



MY SCHOOL DC

The Public School Lottery

MySchoolDC.org

Common Lottery Board Quarterly Meeting

JANUARY 23, 2025

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
	Emerald Becker	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
	Antoinette Mitchell	Office of the State Superintendent for Education
	Megan Dho	My School DC

Agenda

01 | EdFEST 2024 Recap

02 | SY25-26 Application Trends

03 | Outreach – Tactics & New Strategies

04 | FY25 Strategic Goal Update

05 | Upcoming Events & Next Meeting



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EdFEST 2024 Recap

EdFEST 2024 Overview

- **5,025** total attendees
- **750** free meals were distributed by DC Central Kitchen at the PK3 – Grade 8 event.

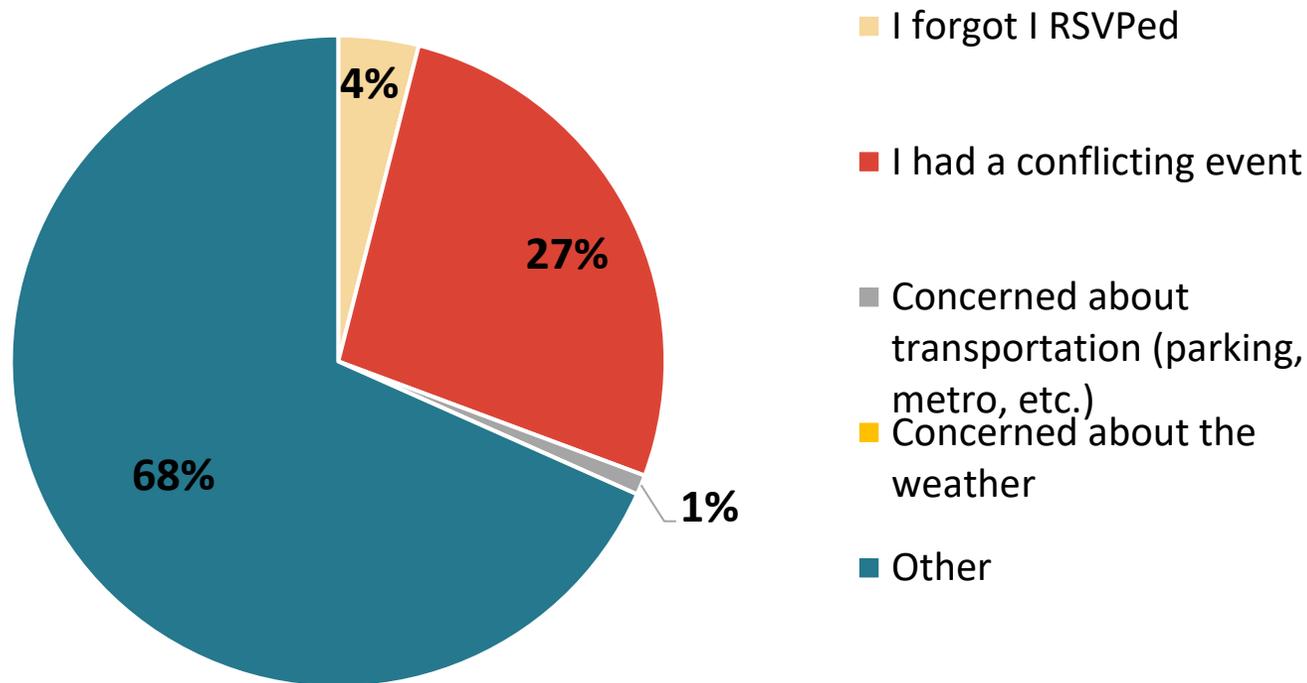
EdFEST	SY23-24			SY24-25			Difference
	General	Exhibitor	Total	General	Exhibitor	Total	
Grades 9-12	1,370	261	1,631	1,423	214	1,637	+6
PK3 – Grade 8	5,676	700	6,376	2,677	711	3,388	-2,988
Total	7,046	961	8,007	4,100	925	5,025	-2,982

- **EdFEST Registration** was tracking at or above 2023 levels until Dec. 14.
 - 2023 Final Registration Numbers: 1,274 families registered for 9-12; 2,493 families registered for PK3 – Grade 8.
 - 2024 Final Registration Numbers: 1,288 families registered for 9-12; 2,469 families registered for PK3 – Grade 8.
- **EdFEST Attendance at the Grades 9-12 event** was slightly above 2023 levels (1,631 total attendance in 2023).
- **EdFEST Attendance at the PK3 – Grade 8 event** was significantly below 2023 levels (6,376 total attendance in 2023).

EdFEST 2024 Overview

After the lower attendance at EdFEST (PK3 – Grade 8) our team reached out to the 1,688 registrants who were not checked in to the event on Dec. 14 to better understand the “why” behind this decrease in attendance given the consistent registration numbers year-over-year. N = 101

Why weren't you able to join us at EdFEST?



