Common Lottery Board

Quarterly Meeting
July 29, 2021

MY SCHOOL DC

The Public School Lottery

MySchoolDC.org

Agenda

01 | Program Updates

02 | 2021 Year In Review

03 | 2022 Strategic Goals

04 | 2022 Policy Guide ☑
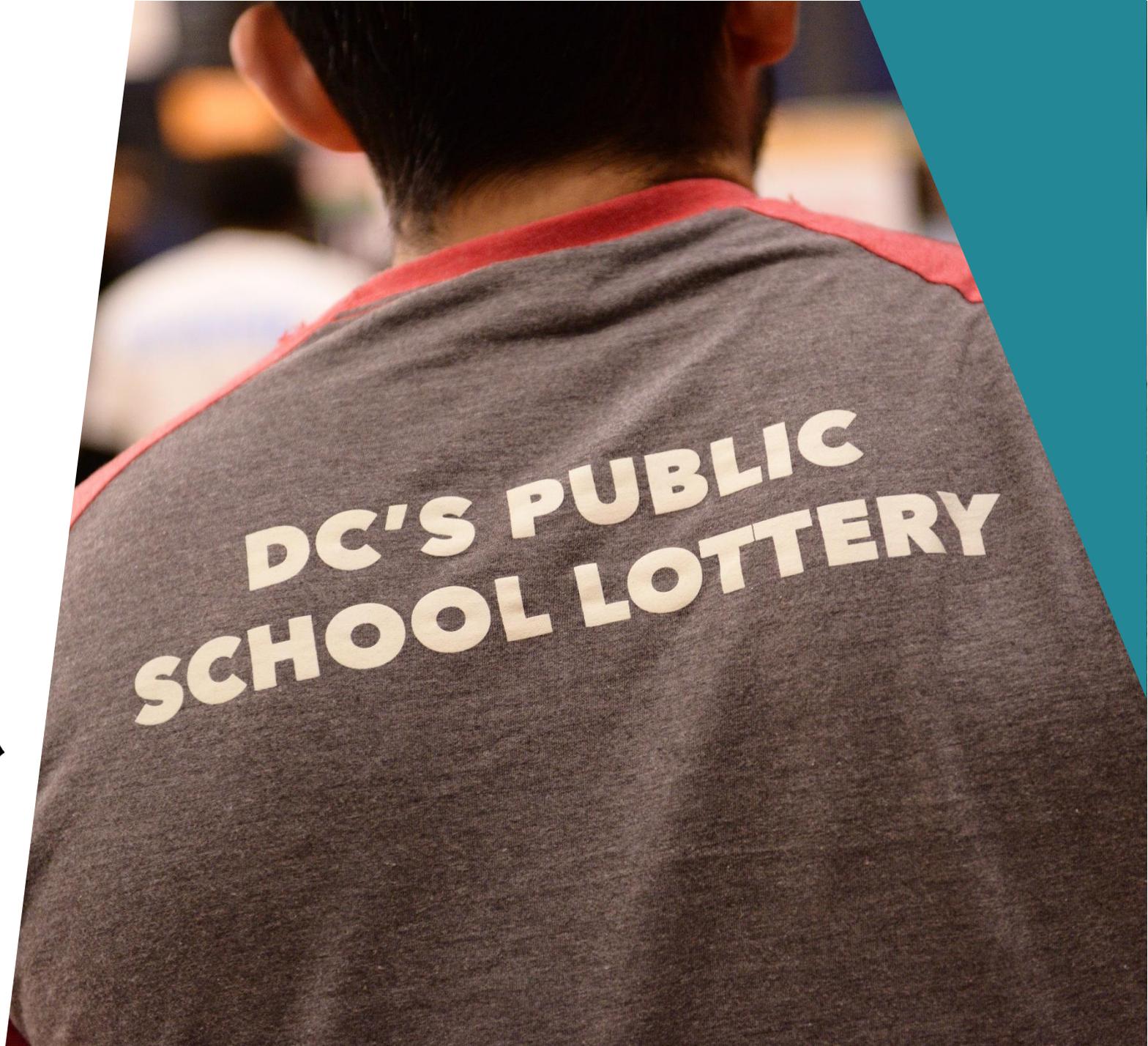
Common Lottery Board Roll Call

|	Member	Organization
Voting Members	Paul Kihn	Deputy Mayor for Education
	Daniela Anello	DC Bilingual PCS
	Teresa Biagioni	**DC Public Schools**
	Hilary Darilek	E.L. Haynes PCS
	Melissa Kim	DC Public Schools
	Charis Sharp	**Latin American Montessori Bilingual PCS**
	Colin Taylor	DC Public Schools
Non-Voting Members	Katie Dammann	DC Public Charter School Board
	Christina Grant	**Office of the State Superintendent for Education**
	Amy Lerman	**My School DC**

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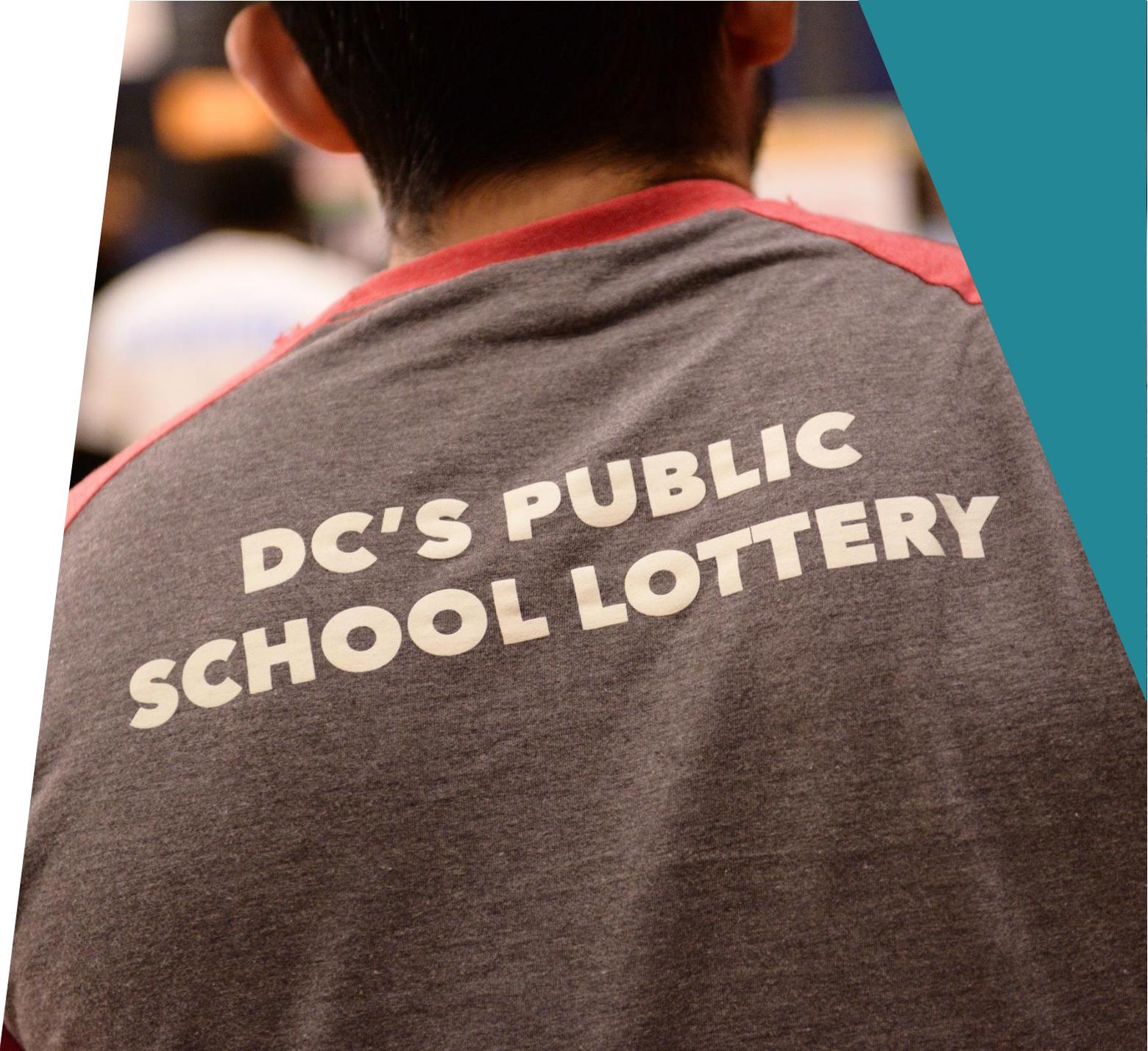
My School DC Team

