Common Lottery Board

Quarterly Meeting
January 28, 2021
Agenda

01 | Updates
02 | Virtual EdFEST
03 | Closed Session
Policy Guide Update

DCPS regulations are pending to expand access into pre-Kindergarten for co-located Early Head Start recipients.

Current language in MSDC Policy Guide:

| United Planning Organization (UPO) Guarantee (DCPS only) | Guaranteed match for applicants currently attending UPO’s early childhood program when they apply to the DCPS PK3 at the same school. | Eligibility is based on verification by DCPS. DCPS provides a list of applicants that are enrolled in the UPO program, and should receive the guarantee. |

Proposed language in MSDC Policy Guide:

| Early Head Start Co-location Guarantee (DCPS only) | Guaranteed match at a DCPS school for PK3 applicants currently receiving services from a service provider that is co-located in the DCPS school to which they are applying. Applicants must be eligible to receive Early Head Start services to receive this preference. | Eligibility is based on verification by DCPS. DCPS provides a list of applicants that are enrolled in with the service provider’s Early Head Start program and should receive the guarantee. |
School Changes Known at Launch

- 22 schools (DCPS and charter) are approved to add on a grade to their grades served
- Global Citizens PCS (PK3-PK4) opening
- LEARN PCS (PK3 – Grade 1) opening with military preference
- Breakthrough Montessori consolidating to one campus
- DCPS Education Campuses completing transition to Elementary Schools
  - Brightwood ES
  - LaSalle-Backus ES
  - Takoma ES
  - Whittier ES
Late Changes Approved

- Digital Pioneers added 9th grade
- Washington Latin 2nd campus removed as an option
- Military Road Early Learning Center to open
Application Trends

Overall application numbers are down 36% relative to the same time last year; with most of the decline driven by PK3-8 applications

Note: Data compares 01/26/2021 vs. 01/27/2020
Comparison by Applicant Ward

% Change from SY20-21 to SY21-22 by Applicant Ward

<table>
<thead>
<tr>
<th>Ward 1</th>
<th>Ward 2</th>
<th>Ward 3</th>
<th>Ward 4</th>
<th>Ward 5</th>
<th>Ward 6</th>
<th>Ward 7</th>
<th>Ward 8</th>
<th>No Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>-28%</td>
<td>-38%</td>
<td>-13%</td>
<td>-26%</td>
<td>-32%</td>
<td>-31%</td>
<td>-44%</td>
<td>-47%</td>
<td>-37%</td>
</tr>
</tbody>
</table>

Note: Data compares 01/26/2021 vs. 01/27/2020

SY20-21 Applicants

<table>
<thead>
<tr>
<th>Ward 1</th>
<th>Ward 2</th>
<th>Ward 3</th>
<th>Ward 4</th>
<th>Ward 5</th>
<th>Ward 6</th>
<th>Ward 7</th>
<th>Ward 8</th>
<th>No Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,022</td>
<td>299</td>
<td>692</td>
<td>2,072</td>
<td>1,930</td>
<td>1,491</td>
<td>2,475</td>
<td>3,028</td>
<td>299</td>
</tr>
</tbody>
</table>

SY21-22 Applicants

<table>
<thead>
<tr>
<th>Ward 1</th>
<th>Ward 2</th>
<th>Ward 3</th>
<th>Ward 4</th>
<th>Ward 5</th>
<th>Ward 6</th>
<th>Ward 7</th>
<th>Ward 8</th>
<th>No Ward</th>
</tr>
</thead>
<tbody>
<tr>
<td>737</td>
<td>185</td>
<td>604</td>
<td>1,527</td>
<td>1,304</td>
<td>1,036</td>
<td>1,391</td>
<td>1,592</td>
<td>187</td>
</tr>
</tbody>
</table>

