

Common Lottery Board

Quarterly Meeting
January 25, 2022



Common Lottery Board Roll Call

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

Agenda

01 | Updates

02 | SY22-23 Application Trends

03 | Virtual EdFEST Recap



**DC'S PUBLIC
SCHOOL LOTTERY**

My School DC Team

- **Amy Lerman**, Executive Director
- *Vacant*, Director of Partnerships & Engagement
- **Alexander Caple**, Director of Strategic Operations & Analysis
- **Kelly Brown**, 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

Capital Improvement Project – System Modernization

Included in the Mayor’s FY22-27 Capital Improvement Plans is **\$1.1M for My School DC application system modernization** (“Application 2.0”)

- MSDC has held listening sessions with parents and drafted preliminary requirements.
- Key decision to be made about whether to work with OCTO or pursue an outside vendor through an RFP.
- MSDC will still target roll-out for the SY23-24 lottery cycle, although a SY24-25 is likely.

Website Refresh and SY22-23 Application Launch

- The application and website have been updated to reflect the SY22-23 data from all 200+ participating schools.
- The SY22-23 application launched on December 13th at 9:00am without incident.

Equitable Access Rollout

- 11 Charter LEAs and 9 DCPS to offer Equitable Access preference or designated seats.

Equitable Access Schools

Charter Schools	DCPS Schools
<ol style="list-style-type: none"> 1. Breakthrough Montessori PCS 2. DC Bilingual PCS 3. DC Wildflower PCS 4. Digital Pioneers Academy PCS 5. E.L. Haynes PCS (All campuses) 6. Inspired Teaching Demonstration PCS 7. Sojourner Truth PCS 8. The Children’s Guild 9. Two Rivers PCS (both campuses) 10. Washington Latin PCS (both campuses) 11. Washington Yu Ying PCS 	<ol style="list-style-type: none"> 1. Barnard Elementary School 2. Capitol Hill Montessori 3. Dorothy I. Height Elementary School 4. Garrison Elementary School 5. H.D. Cooke Elementary School 6. John Lewis Elementary School (formerly West Elementary School) 7. Military Road Early Learning Center 8. Stevens Early Learning Center 9. Van Ness Elementary School