- **Amy Lerman**, Executive Director

- **Aryan Bocquet**, Director of Partnerships & Engagement

- *Vacant,* Director of Strategic Operations & Analysis

- *Vacant,* Manager of School Success

- **Michele DeSando,** Parent Response Manager

- **Patricia Etienne-Payano,** Parent Response Coordinator

- **Antoinette Williams,** Parent Response Coordinator

- **Ana Martinez,** Parent Response Coordinator

Key Operations Updates

EdFEST 2021

- Responses to LEA and PAC surveys show a clear preference for a hybrid event. Planning for an online component will also help MSDC pivot should an in-person event ultimately not be an option due to health restrictions.

- MSDC will plan for an in-person event in adherence with all public safety guidelines, which may limit number of exhibitors, accompanied by an online component.

- The online component may not necessarily be an "event" but more of an online complement where families can view and download information for each exhibitor.

- MSDC will engage interested LEAs in a WG over the summer to discuss options.

Capital Improvement Project

- Included in the Mayor's proposed FY22-27 Capital Improvement Plans is **$1.1M for My School DC application system modernization**

- MSDC will start stakeholder engagement this summer to prioritize potential application enhancements

- MSDC will target roll-out for the SY23-24 lottery cycle

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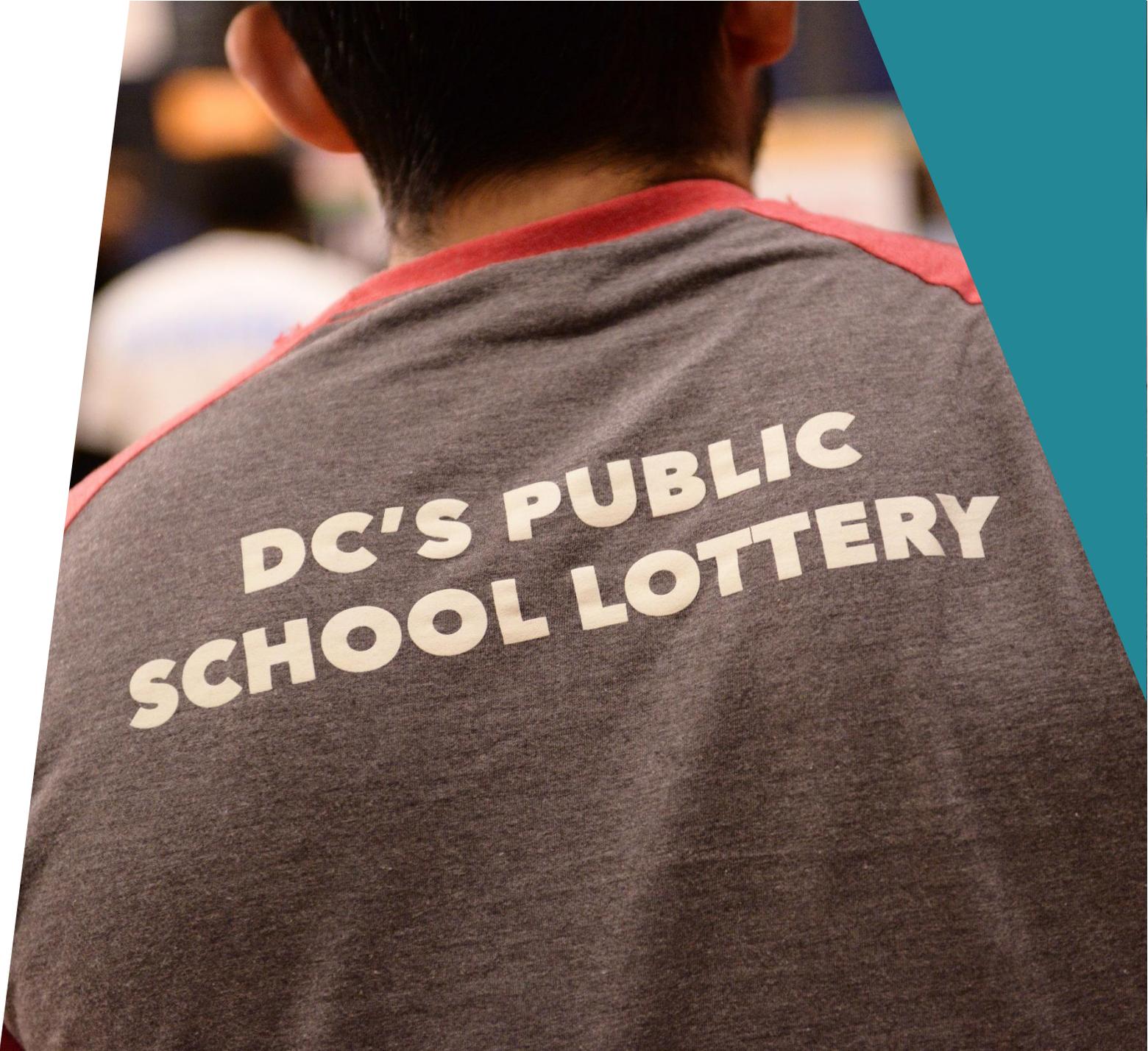
2021 SMART Goals

