



MY SCHOOL DC

The Public School Lottery

MySchoolDC.org

Common Lottery Board Quarterly Meeting

JANUARY 25, 2024

Common Lottery Board Roll Call

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

Agenda

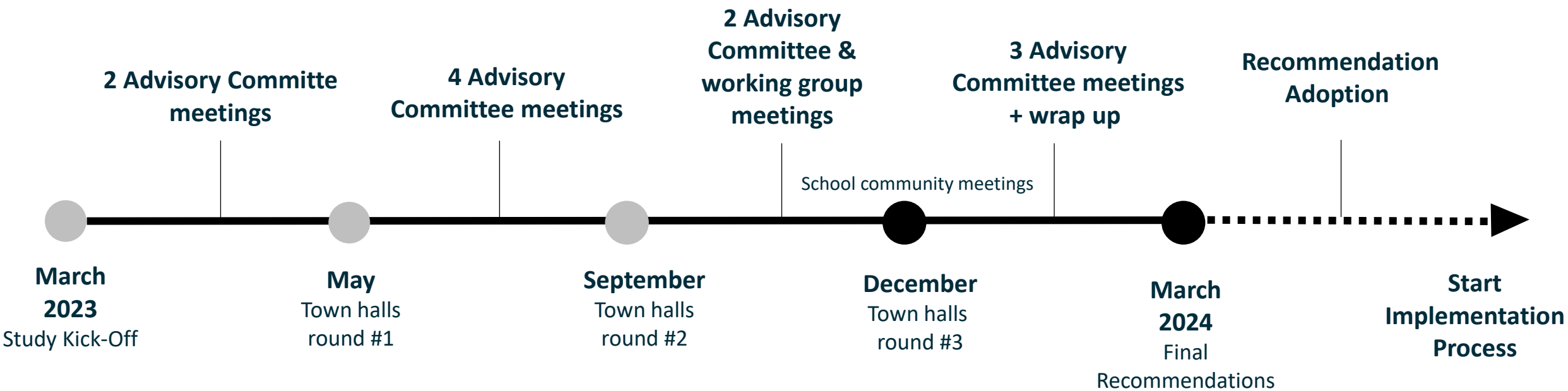
01 | Boundary Process Update

02 | EdFEST 2023 Review and Discussion

03 | Applicant Trends

04 | Executive Director Update

Boundary Study 2023 - Roadmap





EdFEST 2023 Review & Discussion

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.