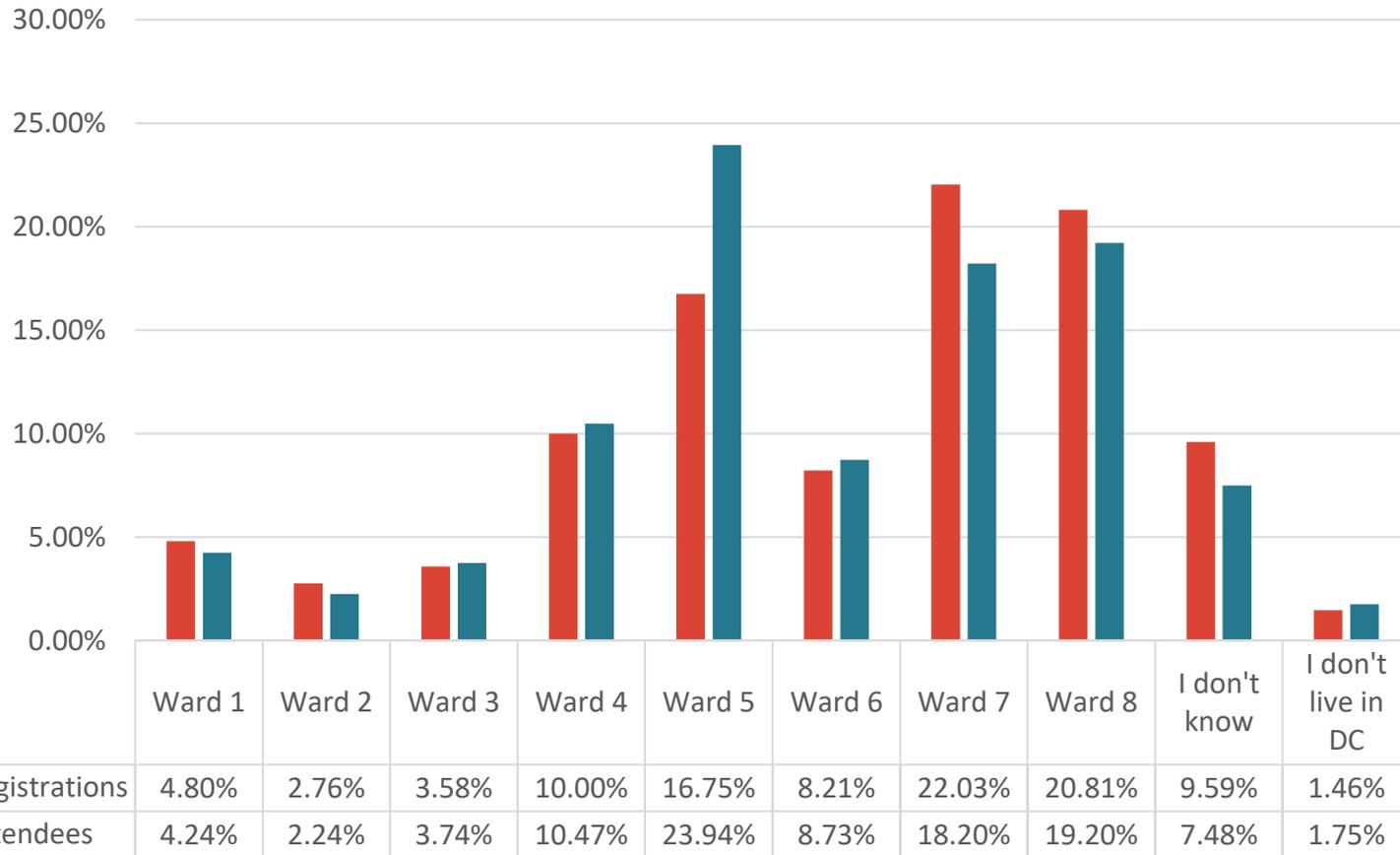
Of the 101 responses, “other” was chosen by most survey respondents.

“Other” Reasons included:

- Family Emergency
- Working
- Sick Child or Parent

EdFEST 2024: Continuing to reach our Target Wards

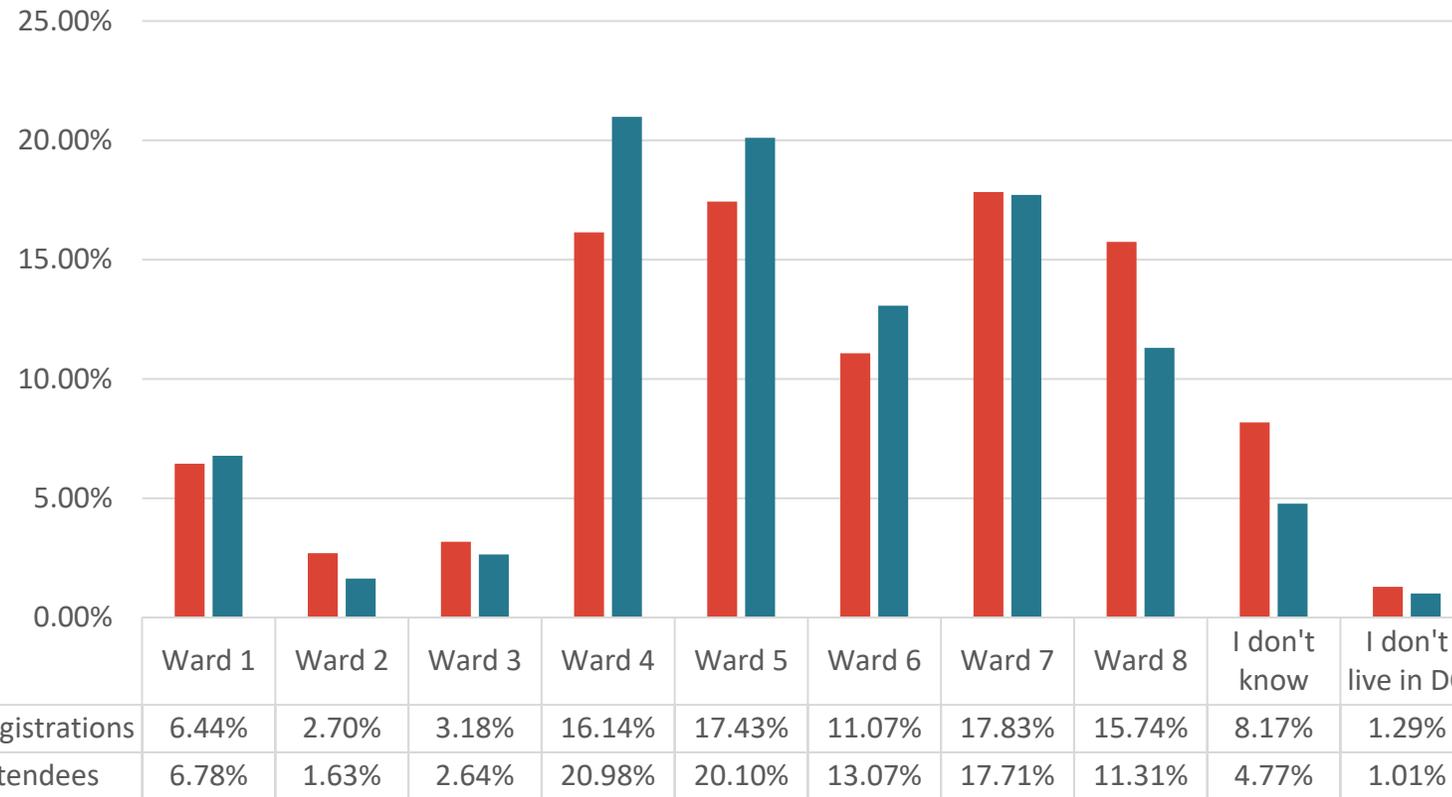
EdFEST Grades 9-12 – Registration & Attendance by Ward of Residence