2021 SMART Goals	Result	Comments
Publish a Students with Disabilities sub-page	🟢	• 240 views during lottery cycle, comparable with "what you need to apply" sub-page
Conduct COVID-19 Impact analyses on lottery, post-lottery, and enrollment	🟢	• Conducted LEA office hours, presented at DC Data Summit and DME LEA Leaders Call
Achieve 4.4+ on ease of application on mobile	🟢	• Achieved 4.5 on ease of application on mobile
Achieve 4.3+ on satisfaction ratings	🟡	• Achieved 4.1 on overall MSDC satisfaction and 4.2 on hotline usefulness
Increase % of applications submitted by the deadline by 2% (as of June 30)	🔴	• 79% in 2019, 84% in 2020, **77% in 2021**
Decrease enrollments outside the process by 20%+ (audit errors)	🟢	• Decreased audit errors by 20%
Satisfaction with EdFEST* is 92%+	🔴	• 59% in 2020 (virtual) vs. 92% in 2019 (in-person)
Retain 99%+ school participation	🟢	• Continuing to add on all newly opening LEAs each year
Increase % of at-risk applications before the deadline by 2%	🟢	• 69% of at-risk applicant submitted by the deadline (vs. 60% in 2019)

*EdFEST was held virtually in 2020 due to COVID-19 health restrictions

Survey Result: Applicant satisfaction in-line with previous years

Satisfaction with lottery results

SY19-20	SY20-21	SY21-22
3.7	3.7	3.8

Usefulness of MSDC hotline

SY19-20	SY20-21	SY21-22
4.3	4.3	4.2

Satisfaction with MSDC

| SY19-20	SY20-21	SY21-22
4.1	4.2	4.1
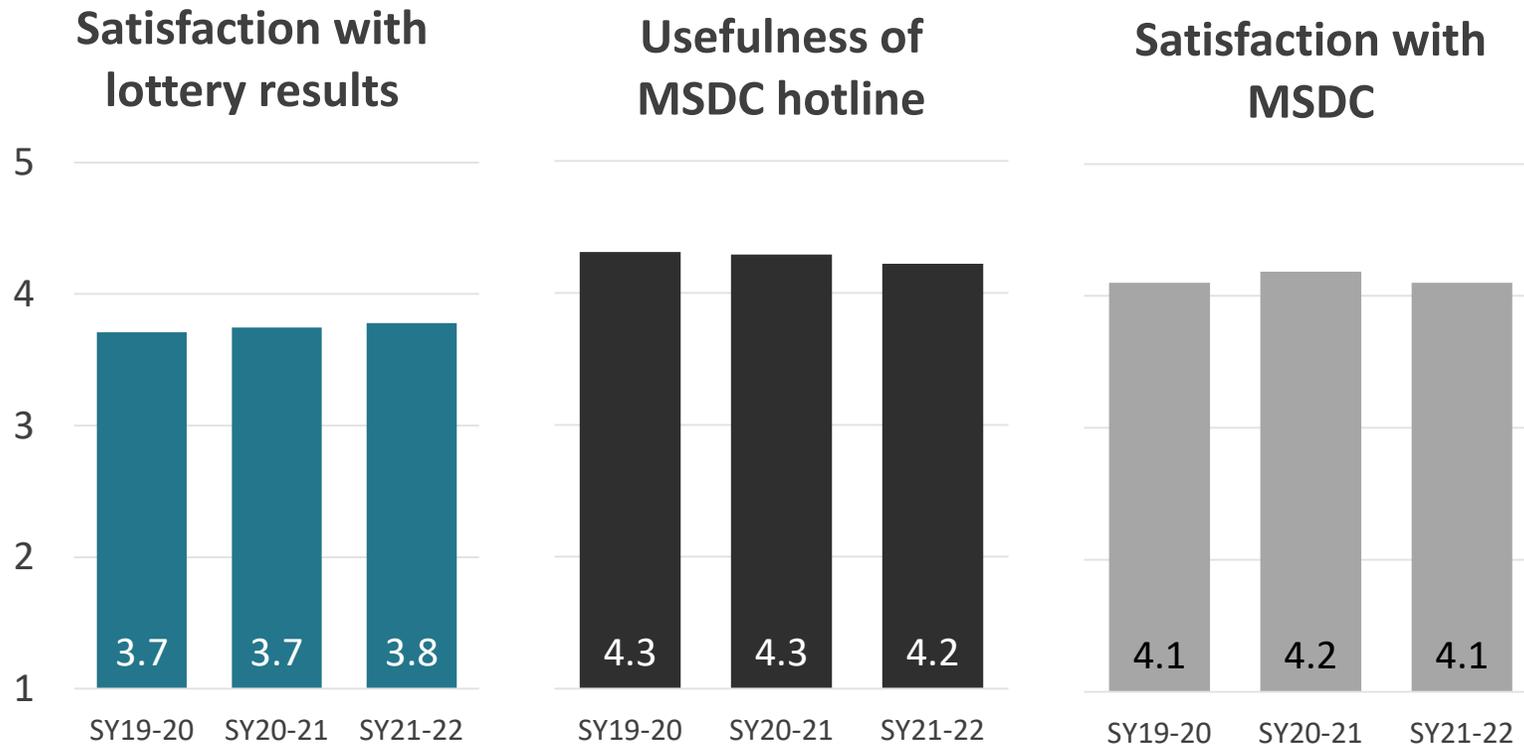
- Satisfaction across metrics was highest among **Ward 8 respondents**, consistent with previous years

- **Applicants with an IEP and applicants that qualify for at-risk** criteria also indicated slightly higher levels of satisfaction

Survey Result: Proximity consistently among top-ranked decision-making factors

#1 Factor in applying
(n=2,611)

Proximity to home	24%
School reputation	18%
Specialized program	13%
Meets IEP needs	10%
My child's sibling attends the school	8%
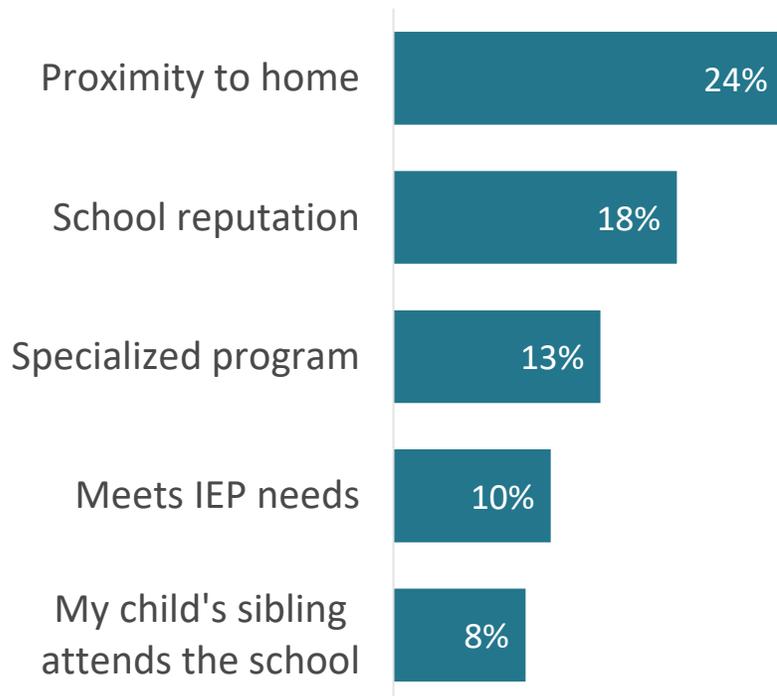
#1 Factor in enrolling
(n=1,635)

