

Common Lottery Board Quarterly Meeting

May 3, 2023



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 |
| | Charis Sharp | Latin American Montessori Bilingual PCS |
| Non-Voting Members | Michelle Walker-Davis | DC Public Charter School Board |
| | Christina Grant | Office of the State Superintendent for Education |
| | Amy Lerman | My School DC |

Agenda

01 | SY23-24 Lottery Results

02 | Equitable Access Results

03 | Boundary and Student
Assignment Study

04 | EdFEST 2022 Refund Update

05 | EdFEST 2023 Recommendation

06 | SY22-23 Audit



**DC'S PUBLIC
SCHOOL LOTTERY**

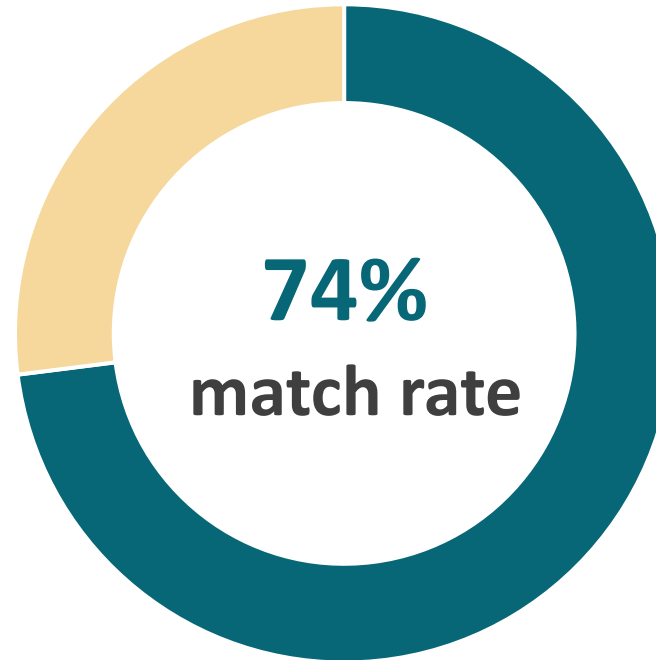
SY23-24 Lottery Results

Lottery Results at a Glance

22,912

**Applicants entered
the lottery:**

3% Increase from SY22-23;
14% increase from SY21-22

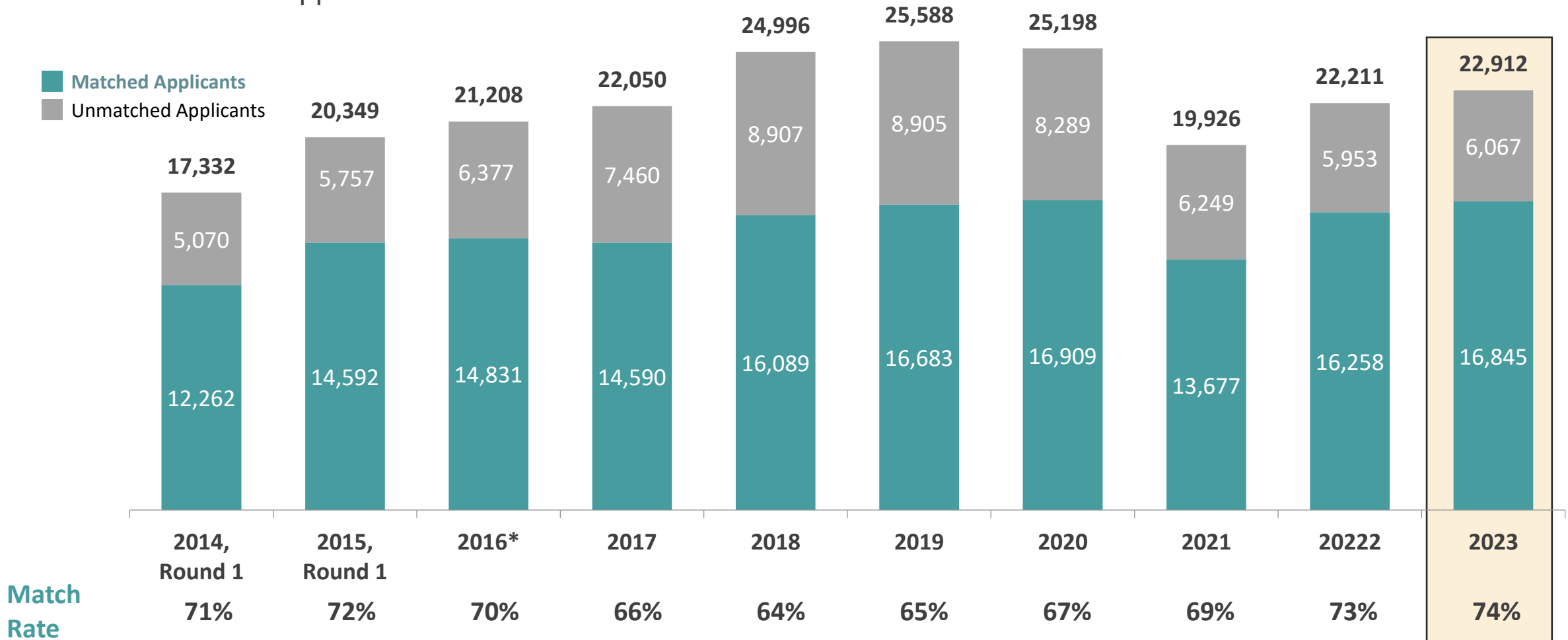


63%

**of the 16,845
applicants who were
matched, were
matched to their #1
choice.**

74% of Applicants Received a Match

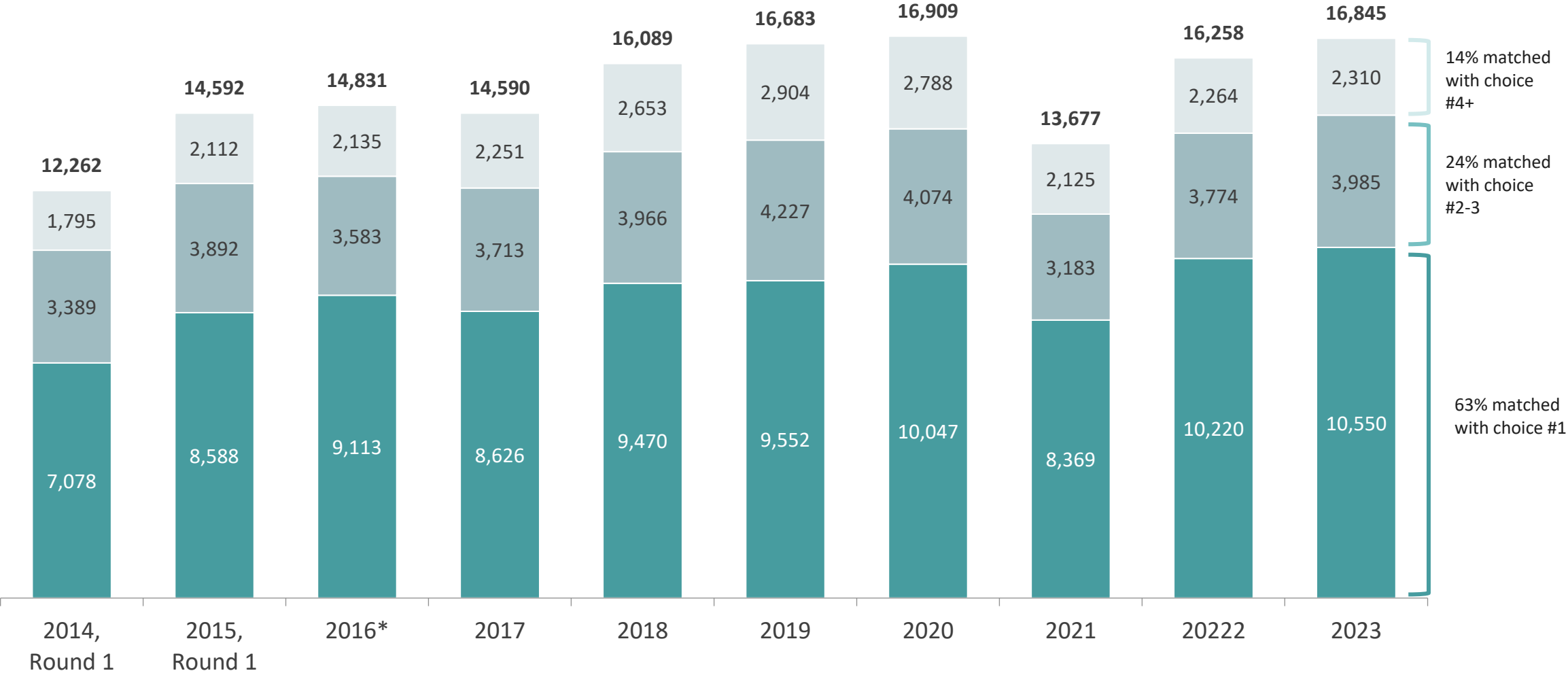
While our match rate did reach its highest percentage ever, the lottery was 65 matches short of beating our largest number of matched applicants in 2020.