Note: Data compares 01/26/2021 vs. 01/27/2020
Comparison by School Ward

% Change from SY20-21 to SY21-22 by School Ward

<table>
<thead>
<tr>
<th>Ward</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward 1</td>
<td>-33%</td>
</tr>
<tr>
<td>Ward 2</td>
<td>-27%</td>
</tr>
<tr>
<td>Ward 3</td>
<td>-30%</td>
</tr>
<tr>
<td>Ward 4</td>
<td>-30%</td>
</tr>
<tr>
<td>Ward 5</td>
<td>-35%</td>
</tr>
<tr>
<td>Ward 6</td>
<td>-38%</td>
</tr>
<tr>
<td>Ward 7</td>
<td>-51%</td>
</tr>
<tr>
<td>Ward 8</td>
<td>-52%</td>
</tr>
</tbody>
</table>

SY20-21 Applications

<table>
<thead>
<tr>
<th>Ward</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward 1</td>
<td>4,132</td>
</tr>
<tr>
<td>Ward 2</td>
<td>4,283</td>
</tr>
<tr>
<td>Ward 3</td>
<td>4,350</td>
</tr>
<tr>
<td>Ward 4</td>
<td>9,711</td>
</tr>
<tr>
<td>Ward 5</td>
<td>10,813</td>
</tr>
<tr>
<td>Ward 6</td>
<td>9,353</td>
</tr>
<tr>
<td>Ward 7</td>
<td>5,893</td>
</tr>
<tr>
<td>Ward 8</td>
<td>6,556</td>
</tr>
</tbody>
</table>

SY21-22 Applications

<table>
<thead>
<tr>
<th>Ward</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward 1</td>
<td>2,764</td>
</tr>
<tr>
<td>Ward 2</td>
<td>3,138</td>
</tr>
<tr>
<td>Ward 3</td>
<td>3,054</td>
</tr>
<tr>
<td>Ward 4</td>
<td>6,790</td>
</tr>
<tr>
<td>Ward 5</td>
<td>7,034</td>
</tr>
<tr>
<td>Ward 6</td>
<td>5,767</td>
</tr>
<tr>
<td>Ward 7</td>
<td>2,905</td>
</tr>
<tr>
<td>Ward 8</td>
<td>3,141</td>
</tr>
</tbody>
</table>

Reminder: these include multiple applications per applicant.

Note: Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020
Comparison by School Ward: Ward 1

WARD 1 SUMMARY

Percent change: -33%
Absolute change: -1,368

SCHOOL CHANGES FOR SY21-22

Expansions:
- Grade 4: Mary McLeod Bethune – 16th St

% CHANGE IN APPLICATIONS BY GRADE

<table>
<thead>
<tr>
<th>Grade</th>
<th>PK3</th>
<th>PK4</th>
<th>K</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-37% (-425)</td>
<td>-35% (-188)</td>
<td>-20% (-51)</td>
<td>-61% (-68)</td>
<td>-60% (-53)</td>
<td>-31% (-19)</td>
<td>-50% (-38)</td>
<td>-58% (-64)</td>
<td>-32% (-177)</td>
<td>-70% (-148)</td>
<td>-6% (-44)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-36% (-137)</td>
<td>-56% (-48)</td>
<td>-67% (-57)</td>
<td>-70% (-16)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020

* = Compulsory entry-level grades
Comparison by School Ward: Ward 2

WARD 2 SUMMARY

Percent change: **-27%**
Absolute change: **-1,145**

SCHOOL CHANGES FOR SY21-22

Expansions:
- Grade 10: Girls Global Academy

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020; Analysis for Ward 2 was modified after the presentation to account for application structure updates
Comparison by School Ward: Ward 3