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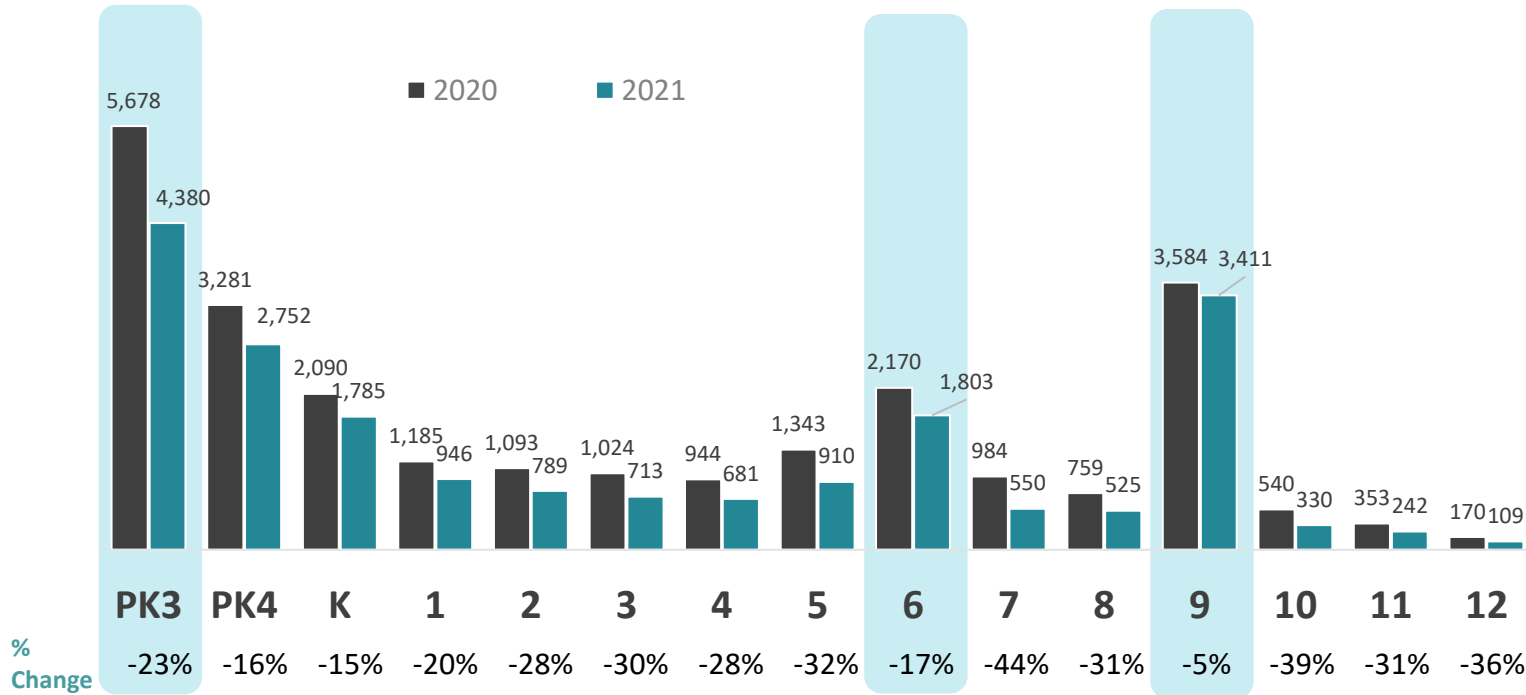
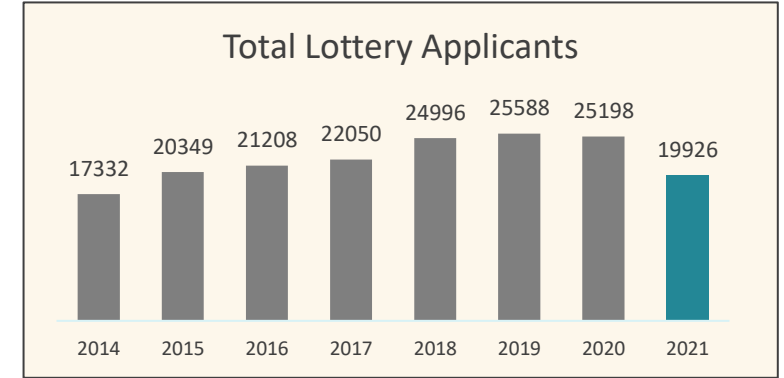
03 | Virtual EdFEST Recap



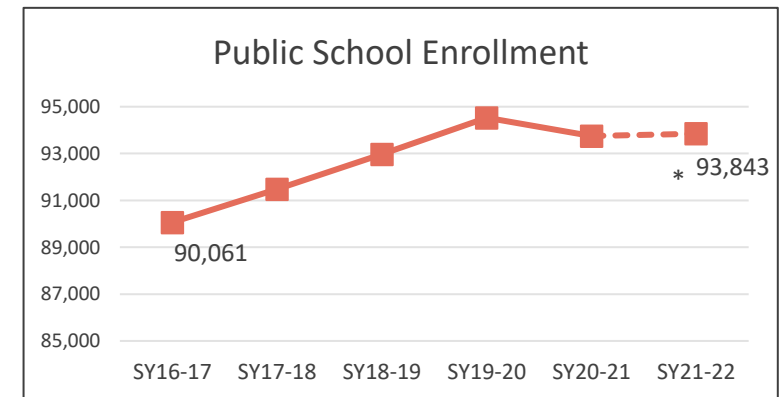
**DC'S PUBLIC
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Refresher: SY2021-22 Final Numbers

Last year, submitted applications were down **21%**, from 25,198 in SY20-21 to **19,926** in SY21-22.