Close to where I live	21%
School reputation	18%
Specialized program	14%
My child's sibling attends the school	13%
Meets IEP needs	6%
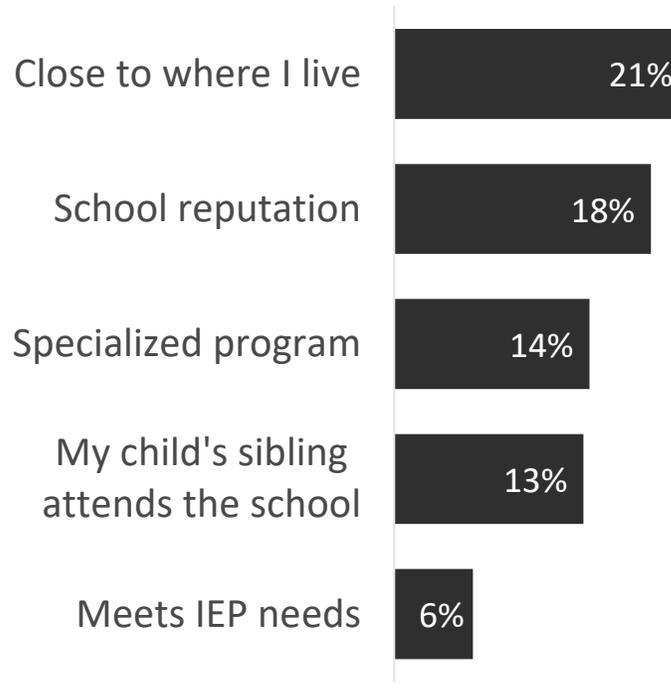
#1 Factor in not enrolling
(n=237)

Decided not to change due to COVID-19	12%
Too far or not easily accessible	11%
School reputation	7%
Our family moved	6%
School's reopening plans	6%
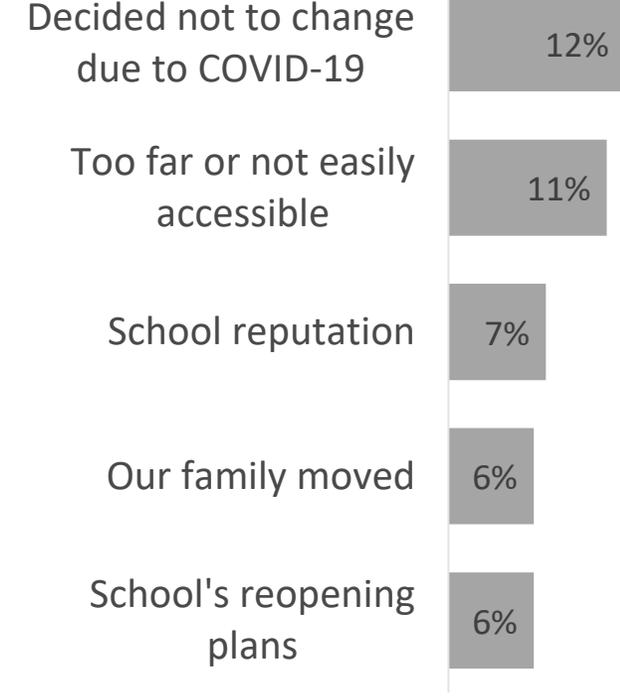
Survey Result: How Respondents Stayed Informed About MSDC

Targeted outreach strategies (phone calls and mailers) are reaching MSDC's target populations (Spanish-speaking applicants and at-risk applicants)

% of respondents indicating they received information through this avenue

Category	Value
MSDC email alerts	81%
MSDC website	63%
MSDC text alert	59%

MSDC Phone Call

Total	Spanish	At-risk
15%	22%	18%

Category	Value
School staff	15%

MSDC Mailer

Total	Spanish	At-risk
7%	32%	13%

| Category	Value
MSDC online info session	5%
MSDC social media	5%
MSDC ad	2%
Daycare	1%
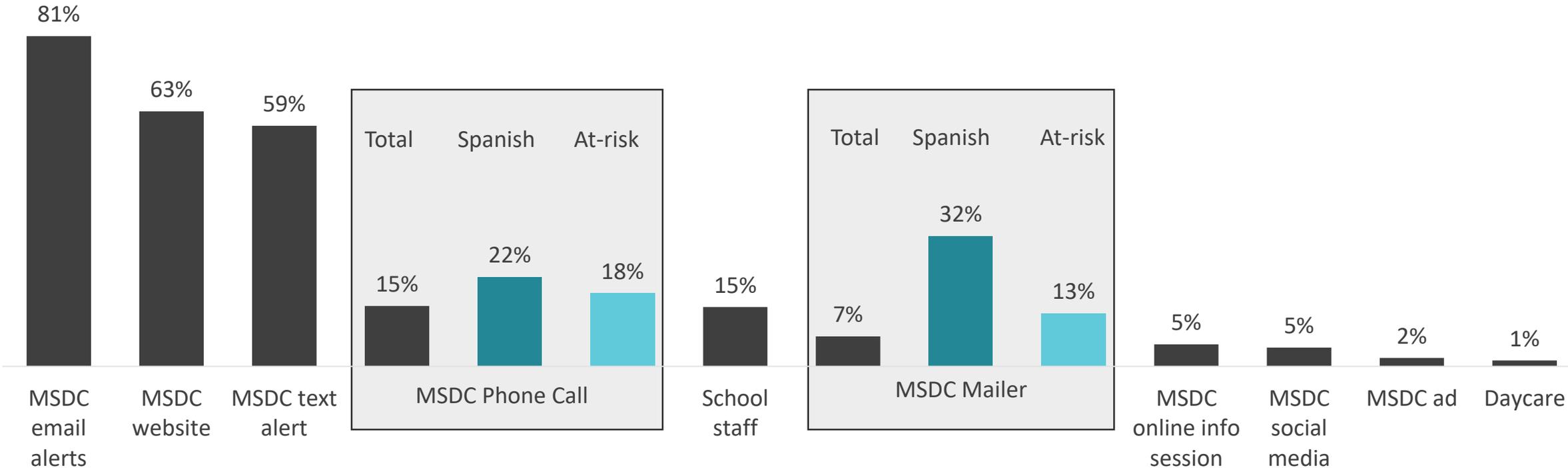
Survey Result: Applicants are still finding it harder to enroll vs. pre-COVID

On a scale of 1-5, how easy was it to enroll your child at their matched school?
(1 = very difficult, 5 = very easy)