■ % of Registrations ■ % of Attendees

EdFEST 2024: Continuing to reach our Target Wards

EdFEST PK3 – Grade 8 – Registration & Attendance
by Ward of Residence



■ % of Registrations
■ % of Attendees



EdFEST 2024 Exit Survey Results

Response from:	Questions:	2023			2024		
		PK3-8th Grade	9th - 12th Grade	Total	PK3-8th Grade	9th - 12th Grade	Total
Attendees	Overall Satisfaction	94%	75%	85%	94%	78%	92%
	Found the event helpful	98%	96%	97%	98%	92%	97%

EdFEST (PK3 – Grade 8) Attendees: n = 353 responses

EdFEST (Grades 9-12) Attendees: n = 49 responses

Response from:	Questions:	2023			2024		
		PK3-8th Grade	9th - 12th Grade	Total	PK3-8th Grade	9th - 12th Grade	Total
Exhibitors	Overall Satisfaction	100%	83%	92%	92%	81%	90%
	Found the event extremely or well organized	77%	67%	72%	84%	75%	82%
	Found our communication before the event helpful or very helpful	95%	100%	97%	99%	100%	99%

EdFEST (PK3 – Grade 8) Exhibitors: n = 64

EdFEST (Grades 9-12) Exhibitors: n = 16

EdFEST Grows & Glows

Glows:

- ❖ **NEW Improved Layout & Flow** at Eastern HS helped improve lines/check-in issues and cut down on event crowding.
- ❖ **Additional Parking** at Lots 1, 2, and 3 during the Dec. 7 event ensured easier parking for event attendees.
- ❖ **Vaccine Appointments** cut down on extreme wait times and load-out issues at both events.

Grows:

- ❖ **Improve Attendance and Attendee Counting Methods** to ensure consistent methodology.
- ❖ **Improve Wayfinding** at both events. Staff & Volunteers to guide attendees at Eastern and DC Armory.
- ❖ **Extend EdFEST Event Hours in 2025 (10 a.m. – 2 p.m.)** to cut down on crowding.



EdFEST 2025 Recap + Discussion

- What additional feedback or thoughts do you have on EdFEST 2024?
- As we look forward to planning for EdFEST 2025, what, if any, considerations should we keep in mind?



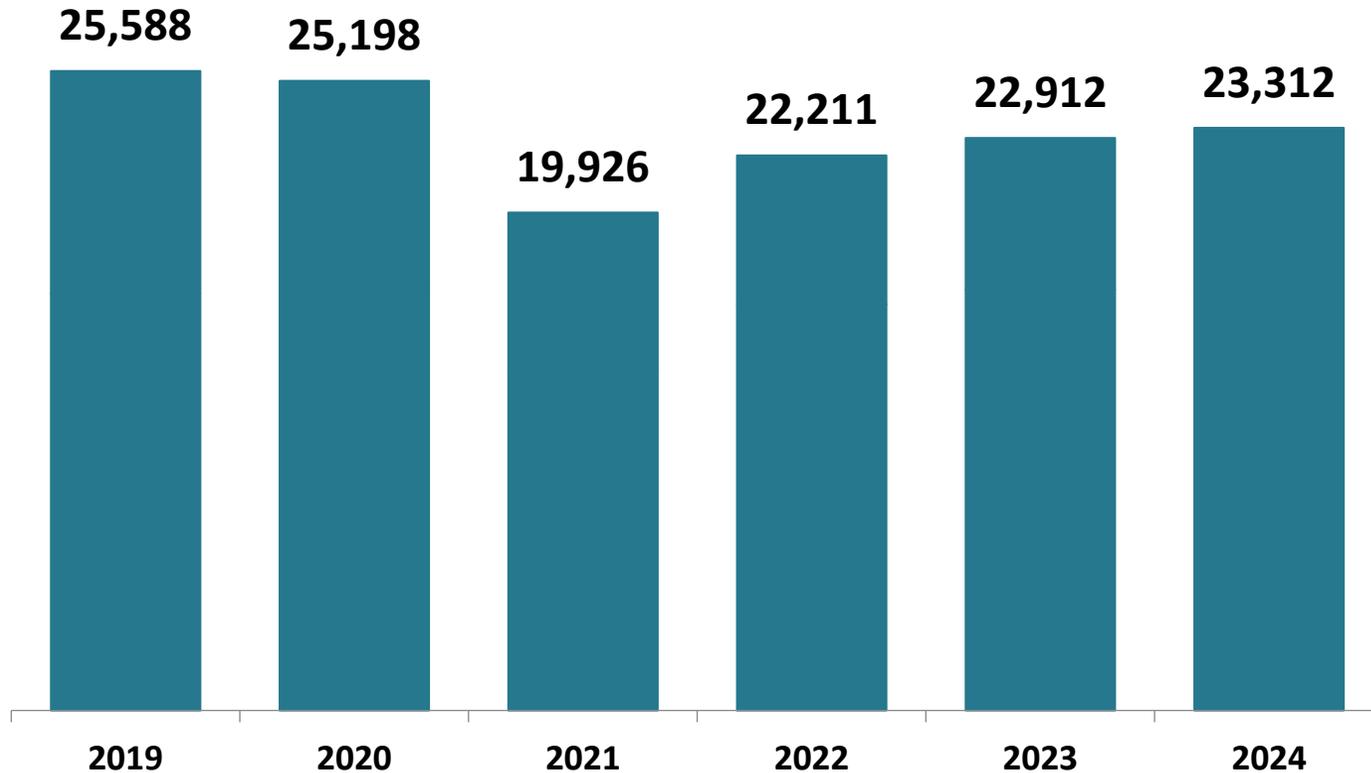
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SY25-26 Application Trends