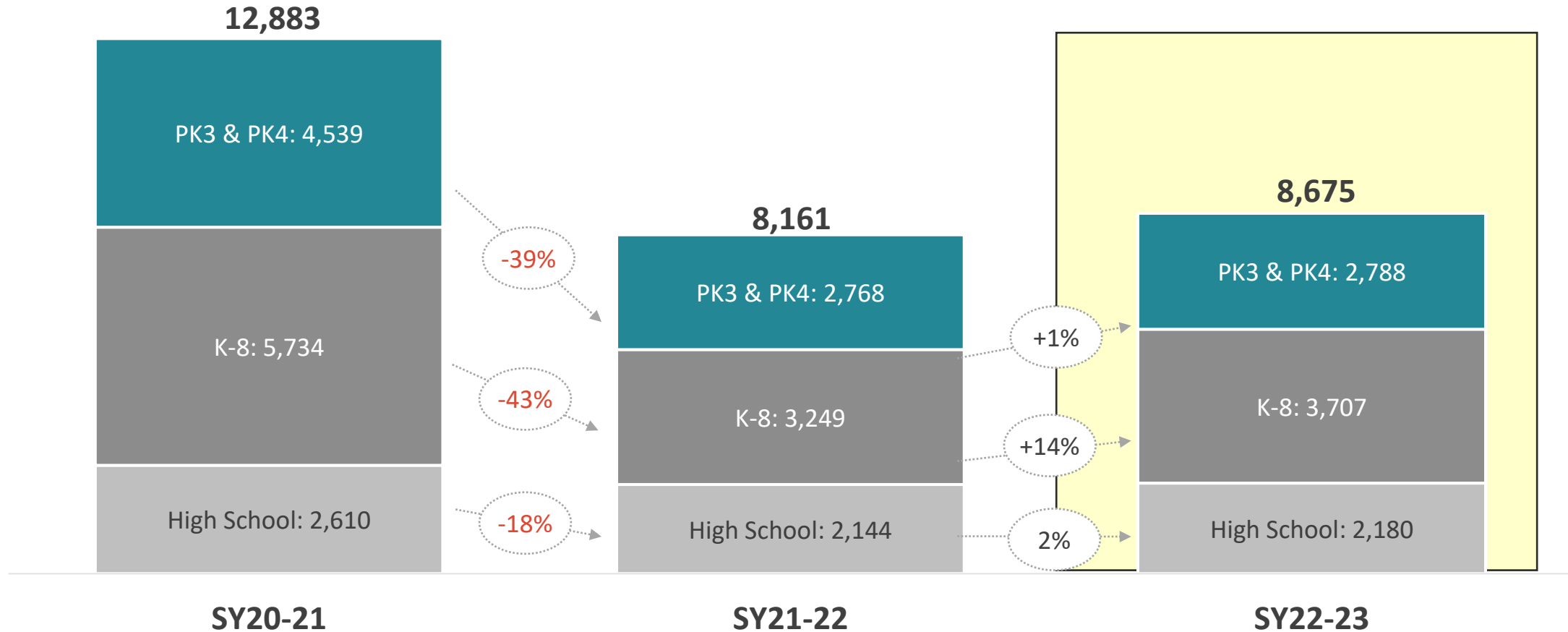


During this time, total D.C. public school enrollment decreased for the first time since 2008.