SY19-20	SY20-21	SY21-22
4.6	4.2	4.2
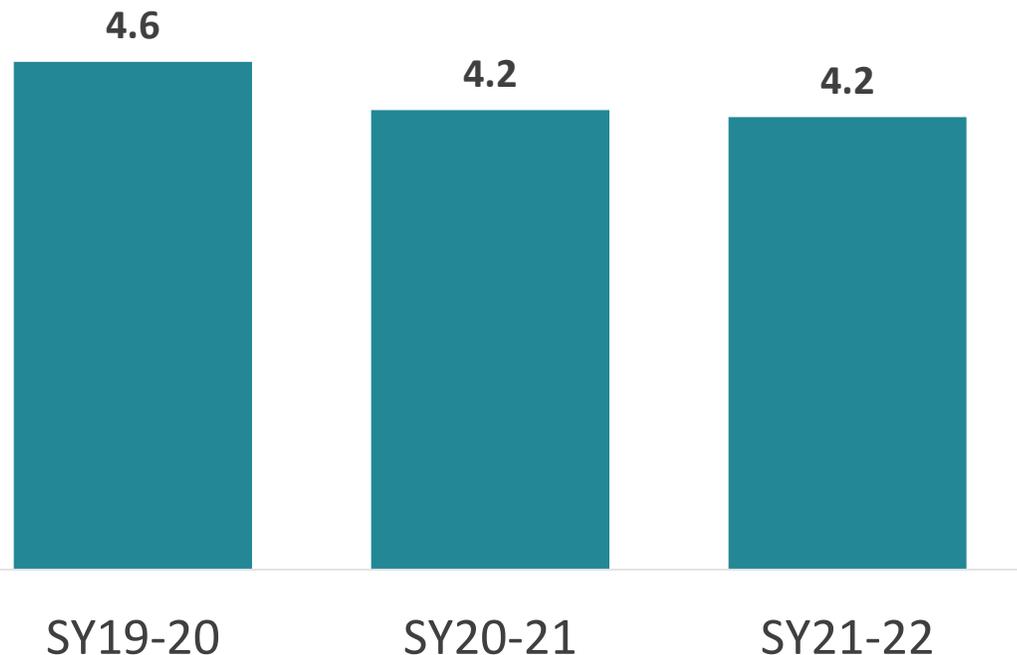
What can your school do to make it easier for new families to complete the enrollment process?

*"The public charter schools have a very different enrollment process from DCPS."*

*"The first couple communications I got about enrollment **didn't include links to forms or specific steps**. By the time I got those resources, I had figured it out for myself."*

*"Maybe offer **appointment opportunities to meet with an enrollment specialist** to help navigate the forms and necessary supporting documents.*

Highlights from School Staff Survey

Satisfaction with My School DC remains high

4.5 — DCPS
4.8 — PCS
4.6 — Overall

Increase from 4.4 in SY20-21
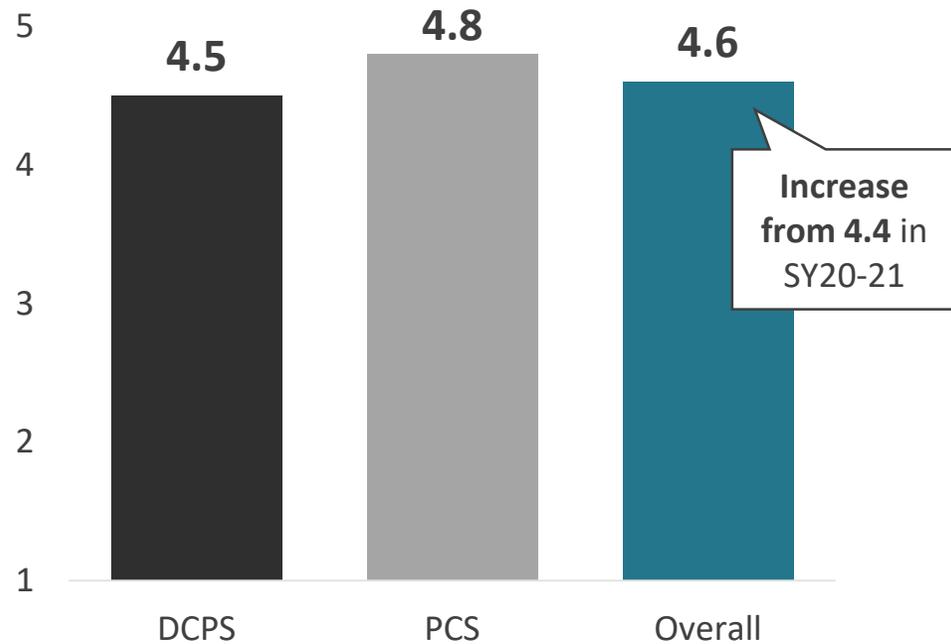
*Rate your overall satisfaction with My School DC
(1 = Not at all satisfied, 5 = Extremely Satisfied)*

76% of respondents are strong promoters of My School DC

Number of Responses

- 9 & 10 — 69
- 7 & 8 — 11
- 0-6 — 11

76% are strong promoters vs. 68% in SY19-20
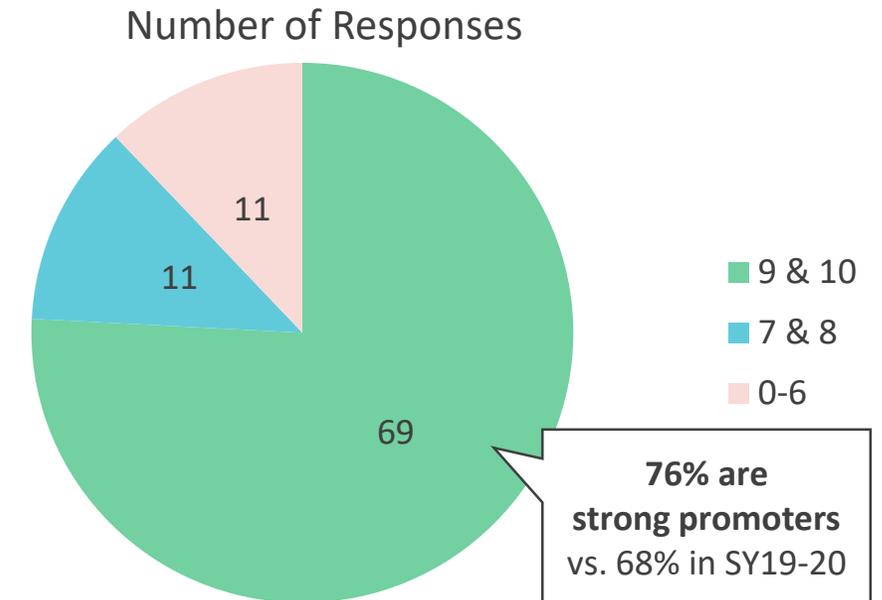
On a scale of 0-10, how likely are you to recommend My School DC to a new LEA?