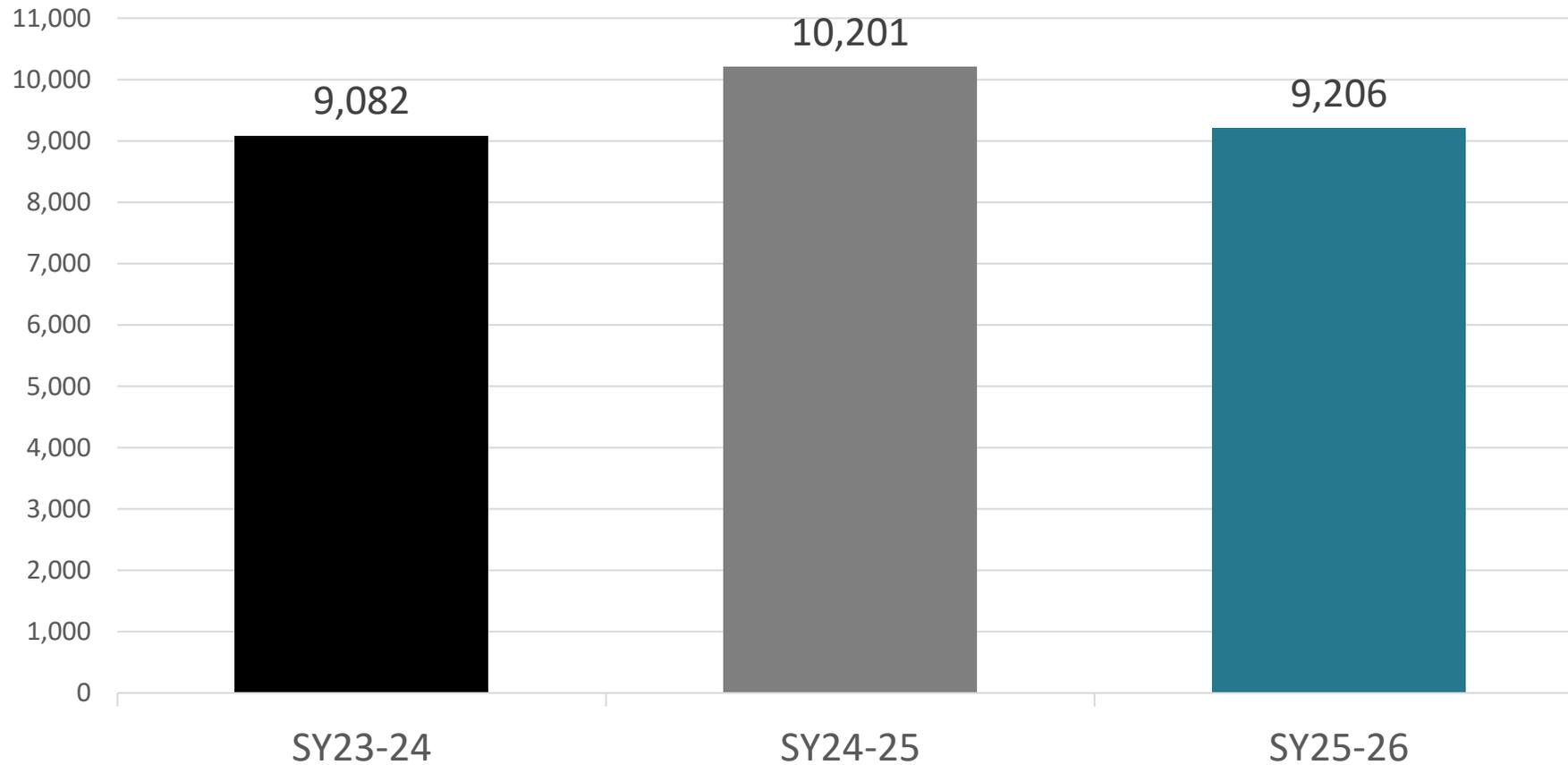
How Many Applicants Enter the Lottery Each Year?



In 2024, the number of unique applicants increased by +2% (+400).

Total Submitted Unique Applicants

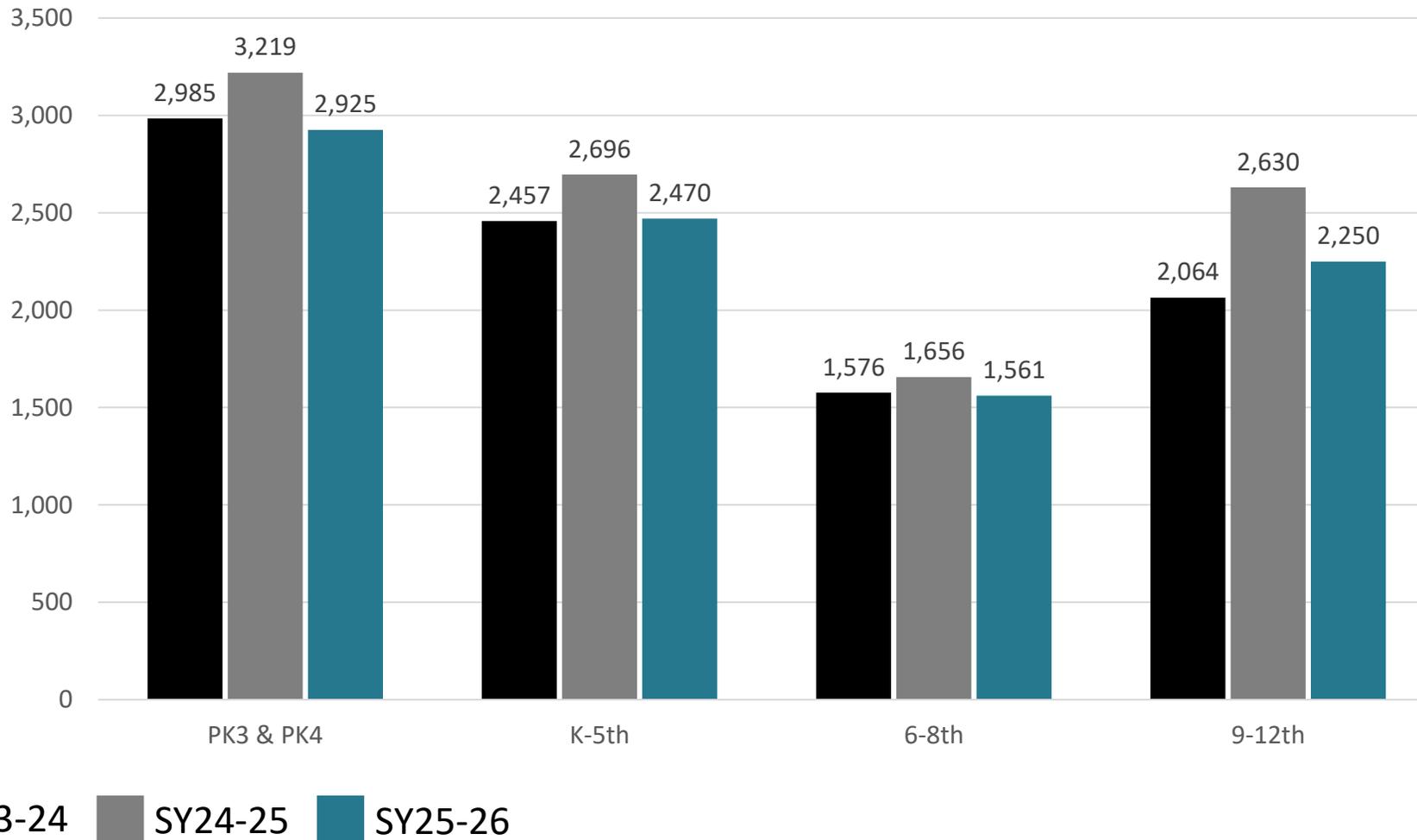
Overall applicant numbers are down 10% (-995) compared to SY24-25 and even (+124) compared to SY23-24.