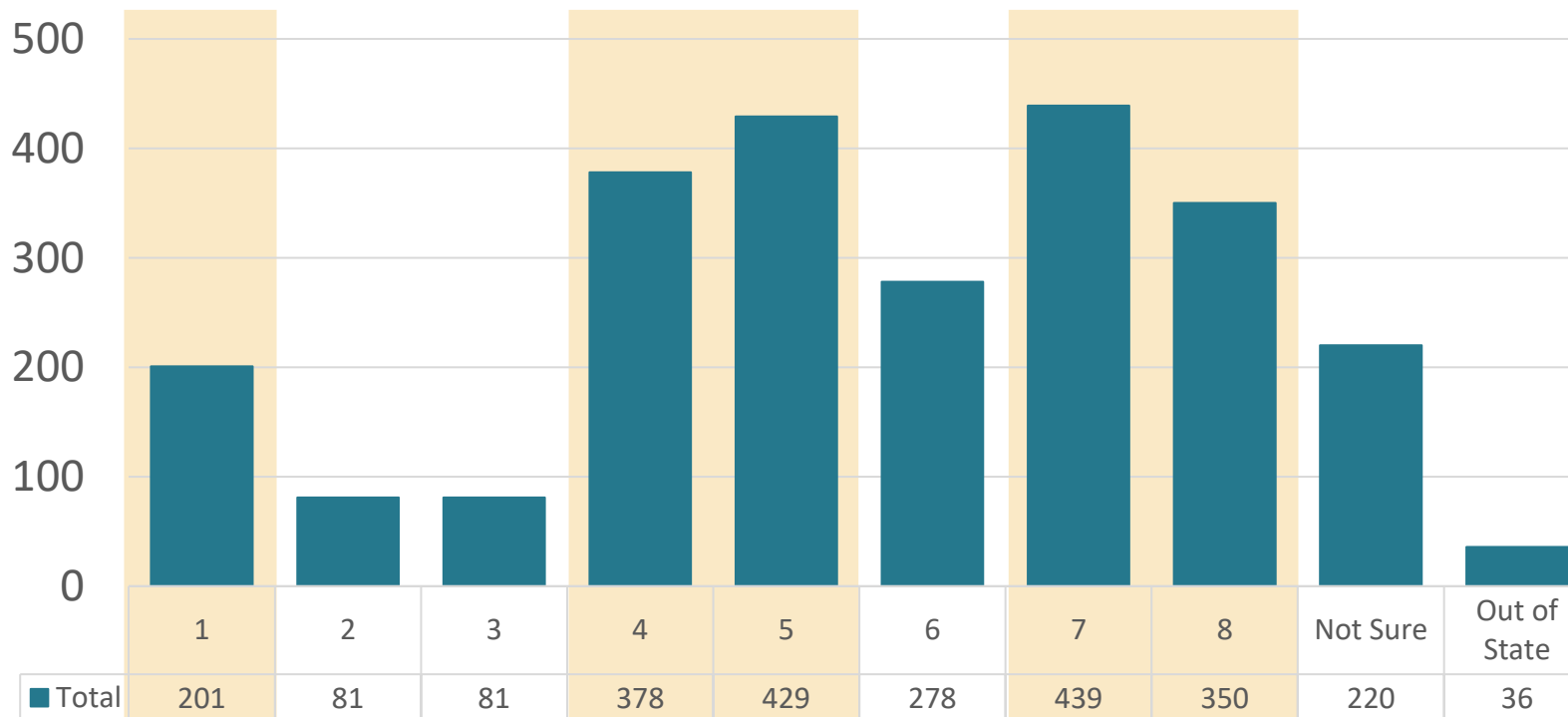
EdFEST	Attendees			Meals	Vaccinated		
	General	Exhibitor	Total		KIDS Mobile	Safeway Pharmacy	Total
PK3 - 8th	5,676	700	6,376	750	52	28	80
9th - 12th	1,370	261	1,631	n/a	22	10	32
Total	7,046	961	8,007	750	74	38	112



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.