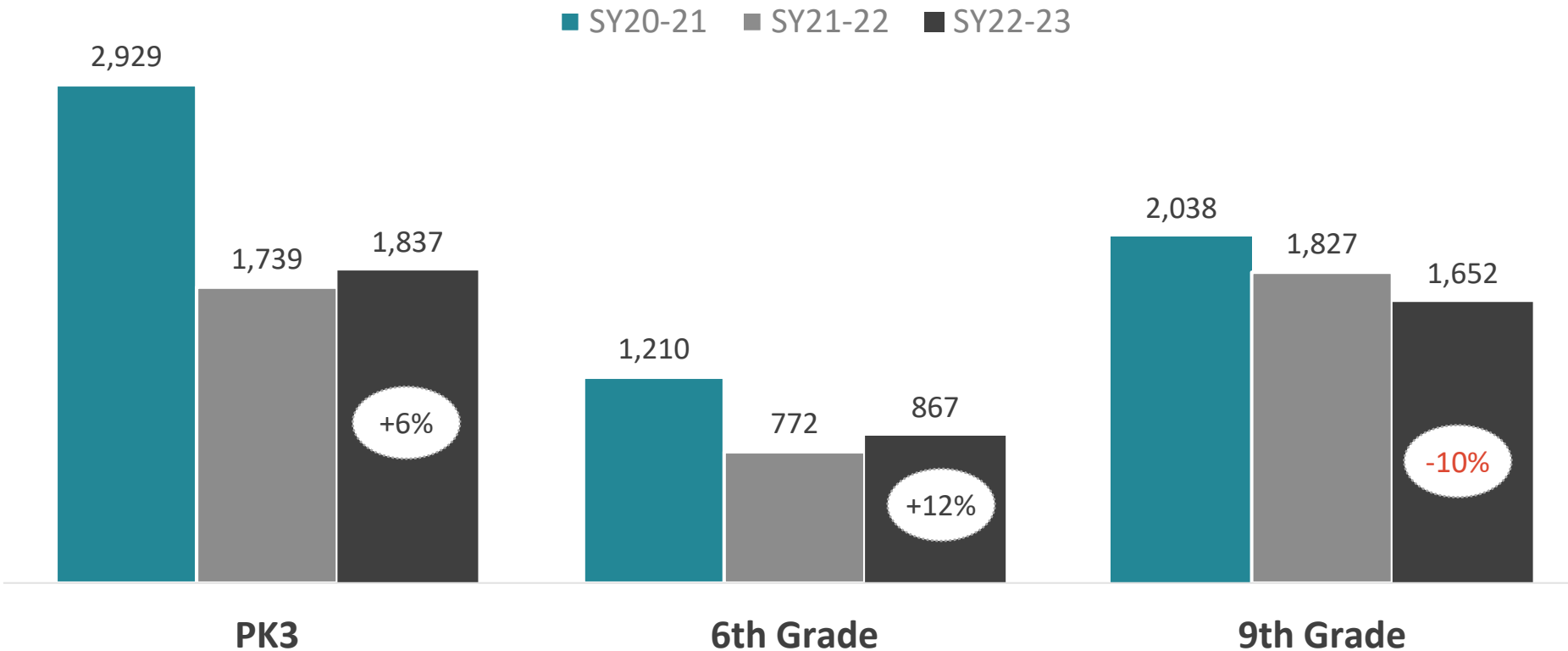
*pre-audited, not final

SY 22-23 Application Trends So Far



Overall application numbers are up 6% relative to the same time last year; however, still down 33% when compared to pre-COVID.

Application Trends – Transition Grades



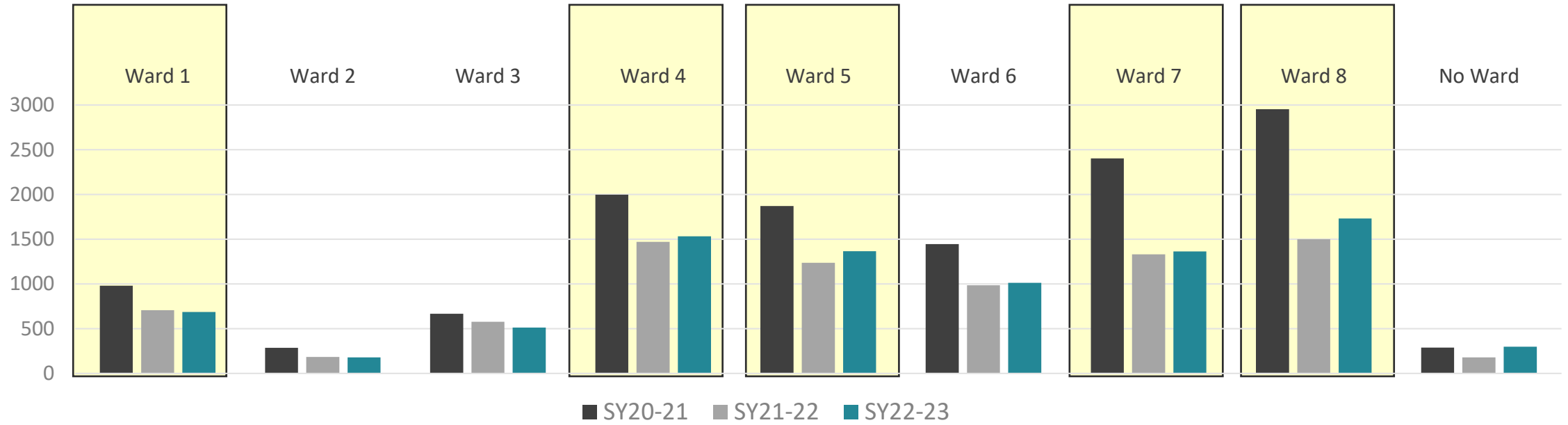
Two possible explanations to the 9th grade trend:

- Snow days: many high school applicants work on their applications at school with their counselors
- The impact of a new CHEC MS to CHEC HS feeder pattern

Leading up to the February 1st deadline, MSDC is providing extra support to middle school counselors and staff and doing targeted outreach (emails, texts, and phone calls) to 9th grade applicants who have started but not submitted their application

PK3 and 6th grade applications are up vs. last year, but 9th grade applications are lagging.

Comparison by Applicant Ward



SY20-21 Applicants	980	285	665	1,997	1,870	1,444	2,403	2,952	287
SY21-22 Applicants	706	182	576	1,469	1,237	985	1,330	1,499	177
SY22-23 Applicants	685*	179	511	1,533	1,365	1,011	1,364	1,730	297

Note: data compares 01/24/2022 vs. 01/25/2021 and 01/24/2020.

*CHEC is located in Ward 1

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Virtual EdFEST 2021

EdFEST was held virtually* on December 11th

- Three-hour live Saturday event (10AM – 1PM) with materials for 30 days after.
- 230 exhibitors took part in the event.
- The event was held on the ExpoXP platform.

*Initially we were planning for a hybrid event, but the decision to switch to a virtual only event was made in late October.

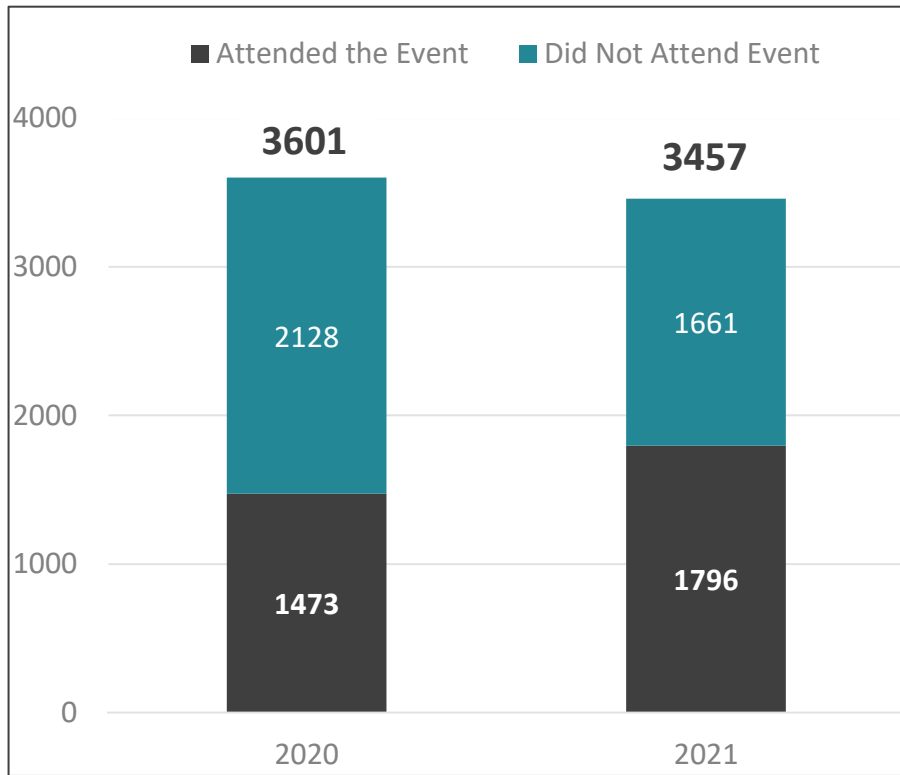
Virtual EdFEST Promotion Strategies

- Increased phone banking to assist with registration
 - 7092 families contacted, vs. 2956 last year.
- Digital ads
- Radio ads
- Transit ads and bus shelters
- Print ads
- Mailers to largest prospective applicant groups
- LEA Marketing Toolkit