*Beginning in 2016, there was only one lottery so no Round 1 distinction is needed

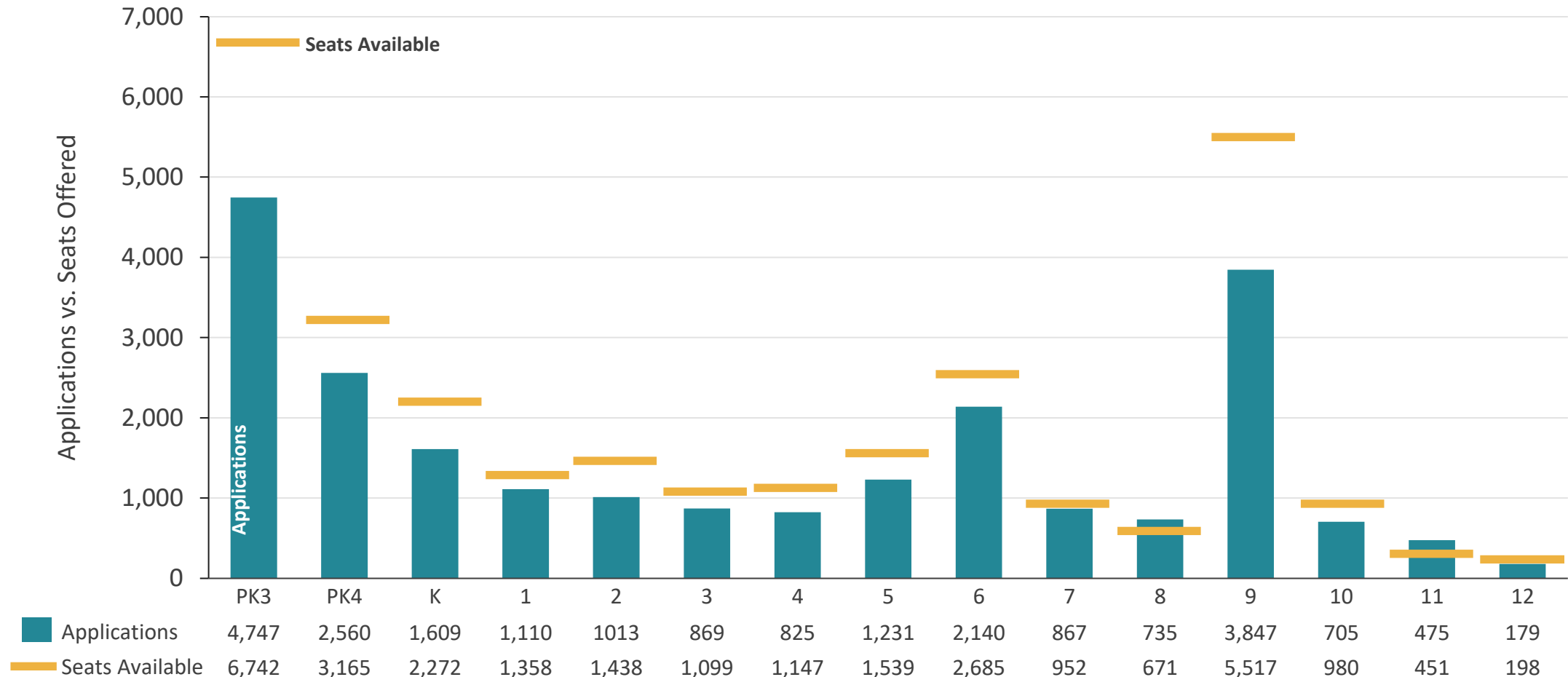
Record Number of Applicants Matched with First Choice

Proportionally, Match results remained nearly identical in percentage to last year, with 63% matched to their #1 choice, 24% of matched applicants receiving their #2-3 choice, and 14% receiving their #4 or higher choice.