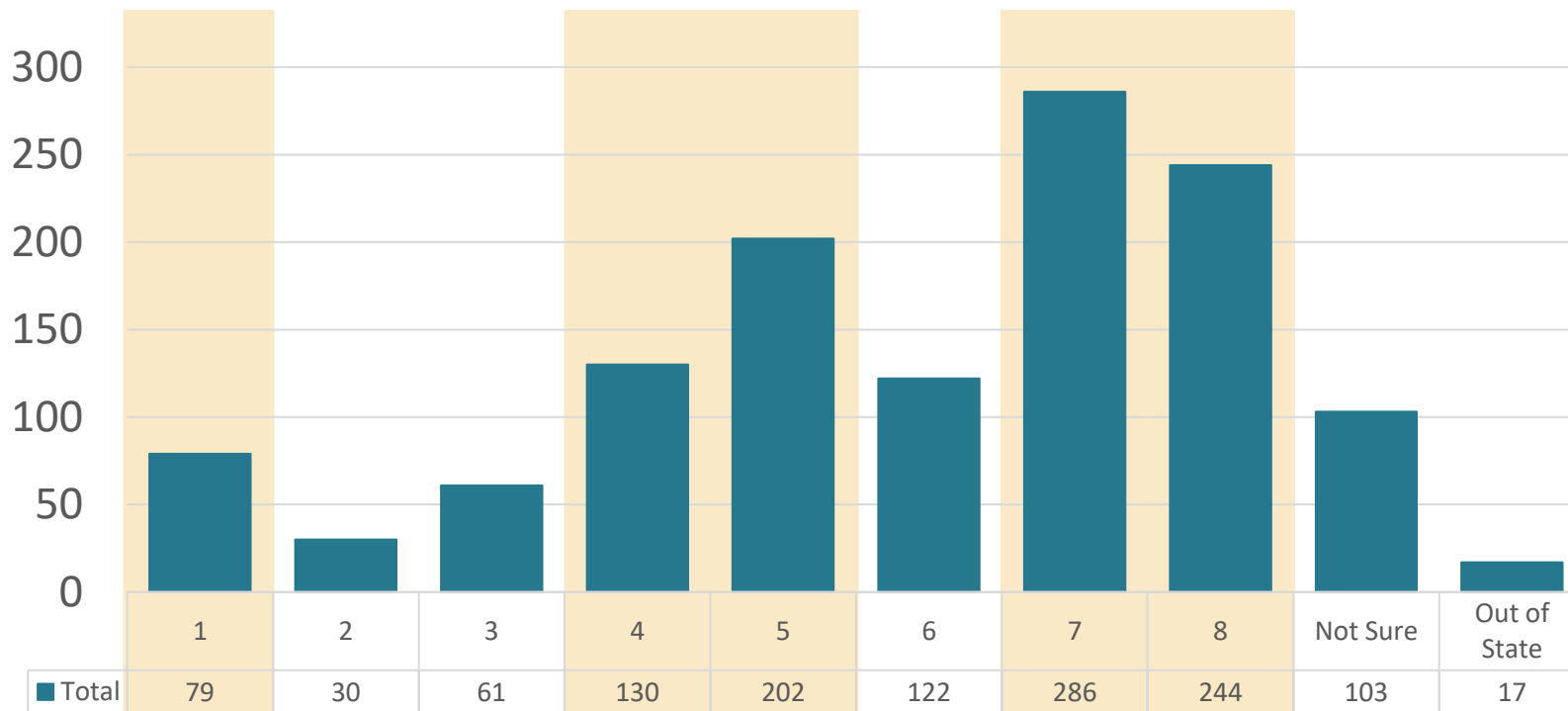
PK3 – Grade 8 EdFEST Registration



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.

