## Common Lottery Board Roll Call

<table>
<thead>
<tr>
<th>Member</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Voting Members</strong></td>
<td></td>
</tr>
<tr>
<td>Paul Kihn</td>
<td>Deputy Mayor for Education</td>
</tr>
<tr>
<td>Daniela Anello</td>
<td>DC Bilingual PCS</td>
</tr>
<tr>
<td>Ijeoma Anyanwu</td>
<td>DC Public Schools</td>
</tr>
<tr>
<td>Cinthia Ruiz</td>
<td>DC Public Schools</td>
</tr>
<tr>
<td>Hilary Darilek</td>
<td>E.L. Haynes PCS</td>
</tr>
<tr>
<td>Chyanne Eyde</td>
<td>DC Public Schools</td>
</tr>
<tr>
<td>Shannon Hodge</td>
<td>KIPP DC PCS</td>
</tr>
<tr>
<td><strong>Non-Voting Members</strong></td>
<td></td>
</tr>
<tr>
<td>Michelle Walker-Davis</td>
<td>DC Public Charter School Board</td>
</tr>
<tr>
<td>Christina Grant</td>
<td>Office of the State Superintendent for Education</td>
</tr>
<tr>
<td>Keinan Thompson</td>
<td>My School DC</td>
</tr>
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</table>
Agenda

01 | Boundary Process Update
02 | EdFEST 2023 Review and Discussion
03 | Applicant Trends
04 | Executive Director Update
Boundary Study 2023 - Roadmap

- **March 2023**
  - Study Kick-Off

- **May**
  - Town halls round #1

- **September**
  - Town halls round #2

- **December**
  - Town halls round #3

- **September**
  - Town halls round #2

- **December**
  - Town halls round #3

- **March 2024**
  - Final Recommendations

- **Recommendation Adoption**

- **Start Implementation Process**

- **2 Advisory Committee meetings**

- **4 Advisory Committee meetings**

- **2 Advisory Committee & working group meetings**

- **3 Advisory Committee meetings + wrap up**

- **School community meetings**
EdFEST 2023: A Successful Return to In-Person

- 8,007 total attendees recorded entering; beating 2018’s 7,350 attendees for a new attendee record!
- 750 free meals were distributed by DC Central Kitchen at the PK3 – Grade 8 event.
- 333 vaccines were administered between the two events.

<table>
<thead>
<tr>
<th>EdFEST</th>
<th>Attendees</th>
<th>Meals</th>
<th>Vaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>Exhibitor</td>
<td>Total</td>
</tr>
<tr>
<td>PK3 - 8th</td>
<td>5,676</td>
<td>700</td>
<td>6,376</td>
</tr>
<tr>
<td>9th - 12th</td>
<td>1,370</td>
<td>261</td>
<td>1,631</td>
</tr>
<tr>
<td>Total</td>
<td>7,046</td>
<td>961</td>
<td>8,007</td>
</tr>
</tbody>
</table>
EdFEST 2023: Reaching our Target Wards

For the first time for an in-person EdFEST, we tracked registrations by Ward using AttendEase with 2,493 family registrants for PK3 – Grade 8.

PK3 – Grade 8 EdFEST Registration

<table>
<thead>
<tr>
<th>Ward</th>
<th>Registration Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>201</td>
</tr>
<tr>
<td>2</td>
<td>81</td>
</tr>
<tr>
<td>3</td>
<td>81</td>
</tr>
<tr>
<td>4</td>
<td>378</td>
</tr>
<tr>
<td>5</td>
<td>429</td>
</tr>
<tr>
<td>6</td>
<td>278</td>
</tr>
<tr>
<td>7</td>
<td>439</td>
</tr>
<tr>
<td>8</td>
<td>350</td>
</tr>
<tr>
<td>Not Sure</td>
<td>220</td>
</tr>
<tr>
<td>Out of State</td>
<td>36</td>
</tr>
</tbody>
</table>
EdFEST 2023: Reaching our Target Wards

For the first time for an in-person EdFEST, we tracked registrations by Ward using AttendEase with 1,274 event registrations for Grades 9-12.
## EdFEST 2023 Survey Results

Overall attendee satisfaction was higher compared to our virtual events, while lower at Grade 9 – 12th due to space concerns.

<table>
<thead>
<tr>
<th>Response from:</th>
<th>Questions:</th>
<th>2019 (in-person)</th>
<th>2022 (virtual)</th>
<th>2023 PK3-8th Grade</th>
<th>2023 9th - 12th Grade</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td>Overall Satisfaction</td>
<td>92%</td>
<td>30%</td>
<td>94%</td>
<td>75%</td>
<td>85%</td>
</tr>
<tr>
<td></td>
<td>Found the event helpful</td>
<td>98%</td>
<td>69%</td>
<td>98%</td>
<td>96%</td>
<td>97%</td>
</tr>
</tbody>
</table>

*EdFEST (PK3 – Grade 8) Attendees: n = 331*
*EdFEST (Grades 9-12) Attendees: n = 352*

<table>
<thead>
<tr>
<th>Response from:</th>
<th>Questions:</th>
<th>2019 (in-person)</th>
<th>2022 (virtual)</th>
<th>2023 PK3-8th Grade</th>
<th>2023 9th - 12th Grade</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>Overall Satisfaction</td>
<td>93%</td>
<td>37%</td>
<td>100%</td>
<td>83%</td>
<td>92%</td>
</tr>
<tr>
<td></td>
<td>Found the event extremely or well organized</td>
<td>96%</td>
<td>46%</td>
<td>77%</td>
<td>67%</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>Found our communication before the event helpful or very helpful</td>
<td>99%</td>
<td>92%</td>
<td>95%</td>
<td>100%</td>
<td>97.5%</td>
</tr>
</tbody>
</table>

*EdFEST (PK3 – Grade 8) Exhibitors: n = 52*
*EdFEST (Grades 9-12) Exhibitors: n = 20*
EdFEST 2023 Learnings & Discussion

- Event Venue
- Security
- Transportation/Parking
- Community Partners
- Attendease
- Vaccination
- Budget
Guiding Questions

• What additional feedback or thoughts do you have on EdFEST 2023?