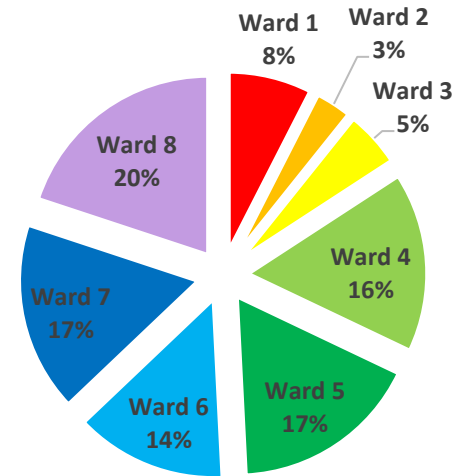


Virtual EdFEST Registration and Attendance

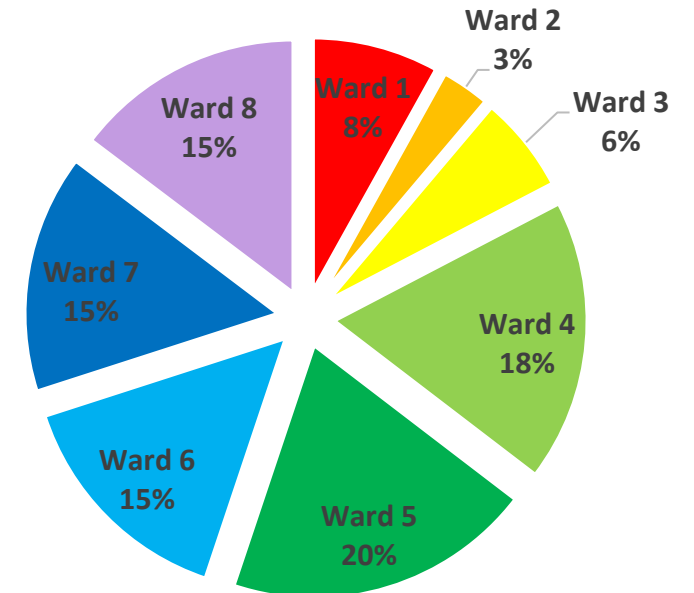
Event attendance increased by 22%



Registrants by Ward



Event Attendance by Ward



Virtual EdFEST Survey Results

	2019 (in-person)	2020 (virtual)	2021 (virtual)
Attendees			
Overall Satisfaction	92%	58%	70%
Found the event helpful	98%	77%	87%
Exhibitors			
Overall Satisfaction	93%	60%	71%
Found the event extremely or well organized	96%	69%	66%

75% of exhibitor respondents preferred this year's platform (ExpoXP) to last year's platform (Accelevents)

EdFEST 2021 Takeaways

- While not perfect, ExpoXP provided a better user experience than Accelevents. Knowing that training staff on a new platform every year is not ideal, will pursue using ExpoXP again next year (if virtual event is necessary.)
- Overall the registration and attendee numbers were good, but it look a larger outreach budget to get us there.
- Promotion and organization of the event was hindered by the last minute switch from hybrid to virtual. To maximize our outreach efforts and our school staff satisfaction, the decision should be made earlier next year.

Key Upcoming Dates

School Year 2022-23 Lottery

- ~~Dec. 11: EdFEST~~
- ~~Dec. 13: Application opens~~
- **Feb. 1: DEADLINE (Grades 9-12)**
- **March 1: DEADLINE (PK3 – Grade 8)**
- April 1: Lottery results are available
- May 2: Enrollment deadline for matched students

The next Common Lottery Board meeting will be in late April or early May.

Date TBD.