Grade 9 - 12 EdFEST Registration



EdFEST 2023 Survey Results

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

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

EdFEST (PK3 – Grade 8) Attendees: n = 331

EdFEST (Grades 9-12) Attendees: n = 352

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

EdFEST (PK3 – Grade 8) Exhibitors: n = 52

EdFEST (Grades 9-12) Exhibitors: n = 20

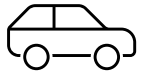
EdFEST 2023 Learnings & Discussion



Event Venue



Security



Transportation/Parking



Community Partners



Attendance



Vaccination



Budget



EdFEST 2024 Recap + Discussion

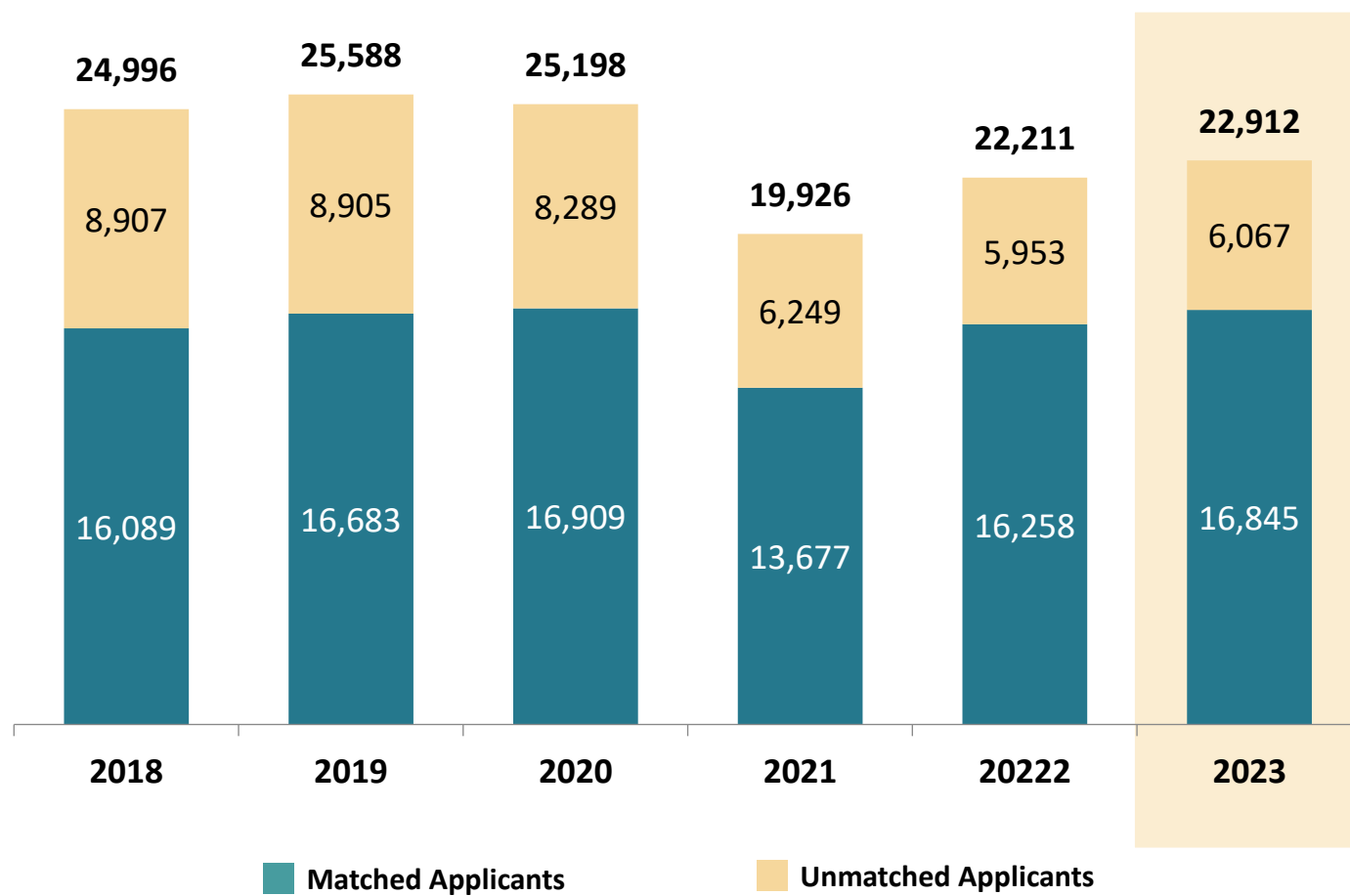
Guiding Questions

- 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.)?



Applicant Trends

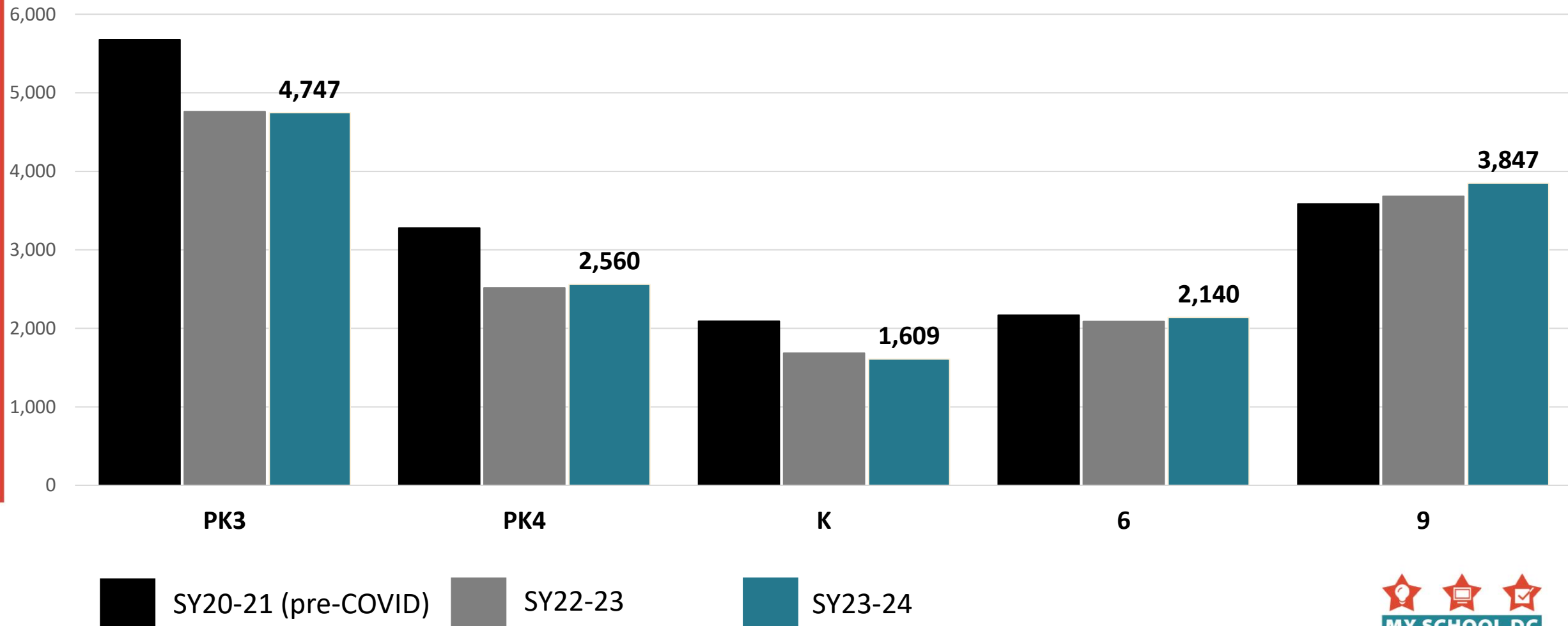
Reviewing 2023: Where did Total Applicants land by the Deadline?