22,912 Applicants Applied to 30,214 Seats

For the second year in a row, more seats than applicants were offered in most grades, including all elementary and major transition grades. Schools offered 2,584 (+9%) additional seats in the lottery, with small increases in all but 3rd grade.

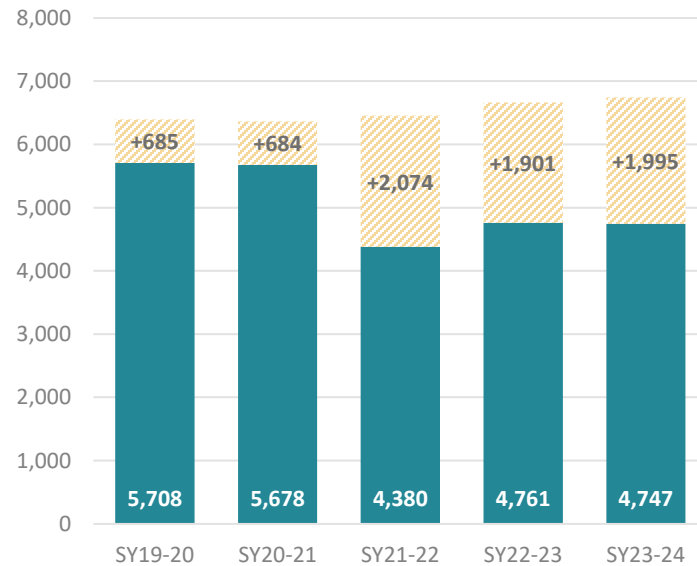


Entry Level Seats Offered Out Pace Applicants

Since 2020, the number of annual seats offered has continued to increase, particularly at 9th grade. At the same time, only the number of applicants at 9th grade has increased, yet not enough to meet supply.

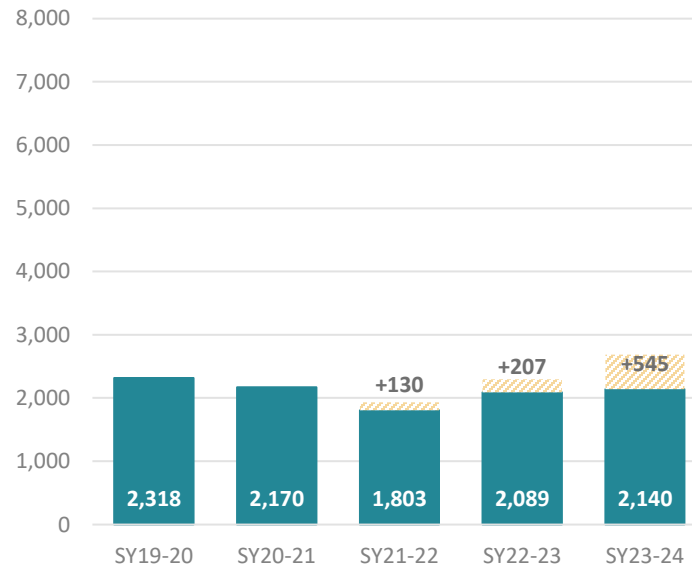
■ Total unique applicants. ■ Additional seats offered.

PK3:



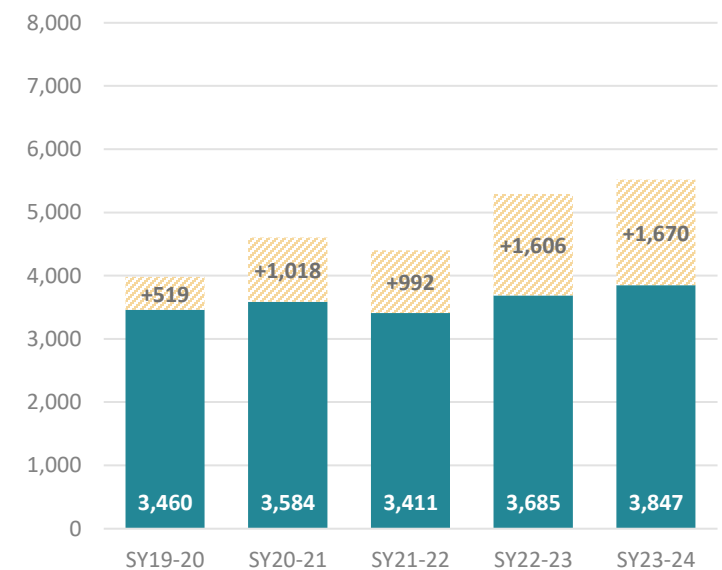
At PK3, the number of seats was steady pre-2021. On average 87 seats have been added each year since, with applicants remaining below pre-pandemic numbers.

6th:



At 6th grade, pre-pandemic the number of applicants exceeded the number of seats offered. Post-2021, the number of seats has steadily increased each year to out pace the number of applicants.

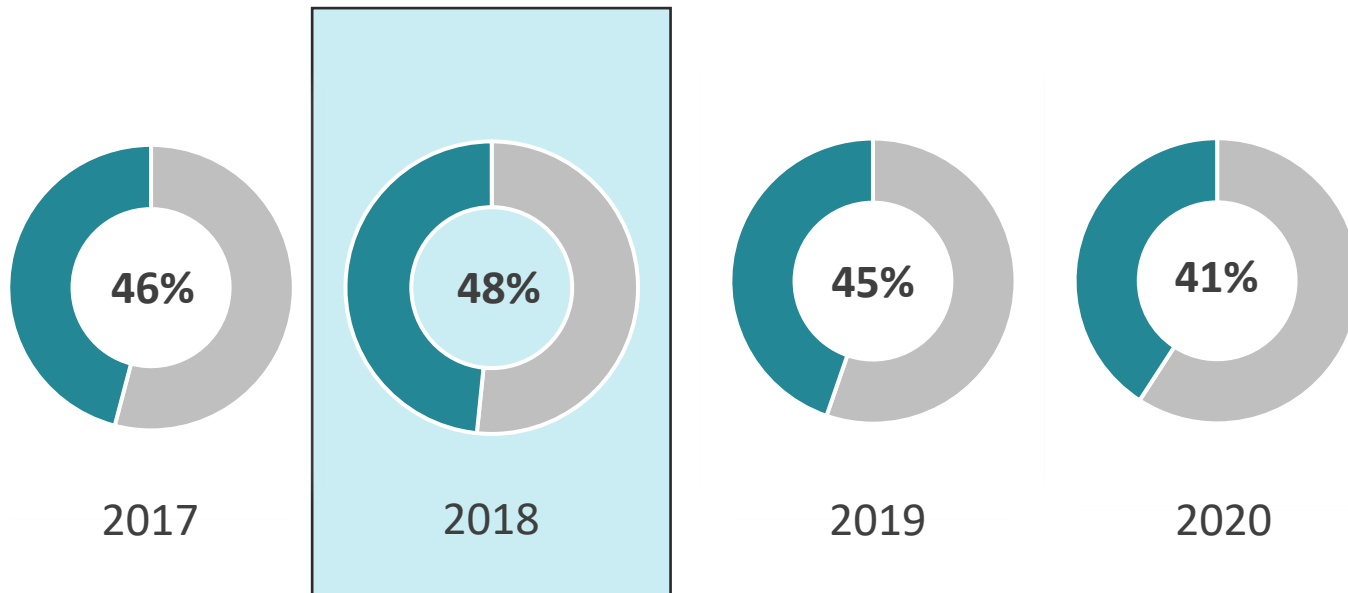
9th:



