ▶ Promotional Video
- ▶ Enrollment Tab with Inquiry Form
- ▶ Registration Packet
- ▶ Registration Hours/Days
- ▶ Virtual/In-Person Tour Schedule
- ▶ Programs Displayed
- ▶ Social Media



For enrollment questions, email us at:

enrollment@dadeschools.net

MIAMI-DADE COUNTY PUBLIC SCHOOLS
Office of Strategic Planning & Initiatives

#YourBestChoiceMDCPS

Registration Toolkit



In an effort to support recruitment/enrollment outreach at individual schools, the Office of Strategic Planning & Initiatives has developed an evolving resource toolkit that includes best practices to promote your school. Below are suggested strategies to recruit/enroll students.

ONE METHOD IS NOT ENOUGH!

✓ **Flyer**

✓ **Phone Call**

✓ **Website**

✓ **Social Media**

✓ **Student Messenger**

✓ **Newsletter**

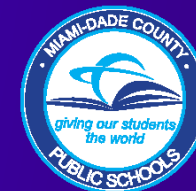
✓ **Text Marquee**

✓ **Personal Invitation**

✓ **Parent to Parent**

✓ **School Tour**

School Enrollment/ Registration Toolkit



Communications/Partnerships

Engage with Social Media Platforms-Determine Targeted Audience Preference

Multimodal

Parent/Student Ambassadors

Meet & Greet with Administrators, Teachers & Non-Instructional Support

New Housing Developments

Local Daycares & After School Enrichment Programs

Alumni & Transition Grade Testimonials

Enrollment Flyers/Post Cards

PTA

Dade Partners

Tokens of Appreciation (pens, pencils, shirts, etc.)

Advertise on your school marquee:

WE WANT YOU IN OUR SCHOOL

ENROLL

TODAY!

SPACE IS AVAILABLE

IN OUR SCHOOL

ENROLL TODAY!

REGISTER

TODAY

#YOURBESTCHOICEMDCPS

DO YOU HAVE ANY QUESTIONS?

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SUSTAINABILITY: KARLY PULIDO

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CHARTER SCHOOLS: DR. DWIGHT BERNARD

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Exit Survey