- In 2023, the number of unique applicants increased by +3% (+701).
- Compared to pre-COVID trends, unique applicants were still down -10% (-2,286).

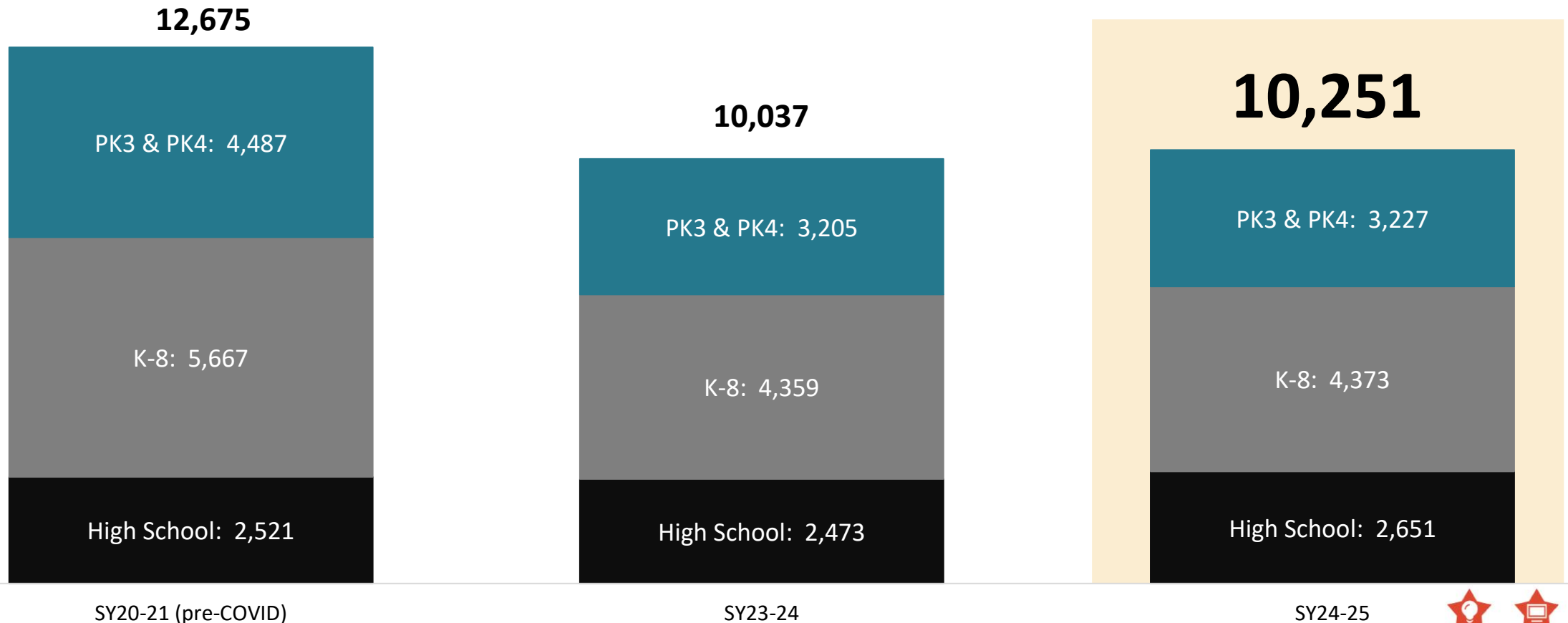
Reviewing 2023: How Many Applicants applied to Entry Grades?