WARD 3 SUMMARY

Percent change: -30%
Absolute change: -1,296

NO SCHOOL CHANGES FOR SY21-22

<table>
<thead>
<tr>
<th>Grade</th>
<th>% Change</th>
<th>Absolute Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK3</td>
<td>-25%</td>
<td>(-401)</td>
</tr>
<tr>
<td>PK4</td>
<td>-45%</td>
<td>(-262)</td>
</tr>
<tr>
<td>K</td>
<td>-20%</td>
<td>(-44)</td>
</tr>
<tr>
<td>1</td>
<td>-45%</td>
<td>(-117)</td>
</tr>
<tr>
<td>2</td>
<td>-35%</td>
<td>(-90)</td>
</tr>
<tr>
<td>3</td>
<td>-18%</td>
<td>(-23)</td>
</tr>
<tr>
<td>4</td>
<td>-45%</td>
<td>(-117)</td>
</tr>
<tr>
<td>5</td>
<td>-40%</td>
<td>(-72)</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
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<td>8</td>
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<td>11</td>
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<tr>
<td>12</td>
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</tbody>
</table>

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020

Data not shown due to low school N.
### Comparison by School Ward: Ward 4

**WARD 4 SUMMARY**

- **Percent change:** -30%
- **Absolute change:** -2,921

**SCHOOL CHANGES FOR SY21-22**

**Expansions**
- Grade 4: Breakthrough Montessori
- Grade 8: Ida B. Wells

**Removals**
- Grade 8: Brightwood Elementary School
- Grade 8: LaSalle-Backus Elementary School
- Grade 8: Takoma Elementary School
- Grade 8: Whitter Elementary School

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020

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<table>
<thead>
<tr>
<th>Grade</th>
<th>PK3</th>
<th>PK4</th>
<th>K</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
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<td></td>
</tr>
<tr>
<td><strong>% CHANGE IN APPLICATIONS BY GRADE</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **PK3**
  - -16% (-268)
  - -35% (-363)

- **PK4**
  - -16% (-94)
  - -23% (-57)

- **K**
  - -31% (-58)
  - -30% (-135)

- **1**
  - -58% (-178)
  - -43% (-126)

- **2**
  - -43% (-471)
  - -33% (-104)

- **3**
  - -43% (-287)
  - -31% (-130)

- **4**
  - -54% (-62)
  - -50% (-38)

- **5**
  - -58% (-178)
  - -43% (-126)

- **6**
  - -43% (-471)
  - -33% (-104)

- **7**
  - -43% (-287)
  - -31% (-130)

- **8**
  - -54% (-62)
  - -50% (-38)

- **9**
  - -25% (-550)
  - -50% (-38)

- **10**
  - -25% (-550)
  - -50% (-38)

- **11**
  - -25% (-550)
  - -50% (-38)

- **12**
  - -25% (-550)
  - -50% (-38)

= Compulsory entry-level grades
Comparison by School Ward: Ward 5

WARD 5 SUMMARY

Percent change:  -35%

Absolute change:  -3,779

SCHOOL CHANGES FOR SY21-22

Expansions
- PK3 & PK4: Harmony PCS
- Grade 2: Mundo Verde Bilingual PCS - Calle Ocho
- Grade 7: Capital Village PCS
- Grade 7: Social Justice Public Charter School
- Grade 8: The Sojourner Truth PCS

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020
Comparison by School Ward: Ward 6

WARD 6 SUMMARY

Percent change: -38%
Absolute change: -3,586

SCHOOL CHANGES FOR SY21-22

Expansions
• Grade 9: Digital Pioneers

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020
**Comparison by School Ward: Ward 7**

**WARD 7 SUMMARY**

<table>
<thead>
<tr>
<th>Percent change:</th>
<th>Absolute change:</th>
</tr>
</thead>
<tbody>
<tr>
<td>-51%</td>
<td>-2,988</td>
</tr>
</tbody>
</table>

**SCHOOL CHANGES FOR SY21-22**

- **Expansions**
  - Grade 3: E.W. Stokes – East End
  - Grade 3: I Dream
  - Grade 3: Rocketship PCS – Infinity
  - Grade 7: César Chávez PCS for Public Policy
  - Grade 11 & 12: Friendship Collegiate Academy Online

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020
Comparison by School Ward: Ward 8