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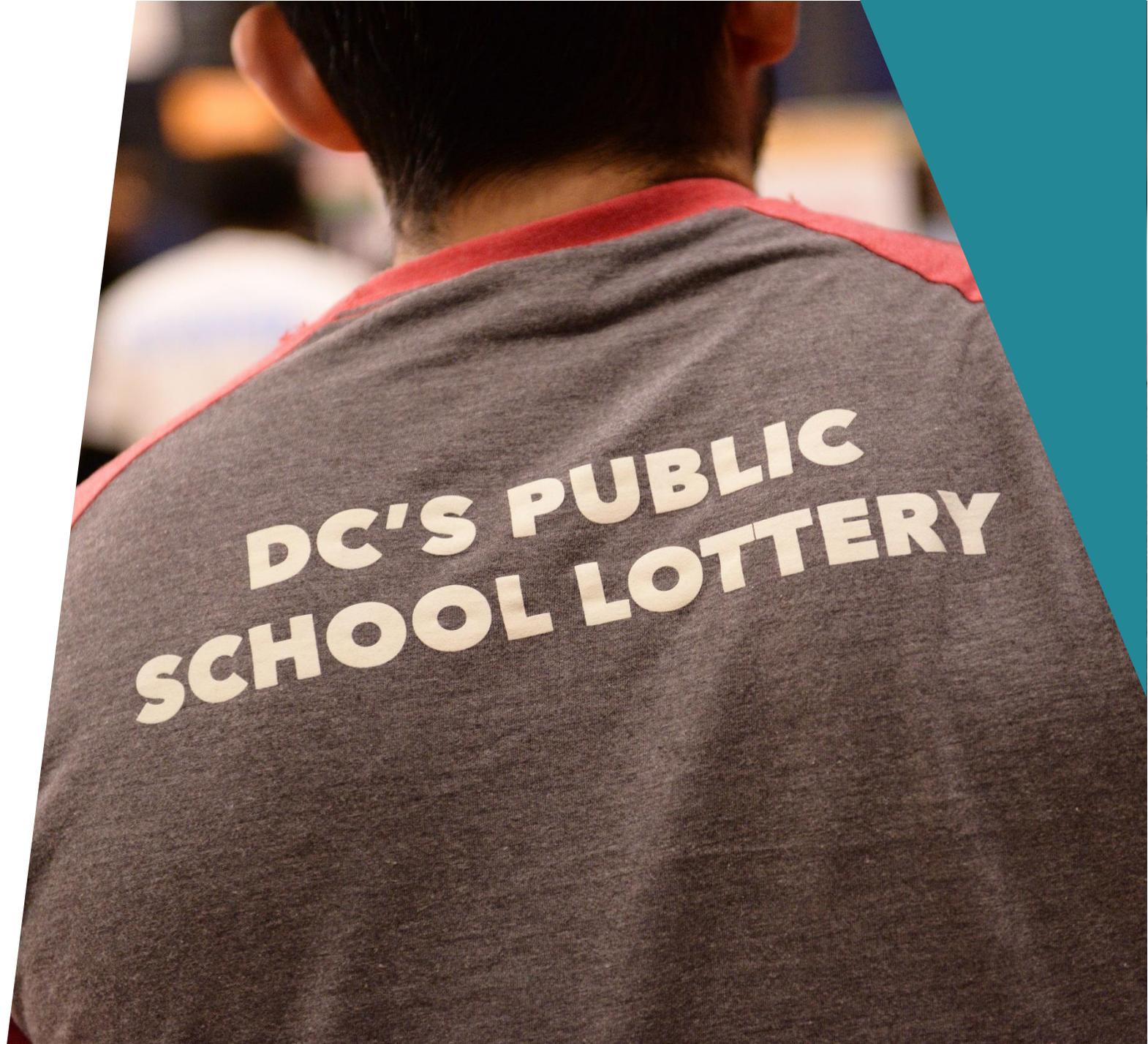
2022 SMART Goals

	2022 SMART Goals	**New Goal**	**New way of measuring**
One time goal	Implement the preference for students at-risk for academic failure for multiple LEAs	Y	
	Launch development of "MSDC Application System 2.0" (Capital Investment Project)	Y	
Recurring Goals	Achieve 4.4+ on ease of application across mobile and desktop		
	Achieve 4.3+ on applicant, staff, and Parent Advisory Council satisfaction ratings		
	Increase % of applications submitted by the deadline by 2% (as of **Results Day** and June 30)		Y
	Decrease **gap** between at-risk and non-at-risk applications before the deadline by 2%		Y
	Maintain enrollments outside the MSDC process at **<0.2% of total enrollment** from participating LEAs		Y
	Achieve 92%+ satisfaction from in-person EdFEST attendees and staff		
	Retain 99%+ school participation		

2022 Priority Projects

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LEARN → **APPLY** → **ENROLL** → **PLAN**

MSDC APPLICATION SYSTEM 2.0
Conduct a capital improvement project to enhance the MSDC application system

ROLE OF THE PARENT ADVISORY COUNCIL
Engage the Parent Advisory Council more heavily in MSDC operations and Common Lottery Board votes

PREFERENCE FOR STUDENTS AT-RISK FOR ACADEMIC FAILURE
Share information with families and LEAs on the preference and implement, at-scale

LOTTERY DATA
Redesign the public data page to share number of matches, by preference

MSDC Application System 2.0

Objective

Create a **more stable "back-end" codebase** for the MSDC application system and **improve the application experience** for families

Context

- MSDC received funds in the Mayor's proposed budget to undergo a capital improvement project to modernize our application system
- The current system is 10 years old and must be modernized to accommodate and execute policy changes
- The funds are also an opportunity to re-think the family experience with our application

Considerations

- Engagement of the various stakeholders who interact with the MSDC application

- Identifying and solving for common pain points in the application experience, leveraging hotline call data

- Weighing benefits and risks of integration between the application and other technology systems (website, CWMS)

Role of the Parent Advisory Council

Objective

Identify opportunities to engage and solicit the input of PAC in CLB decisions and MSDC goals

Context

- PAC provides input on programmatic, policy, messaging, and technology related issues that MSDC presents to the CLB

- Direct engagement between CLB and PAC is limited, due to scheduling constraints

Considerations

- Reducing barriers to attendance of CLB meetings by PAC members, and vice versa

- Opportunities for PAC involvement in improving day-to-day MSDC operations:
    - Hotline team development
    - Support as "navigators" during enrollment seasons
    - Assessing the current MSDC results release process

New Preference

Objective

Ensure a seamless family experience for applicants who qualify for the preference for students at-risk for academic failure.