Data compares 1/22/2023 vs. 1/22/2024 vs. 1/22/2025.

Total Submitted Unique Applicants by Grade Band

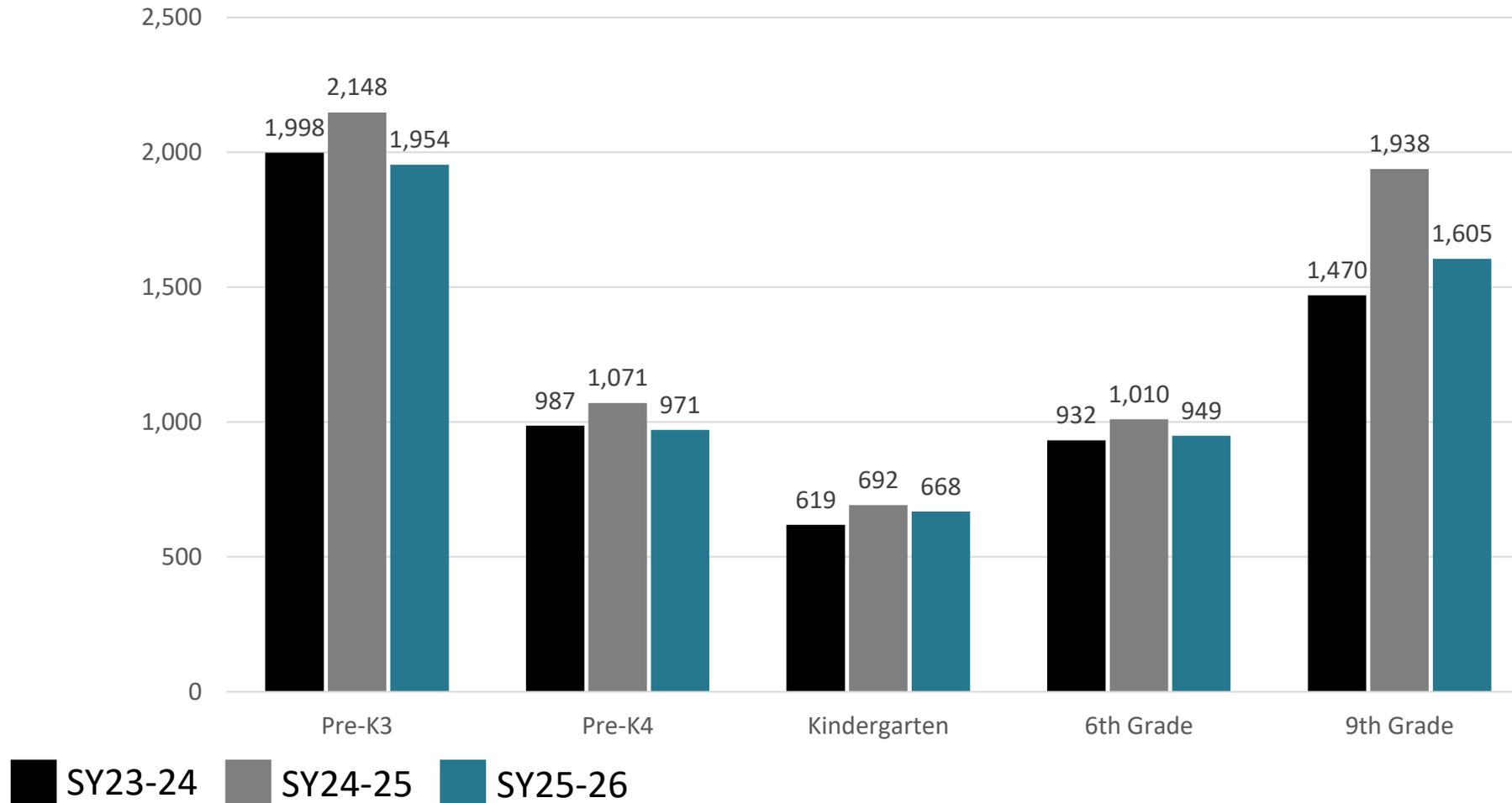
At present, we are seeing fewer applicants submitted from each grade band compared to last year.



Data compares 1/22/2023 vs. 1/22/2024 vs. 1/22/2025.