WARD 8 SUMMARY

Percent change:  -52%
Absolute change:  -3,415

SCHOOL CHANGES FOR SY21-22

New School
• LEARN DC

Expansions
• PK3 – Grade 2: KIPP DC - Honor Academy
• Grade 1: Lee Montessori PCS - East End
• Grade 2: Cedar Tree Academy PCS
• Grade 5: DC Prep PCS – Anacostia Middle
• Grade 8: Ingenuity Prep PCS
• Grade 7: Statesman College Preparatory
• Grade 11: Early College Academy @ Coolidge (not accepting apps)

Note: Absolute numbers are applications to schools, not de-duplicated applicants; Ward based on SY21-22 location; Data compares 01/26/2021 vs. 01/27/2020
MSDC Outreach Efforts

DAILY APPLICATIONS SUBMITTED

= Days of MSDC alerts / phone banking

MSDC Targeted Outreach Efforts

• MORE ALERTS
• MORE PARENT-LED LOTTERY 101 SESSIONS
• MORE DIGITAL ADS
• MORE BUS SHELTER ADS
• MORE MAILERS
• MORE TARGETED PHONE BANKING
• CONTINUOUS COMMUNICATION WITH AND SUPPORT TO PARTNERS
• SCHOOL DIRECTORY DISTRIBUTION
New Preference Status

• DC Council unanimously passed Bill 23-0717, the “Expanding Equitable Access to Great Schools Act of 2020” and Mayor signed on Dec 7, 2020

• Included in legislation:
  • Preference data to be published on MSDC website (amendment 10/20)
  • At-risk definition to match UPSFF definition

• 13 PCS expressed interest in implementing a preference for at-risk students

• PCSB policy is being formulated

• Military preference (authorized in 2016) to be implemented for the first time at LEARN PCS in Ward 8 on Bolling Air Force Base
Agenda

01 | Updates

02 | Virtual EdFEST

03 | Closed Session
Virtual EdFEST 2020

EdFEST was virtual on December 12th

• Three-hour live Saturday event (11AM – 2PM) with materials for 30 days after

• Developed with LEA and PAC input
  ▪ Top benefits to EdFEST: (1) Direct engagement, and (2) Recruitment
  ▪ “Must haves”: (1) Easy to use platform, (2) Mobile-friendly, and (3) Language access
Virtual EdFEST Promotion Strategies

- Phone banking to assist with registration
- Digital ads
- Radio ads
- Transit ads and bus shelters
- Print ads
- Mailers to largest prospective applicant groups
- LEA Marketing Toolkit
Virtual EdFEST Results

3601 REGISTRANTS

More than 2x our goal of 1500

1473 CHECKED-IN DAY OF

34% SEEKING PK3/PK4

SY2021-22 APPLICATION GRADE

28% SEEKING HIGH SCHOOL

REGISTRANTS FROM ALL WARDS

Ward of residence

240 EXHIBITORS, INCLUDING 100% OF PK3-12 PUBLIC SCHOOLS
Virtual EdFEST Survey Results

Exhibitor Survey (93 respondents)
• 72% overall satisfaction vs. 93% in 2019
• 68.4% overall satisfaction with the platform (Accelevents)
• 78% overall found the event to be organized vs. 92% in 2019
• 80% prefer in-person to virtual EdFEST

Participant Survey (203 respondents)
• 59% overall satisfaction vs. 92% in 2019
• 77% found the event helpful vs. 98% in 2019
• 77% found a school they would research further vs. 94% in 2019
• 60% prefer in-person to virtual EdFEST
• Most attendees found out about the event from MSDC
Virtual EdFEST Lessons

What would we continue?
• Multi-pronged and multilingual marketing strategies, including phone banking
• Partnership work with LEAs, government and community partners
• “How to” videos on how to plan for and navigate EdFEST
• Provide the school directory at EdFEST

What would we start?
• Enhance the MSDC website to save exhibitor booth material from EdFEST
• Free online registration through Eventbrite or other site to capture attendee data

What would we stop?
• Staff differently for virtual or hybrid event and start uploads earlier in the fall