Context

- MSDC implemented the at-risk preference for Stevens Early Learning Center in SY20-21 and SY21-22

- Adoption of the at-risk preference will increase significantly in SY22-23, among public charter schools

Proposed Path Forward

- Engage DCPS, PCSB, OSSE, DHS, and CFSA to determine the right language to describe the preference to applicants
    - MSDC is currently gathering feedback on **"Equitable Access preference"** as a replacement for "At-risk preference"

- Publish a page on the MSDC website for families to understand the implementation of preference, particularly the mechanisms of "designated" seats

Lottery Data

Objective

Publish the number of students matched to each school, by lottery preference

Context

- The Expanding Equitable Access to Schools Amendment Act of 2020 requires additional information on lottery preferences to be published by My School DC

- MSDC currently published lottery seats, waitlist length, and waitlist movement

Proposed Path Forward

- Show one simple table with: Lottery Seats | Matches | Waitlist Length
  - Add the matches by preference category and waitlist movement as additional clickable tables / options

- Rewrite text language on the page to be more family-friendly and consider adding a linked PDF to "how to understand this data"

- Create a downloadable Excel file for users

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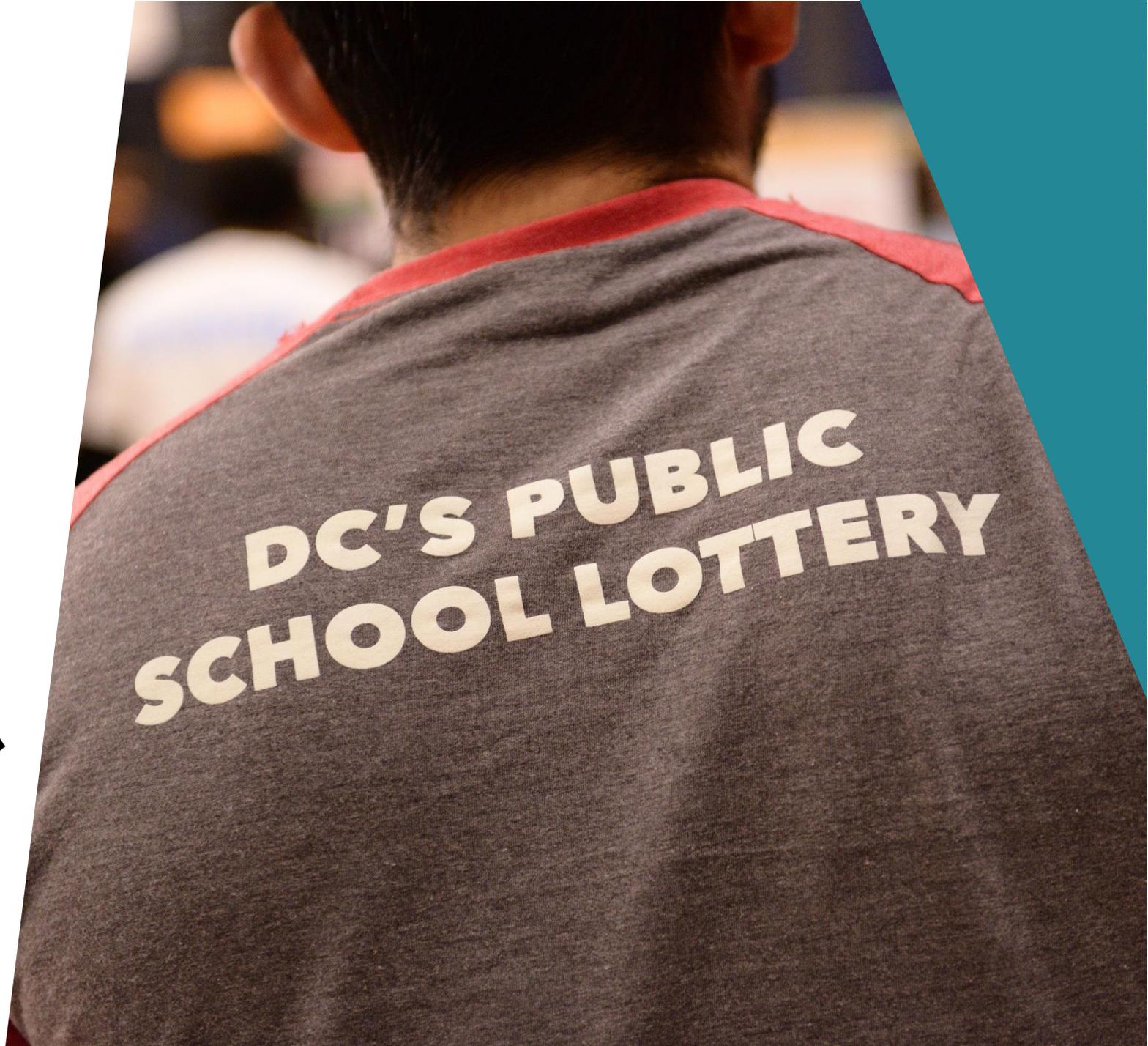
Key Changes for 2022 Cycle

VOTE

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New Policies (required)

In accordance with the Expanding Equitable Access to Schools Amendment Act of 2020 (DC Code §38-194(a)(1)(A)):

- MSDC will share **the number of matches, by preference group**, for each school and grade.

- MSDC **will not allow any changes to the order and implementation method of a school's lottery preferences** once they are published on the MSDC website in November.

New Recommendations

- If operating status for the upcoming year is uncertain at the time of the lottery, **MSDC** **recommends** **that schools do not offer any seats or enroll new students** until operating status is finalized.

Points of Clarification

- **MSDC can implement a preference through designated seats** for authorized priority groups (Special Education preference, Military preference, and preference for students at-risk of academic failure).

- Schools participating in MSDC that offer multiple lottery programs (examples: Montessori and traditional, or English and French), **must offer seats only to those students who applied to that program**.

SY 2022-23 Proposed Key Dates

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- October 11, 2021 – Data Collection Deadline

- **December 11, 2021 – EdFEST**

- **December 13, 2021 – Application Launches**

- **February 1, 2022 – High School Deadline**

- **March 1, 2022 – PK3-8th Deadline**

- March 11, 2022 – Lottery Inputs Deadline

- **April 1, 2022 – Results Released**

- **May 2, 2022 – Enrollment Deadline**

• Grade changes
• Location changes
• Application parameters
• Preference order
• School profile content

• Lottery Seats
• Preference approvals / denials

Vote to Approve the MSDC Policy Guide

Voting Member	Vote
Paul Kihn	
Daniela Anello	
Teresa Biagioni	
Hilary Darilek	
Melissa Kim	
Charis Sharp	
Colin Taylor	