• As we look forward to planning for EdFEST 2024, what major changes come to mind?

• In what ways can the Common Lottery Board ensure EdFEST 2024 has the support it needs (financial resources, publicity, etc.)?
Reviewing 2023: Where did Total Applicants land by the Deadline?

- In 2023, the number of unique applicants increased by +3% (+701).
- Compared to pre-COVID trends, unique applicants were still down -10% (-2,286).
Reviewing 2023: How Many Applicants applied to Entry Grades?

Only 9th grade saw a small increase (+162, +4%) over last year, with Elementary Grades remaining steady to 2022.
2024 Applicants Have Increased YoY at High School

Overall applicant numbers are up 2% (+214) relative to the same day last year.

**SY20-21 (pre-COVID)**
- High School: 2,521
- K-8: 5,667
- PK3 & PK4: 4,487

**SY23-24**
- High School: 2,473
- K-8: 4,359
- PK3 & PK4: 3,205

**SY24-25**
- High School: 2,651
- K-8: 4,373
- PK3 & PK4: 3,227

Note: data compares 01/23/2024 vs. 01/24/2023 vs. 01/24/2020.
### Application Trends – Transition Grades

9th Grade is up 9% (+156) compared to this day last year, raising additional questions:

- How did a separate High School EdFEST influence application submissions?
- Compared to prior years, are students merely applying “earlier” in the process?

<table>
<thead>
<tr>
<th>Grade</th>
<th>SY20-21 (pre-COVID)</th>
<th>SY22-23</th>
<th>SY23-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK3</td>
<td>2,896</td>
<td>2,148</td>
<td>2,152</td>
</tr>
<tr>
<td>PK4</td>
<td>1,591</td>
<td>1,075</td>
<td>1,075</td>
</tr>
<tr>
<td>K</td>
<td>933</td>
<td>669</td>
<td>697</td>
</tr>
<tr>
<td>6th Grade</td>
<td>1,206</td>
<td>1,012</td>
<td>1,015</td>
</tr>
<tr>
<td>9th Grade</td>
<td>1,959</td>
<td>1,797</td>
<td>1,953</td>
</tr>
</tbody>
</table>

Note: data compares 01/23/2024 vs. 01/24/2023 vs. 01/24/2020.
SY2024-25 Ward Parity to Date

Preliminarily, while all other Wards appear on track to meet our applicant parity goal, Ward 8 is still a targeted ward for additional outreach and communications.

Note: data compares 1/23/2024 compared to data from EdScape’s Where Public School Students Live
Executive Director Update
Introducing Megan Dho!

Megan Dho has been selected as the next Executive Director of My School DC.

• Passionate advocate for D.C. families with over 20 years of experience in D.C.’s wider community.

• Licensed Attorney previously leading work at DC Child and Family Services (CFSA) for the last 9 years.

• Currently serves as a mayoral appointee on D.C.’s State Advisory Panel on Special Education and Community School Advisory Committees.
Next Meeting:
Thursday, April 25th @ 2:00 p.m.

Anticipated Agenda Items:
• SY24-25 Lottery Results
• SY23-24 Audit Update
**SY24-25 Lottery Cycle**

**December**
- 2nd: EdFEST – PK3 to Grade 8
- 9th: EdFEST – Grades 9-12
- 11th: Application Opens

**February**
- 1st: Deadline, 9-12

**March**
- 1st: Deadline, PK3-8th
- 29th: Lottery Results Released

**April**
- 1st: Enrollment Deadline, Matched Students

**Timeline**
- Dec
- Jan
- Feb
- March
- April
- May
School Changes in SY24-25

Three new campuses and 11 new grades are slated to open in the coming school year.

- **Washington Yu Ying PCS** is expanding their existing campus to a new facility down the block that will serve PK3, PK4, and Kindergarten.

- **AppleTree Early Learning PCS – Waterfront Station** will open as a new campus for PK3 & PK4 students.

- **DC Wildflower PCS – Blue Montessori** will open as a new campus for PK3 & PK4 students.
EdFEST 2023 - New This Year

- Two Event Model
- Pre-Registration and Lead Generation
- Questions for Student by Students
- Community Partners for EdFEST (9-12) focused on rising HS students
- Event Sponsorship
EdFEST 2023 – Promotional Strategies

Email & Text Alerts
Phone Banking
Post Cards
Advertising: Print, Radio, TV, Digital, Bus, and Rail
LEA and Partner Toolkits
DC Council Outreach
Increased Community Presence

Key Dates & EdFEST Save the Date Alert
September 20
EdFEST Pre-Registration Launches (for attendees) ~Nov. 1
EdFEST Paid Advertising Begins Nov. 6
EdFEST "Learn Phase" Phone Banking Begins Nov. 13