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.

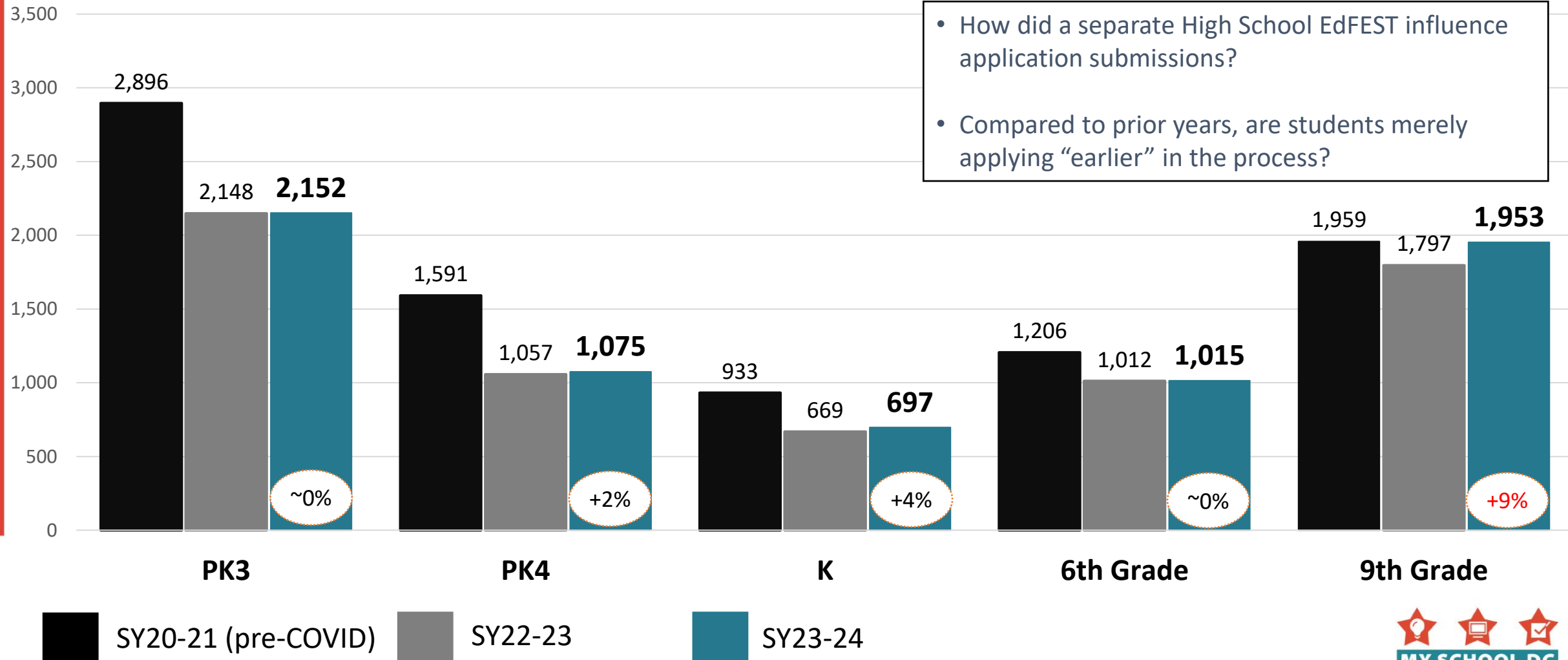


Note: data compares 01/23/2024 vs. 01/24/2023 vs. 01/24/2020.