Appendix

No clear preferences among respondents for in-person vs. virtual EdFEST

Likelihood of attending virtual event

	1 – Not likely	2	3	4	5 – Very likely

Likelihood of attending in-person event

- 1 – Not likely
- 2
- 3
- 4
- 5 – Very likely

UNLIKELY TO ATTEND

PREFER VIRTUAL

OKAY WITH EITHER

PREFER IN-PERSON

HAPPY WITH EITHER

Unlikely to attend: 19%

Prefer in-person: 13%

Prefer virtual: 12%

Okay with either: 27%

Happy with either, 29%

Feedback collected from 2,500+ applicants

Response Rate (% of total applicants)

|	SY17-18	SY18-19	SY19-20	SY20-21	SY21-22
	16%	17%	21%	14%	13%
Total N	3,578	4,153	5,377	3,579	2,611
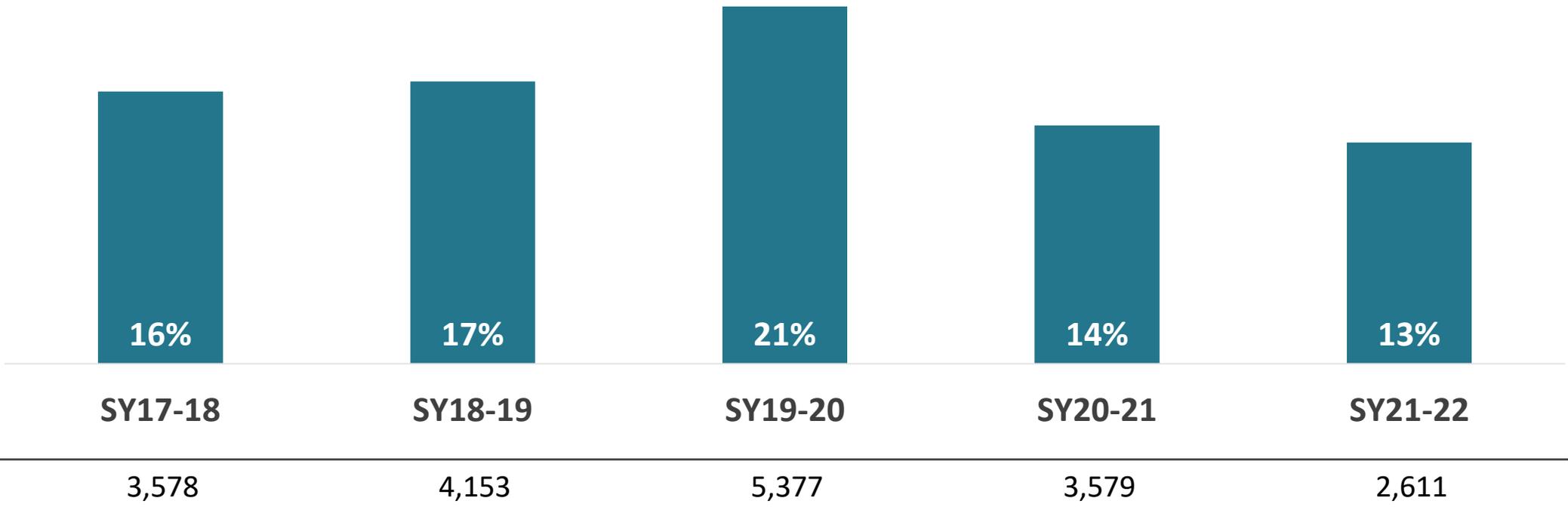
Purpose of survey: For My School DC to use applicant feedback to adjust our technology and outreach practices

Satisfaction highest among Ward 8 respondents

Satisfaction with lottery results

Ward 8	4.2
Ward 7	4.1
Ward 6	3.7
Ward 5	3.6
Ward 4	3.7
Ward 3	3.6
Ward 2	3.4
Ward 1	3.6

Usefulness of MSDC hotline

Ward 8	4.5
Ward 7	4.2
Ward 6	4.1
Ward 5	4.1
Ward 4	4.2
Ward 3	3.8
Ward 2	4.4
Ward 1	4.2

Satisfaction with MSDC

Ward 8	4.3
Ward 7	4.3
Ward 6	4.0
Ward 5	4.0
Ward 4	4.1
Ward 3	3.9
Ward 2	3.9
Ward 1	4.1

Special populations indicated slightly higher levels of satisfaction

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	Satisfaction with lottery results	Usefulness of MSDC hotline	Satisfaction with MSDC
HAS AN IEP — Yes	4.0	4.2	4.2
HAS AN IEP — No	3.7	4.2	4.1
QUALIFIES AS AT-RISK — Yes	4.2	4.4	4.3
QUALIFIES AS AT-RISK — No	3.7	4.2	4.1
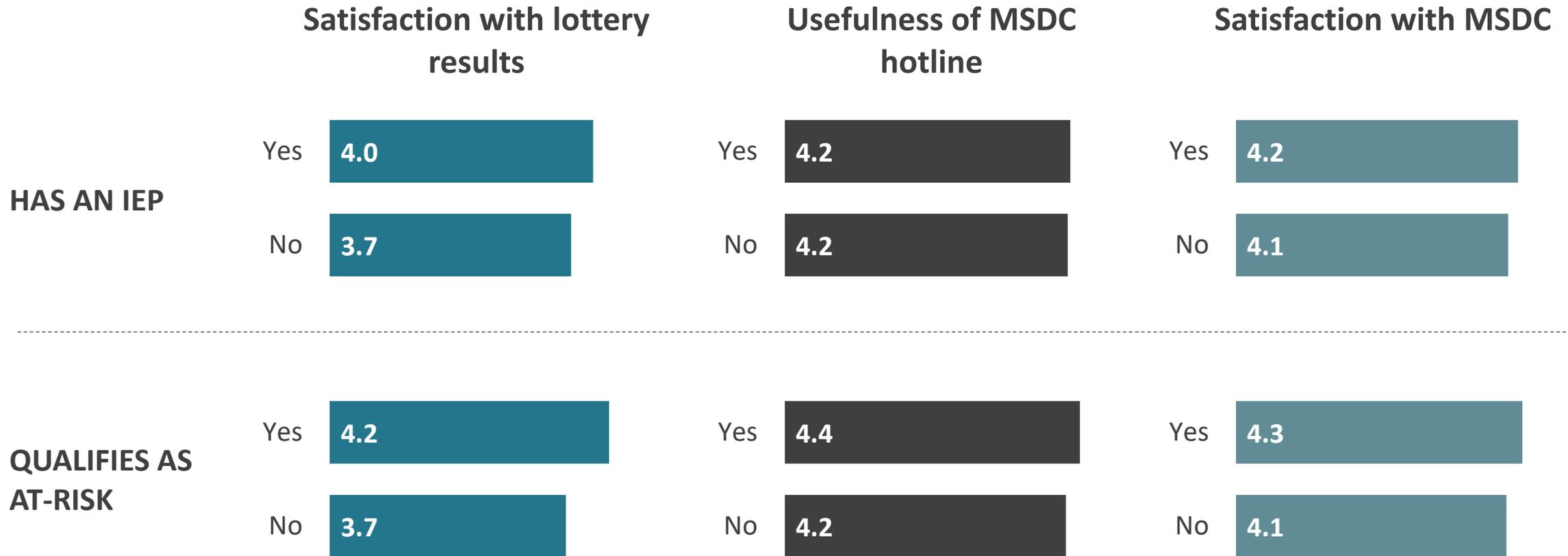
Note: Excludes responses from those who indicated "prefer not to answer" due to small sample size