Total Submitted Unique Applicants by Entry Grade

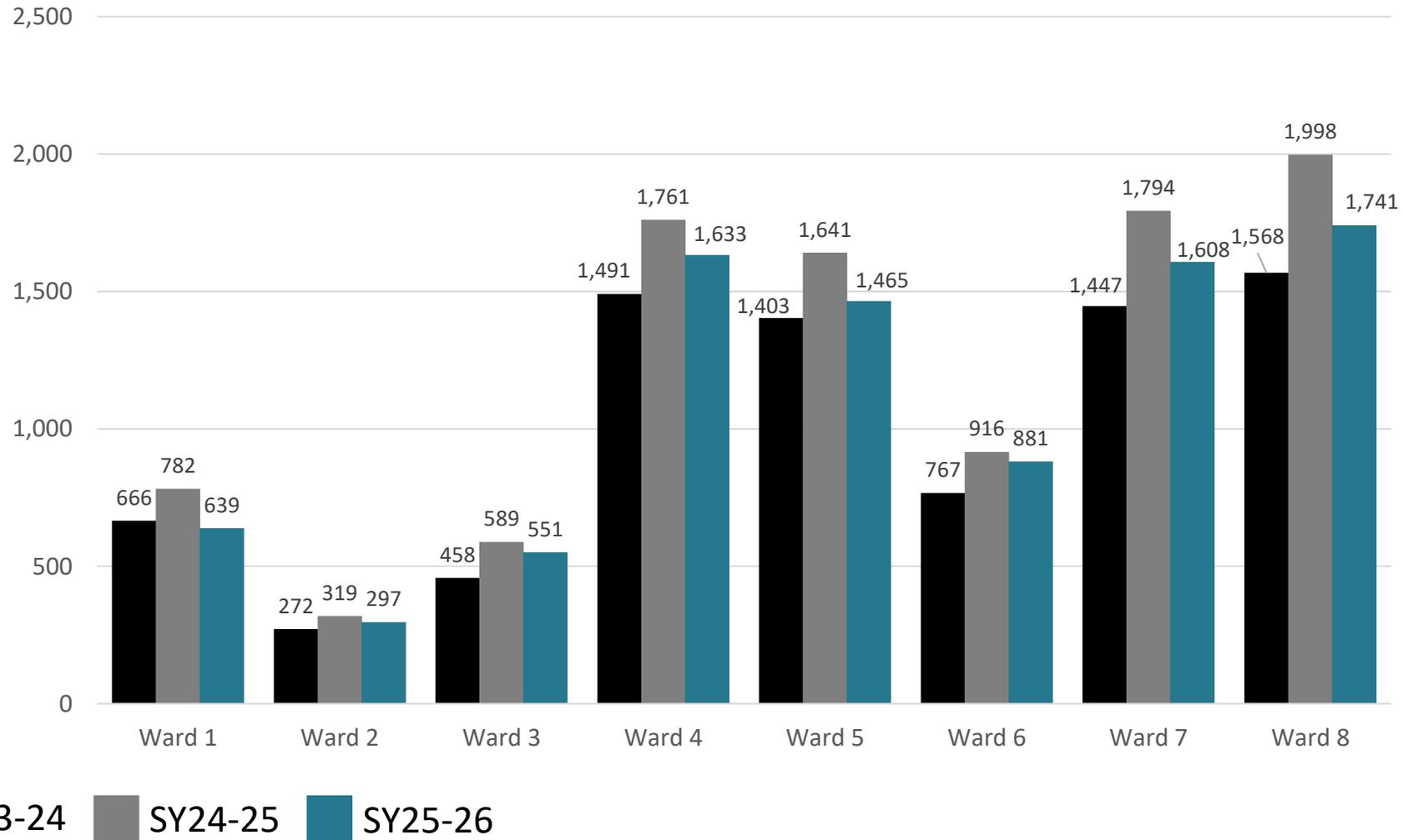
Fewer applicants have been submitted to 9th Grade, however, as students returned to school the week of Jan 13, we've started to see an uptick in submitted applications. In SY23-24, My School DC had only received 29% of all 9th grade applicants two weeks before the deadline.



Data compares 1/22/2023 vs. 1/22/2024 vs. 1/22/2025.

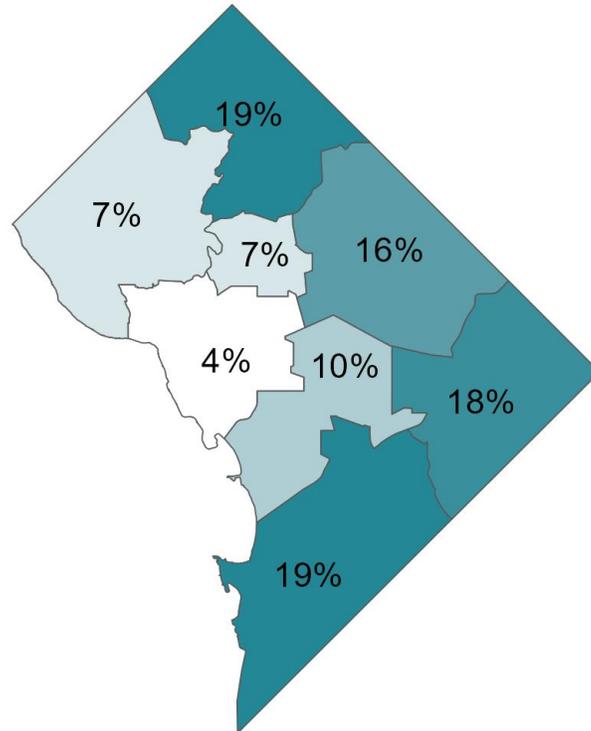
Total Submitted Unique Applicants by Ward

Fewer applicants have submitted by almost all Wards, also suggesting winter weather and holidays may have delayed submissions.



Data compares 1/22/2023 vs. 1/22/2024 vs. 1/22/2025.

2025-26 Ward Parity to Date



Ward	Total Public-School Enrollment by Ward of Residence (SY23-24)*	Applicants by Ward of Residence (SY25-26)
1	9%	7%
2	3%	4%
3	7%	7%
4	17%	19%
5	16%	16%
6	8%	10%
7	20%	18%
8	22%	19%



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Outreach – Tactics & New Strategies

Apply Phase – Outreach & Marketing Overview



Email & Text Alerts



LEA and Partner Toolkits



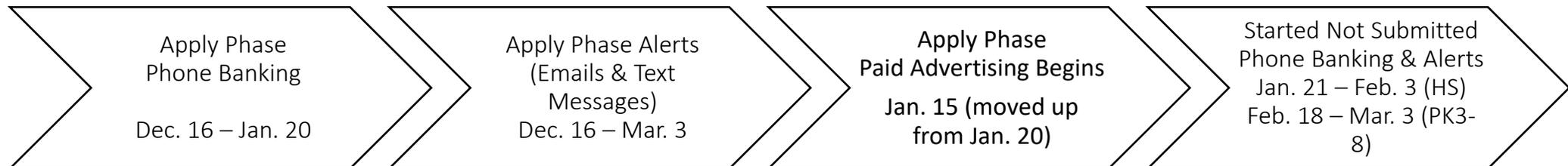
Phone Banking



Community Presence:
Lottery Info/App Support
and Lottery 101 Sessions



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



New Outreach & Responsive Strategies

(executed starting 1/13/25)