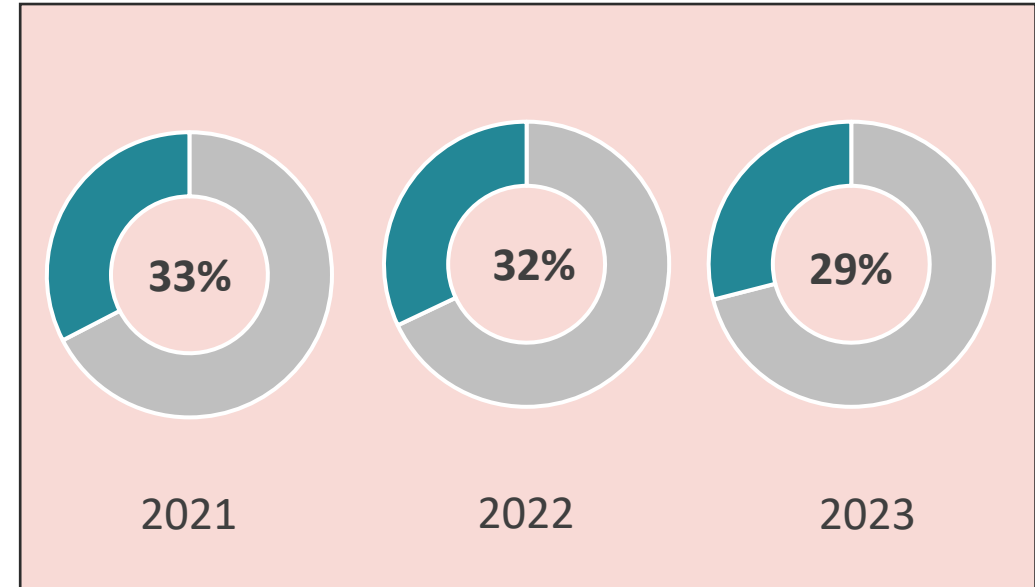
At 9th grade, the number of applicants has steadily increased, however since 2021 the number of seats offered has increased by over 1,000 more than the number of submitted applicants.

Since 2018, Fewer Schools Match 100% of Seats

In 2018, 48% of school programs matched 100% of seats offered in the lottery.

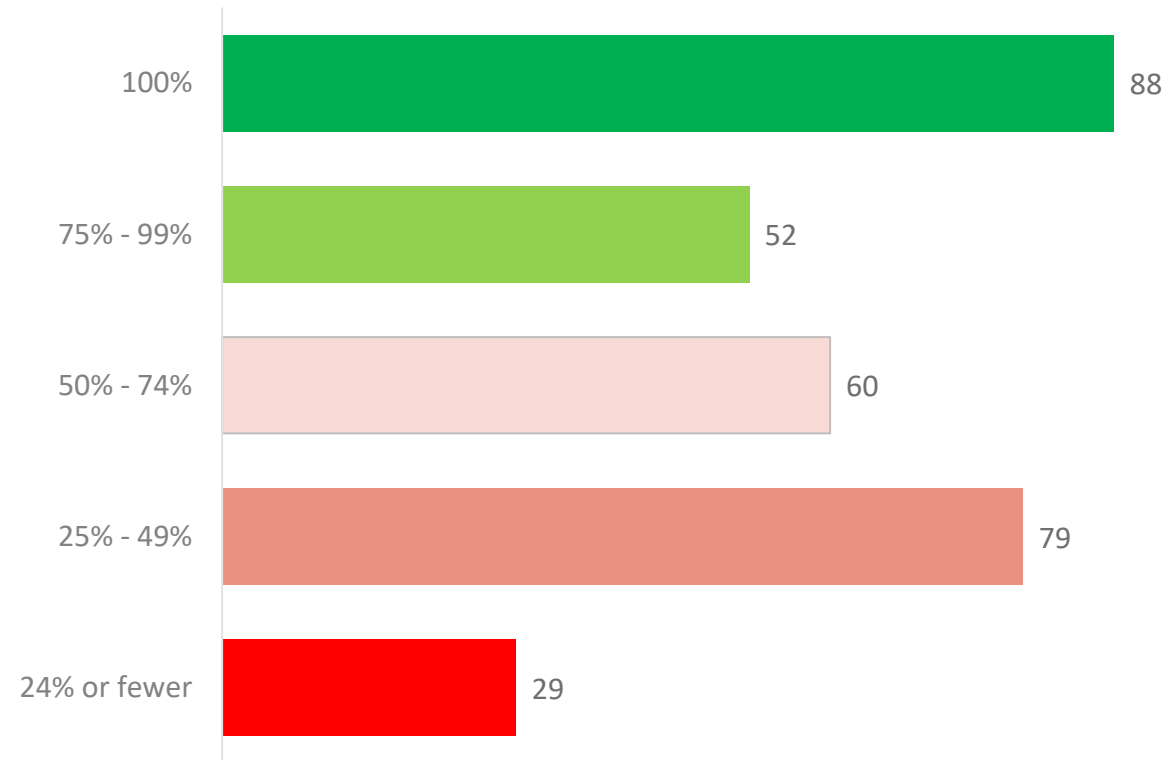
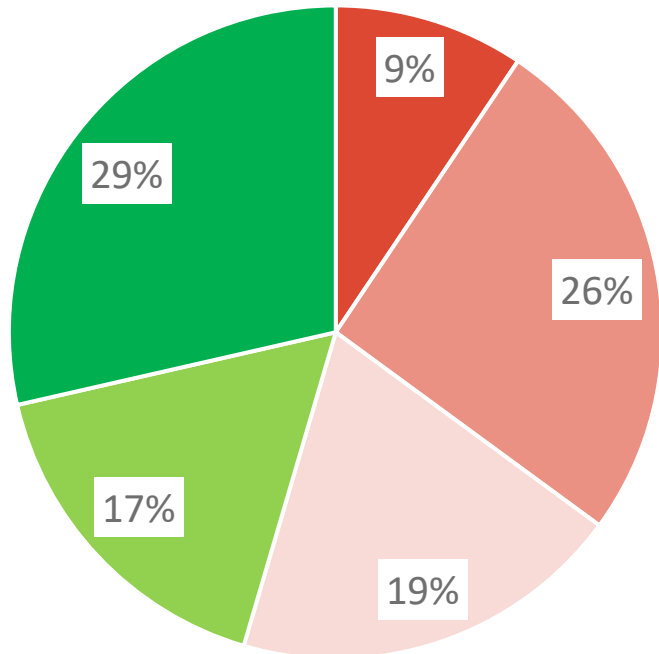