Application Trends – Transition Grades

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

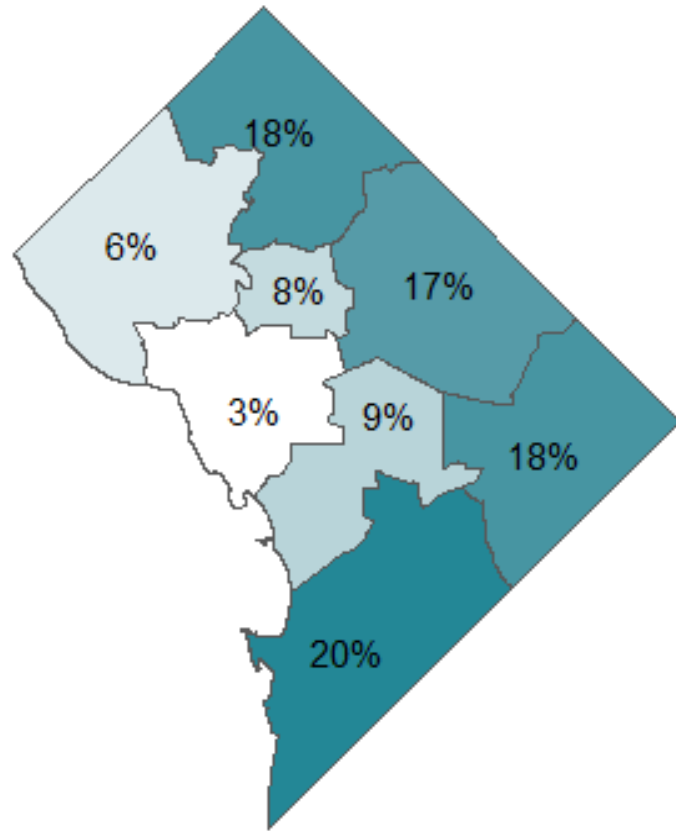
- How did a separate High School EdFEST influence application submissions?
- Compared to prior years, are students merely applying “earlier” in the process?



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.



Ward	Total Public-School Enrollment by Ward of Residence (SY22-23)*	Applicants by Ward of Residence (SY24-25)
1	9%	8%
2	3%	3%
3	6%	6%
4	17%	18%
5	15%	17%
6	7%	9%
7	20%	18%
8	23%	20%

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.





Upcoming Meeting

Next Meeting:

Thursday, April 25th
@2:00 p.m.

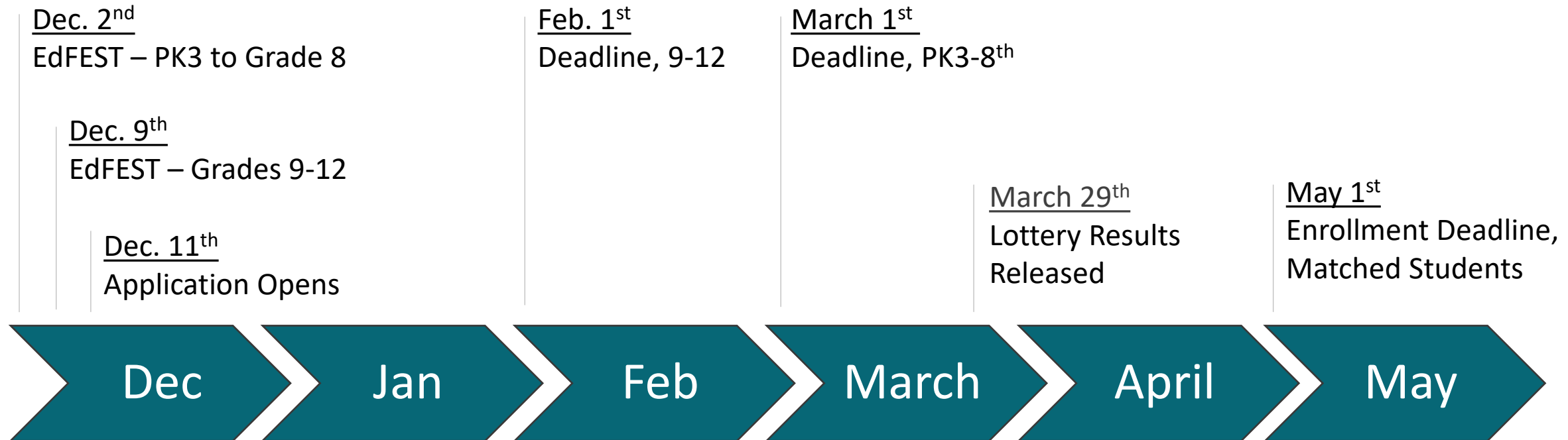
Anticipated Agenda Items:

- SY24-25 Lottery Results
- SY23-24 Audit Update



Appendix

SY24-25 Lottery Cycle

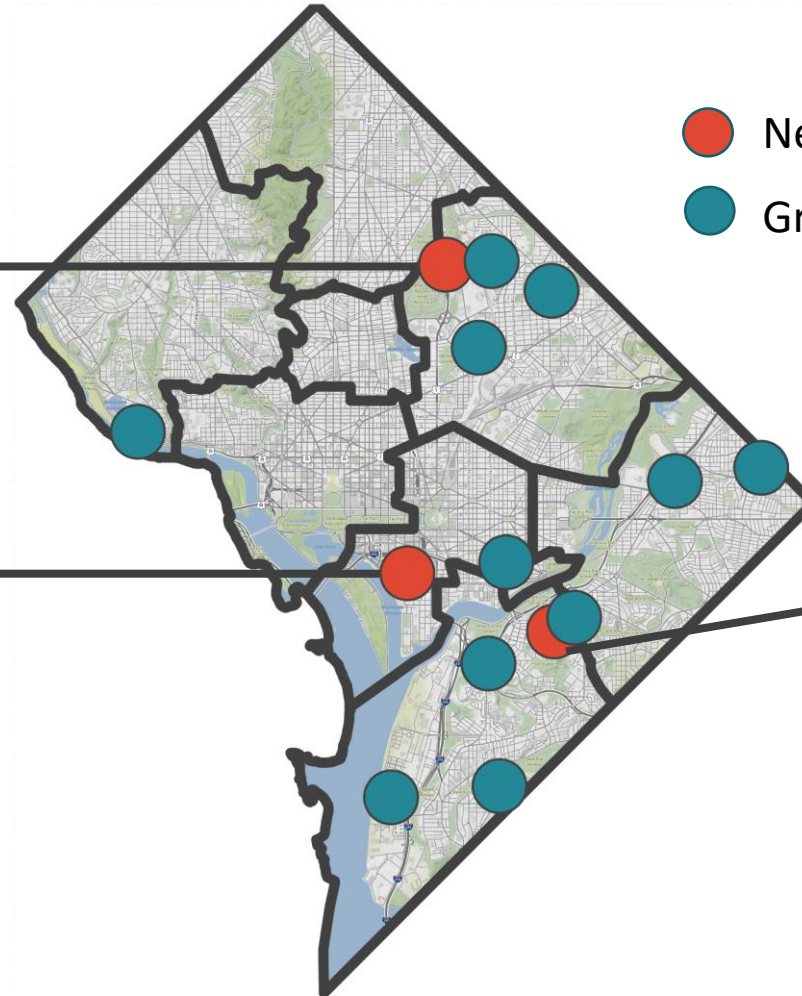


School Changes in SY24-25

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.

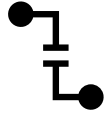
AppleTree Early Learning PCS – Waterfront Station will open as a new campus for PK3 & PK4 students.



- New campus
- Grade expansion

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

Pass	Price
<input type="radio"/> EdFEST (PK3 - Grade 8) - Dec. 2	\$0.00
<input type="radio"/> EdFEST (Grades 9-12) - Dec. 9	\$0.00
<input type="radio"/> EdFEST - Both Days	\$0.00

EdFEST 2023 – Promotional Strategies



Email & Text Alerts



LEA and Partner Toolkits



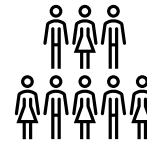
Phone Banking



DC Council Outreach



Post Cards



Increased Community Presence



Advertising: Print, Radio, TV,
Digital, Bus, and Rail

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