General Outreach

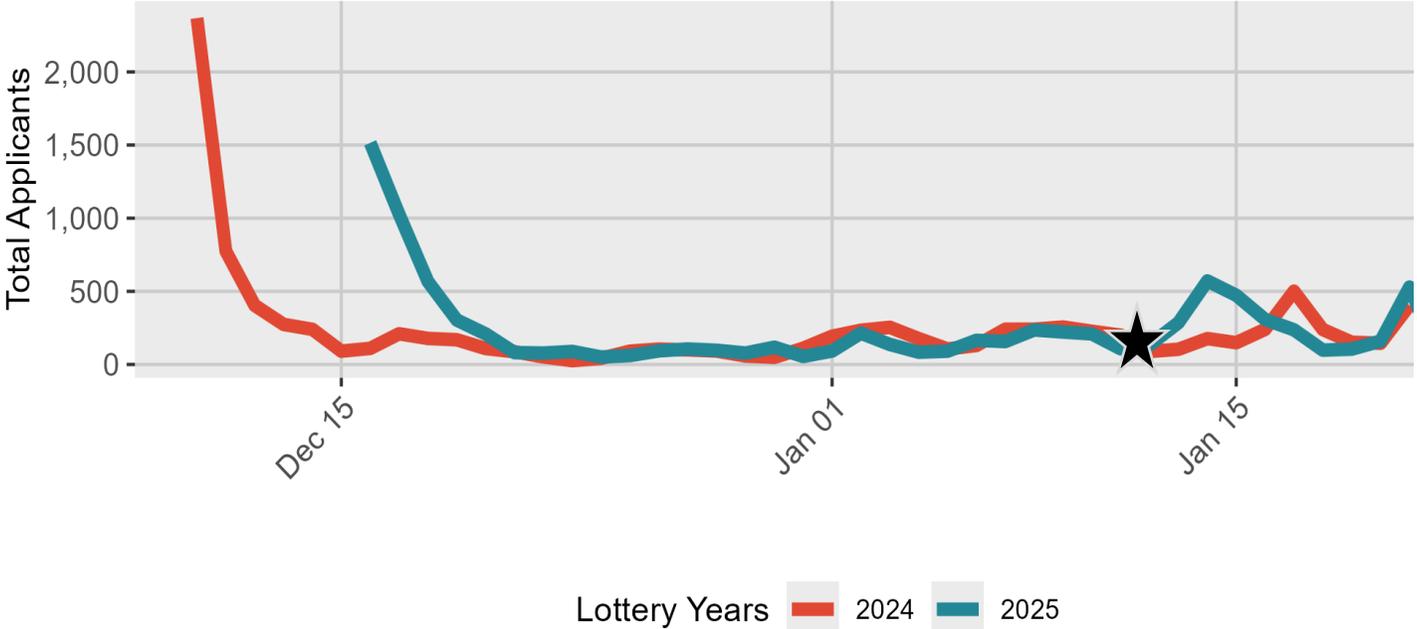
- Sent application deadline alert on January 14th - one week earlier than usual
- Executed an earlier release of lottery ads – radio, television, & print
- Solicited increased PAC member engagement w/ lottery outreach & promotion

High School Specific Outreach

- Highlighted HS deadline in MSDC LEA weekly emails & LEA Forward newsletter
- Sent application deadline reminder email to all 8th grade counselors
- Conducted targeted outreach to Higher Achievement and other community-based organizations supporting high school students
- Sent targeted digital advertising to all households w/ 13 and 14 olds we could identify w/our data

Application Trends Post Outreach Efforts and Return to School

Applicant Submissions by Day



My School DC has begun to see an additional uptick again this week as students return post the three-day holiday weekend.



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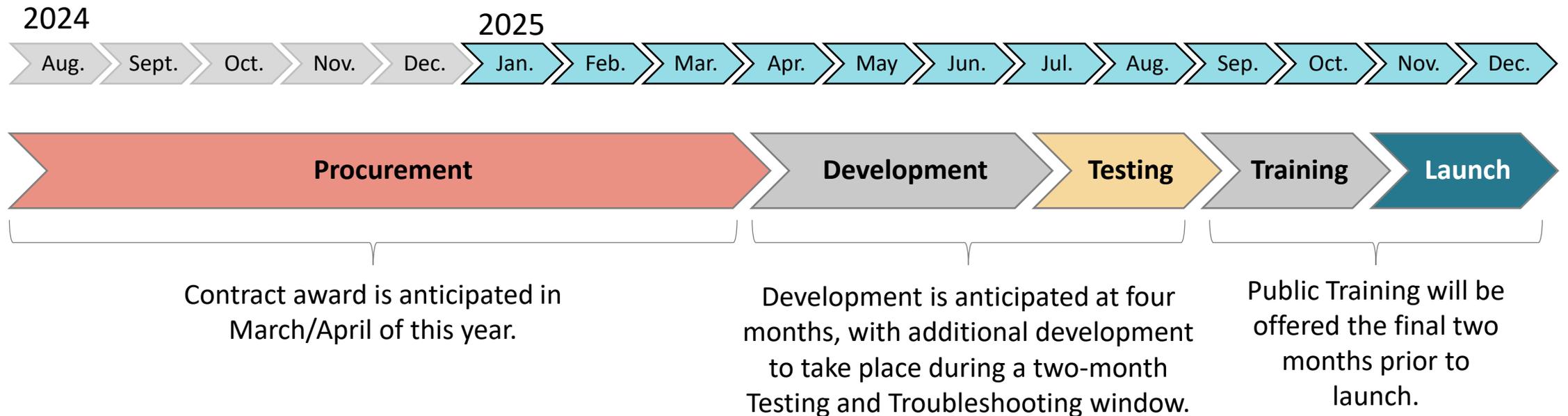
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FY25 Strategic Goal Update

App 2.0 Update and Current Timeline

Progress on updating My School DC's application continues with a goal of launching the new application with the 2026-27 school year.





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Upcoming Events & Next Meeting

Upcoming Public-Facing Lottery Support Events

Bilingual Lottery Information & Application Support Sessions

Mayor's Office on Latino Affairs
899 N Capitol St. NW, Suite 7, Washington, DC 20002

All sessions are 9:30 a.m. - 12:30 p.m.

Jan. 2	Feb. 3
Jan. 9	Feb. 10
Jan. 16	Feb. 20
Jan. 23	Feb. 24
Jan. 27	



Lottery Information and Application Support Sessions



Anacostia DHS Service Center
2100 Martin Luther King Jr. Avenue, SE
Jan. 27 & Feb. 10
10 a.m. - 12 p.m.

H Street DHS Service Center
645 H Street, NE
Jan. 28 & Feb. 11
10 a.m. - 12 p.m.

Taylor Street DHS Service Center
1207 Taylor Street, NW
Jan. 29 & Feb. 12
10 a.m. - 12 p.m.

Virtual Lottery 101 Events (RSVP Required)

Jan. 29, 2025
8 p.m.

Feb. 26, 2025
8 p.m.



Next Meeting:

Thursday, April 24th
@ 2:00 p.m.

Anticipated Agenda Items:

- SY25-26 Lottery Results
- SY24-25 Audit Update



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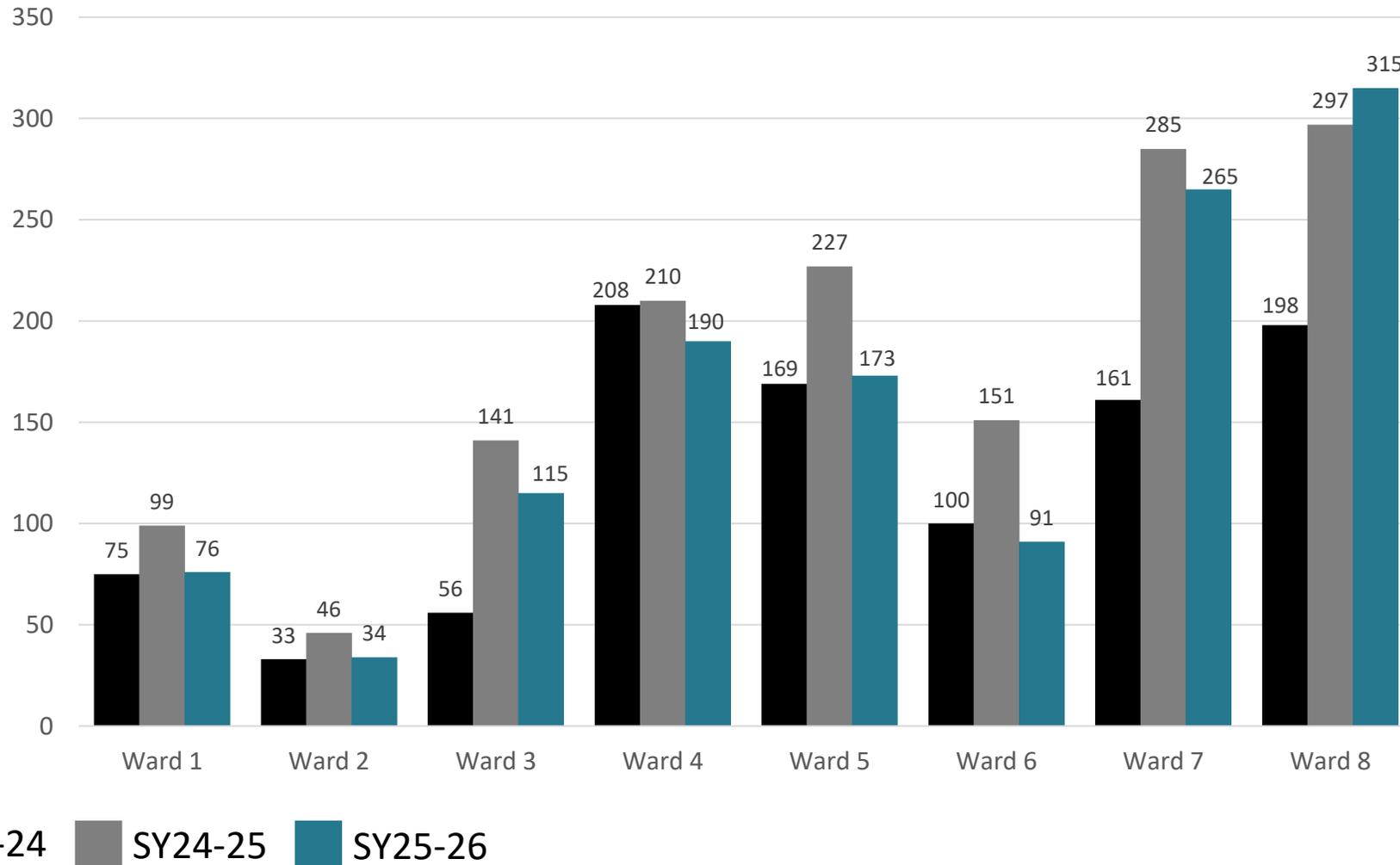
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Appendix

Focus on 9th Grade: Ward Applications - Comparison

More applicants have been received from rising Ward 8 ninth graders, while fewer have been received from Ward 5 & 6.



Data compares 1/16/2023 vs. 1/16/2024 vs. 1/16/2025.

Focus on 9th Grade: School Applications - Comparison

Presently, fewer rising 9th graders have submitted from almost every 8th Grade class compared to this day last year.

Slightly fewer applicants have applied to Selective High Schools as of 1/16 compared to this day last year.

Year	9 th Grade Applicants	9 th Grade Selective HS Applicants	Percentage Applied
SY23-24	1,509	1,086	72%
SY24-25	1,313	888	68%
Difference	-196	-198	-4%

Current rising 9th graders have submitted fewer applications year-over-year as of 1/16.

Year	8 th Grade Enrollment*	9 th Grade Applicants	Percentage Applied
SY23-24	5,630	1,282	23%
SY24-25	5,718	1,081	19%
Difference	+88	-201	-4%