Since 2021, an increase in seats offered has reduced the overall number of seats matched to less than 1 in 3 school programs matching 100% of seats.



Majority of School Programs matched less than 75% of seats offered.

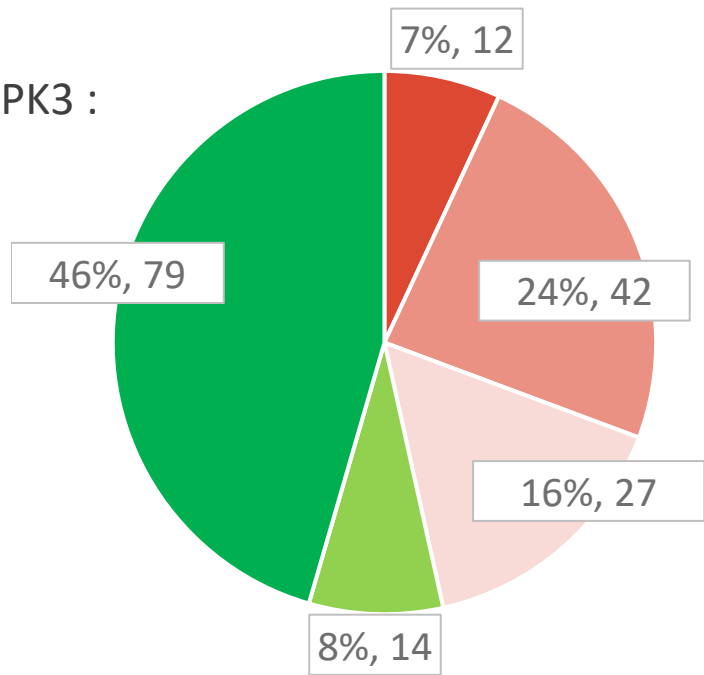
308 school programs* offered 30,214 seats in the lottery (+2,584, +9%). 56% of those seats were matched with a student.



**Does not include 9 school options that offered zero seats, including: Bancroft Elementary School, Bridges PCS - ED Level 3&4, DCI (Chinese Language Program), DCI (Spanish Language Program), Deal Middle School, Jackson-Reed High School, Oyster-Adams Bilingual School (Adams), Oyster-Adams Bilingual School (Oyster), Two Rivers PCS at Young Middle School - Equitable Access.*

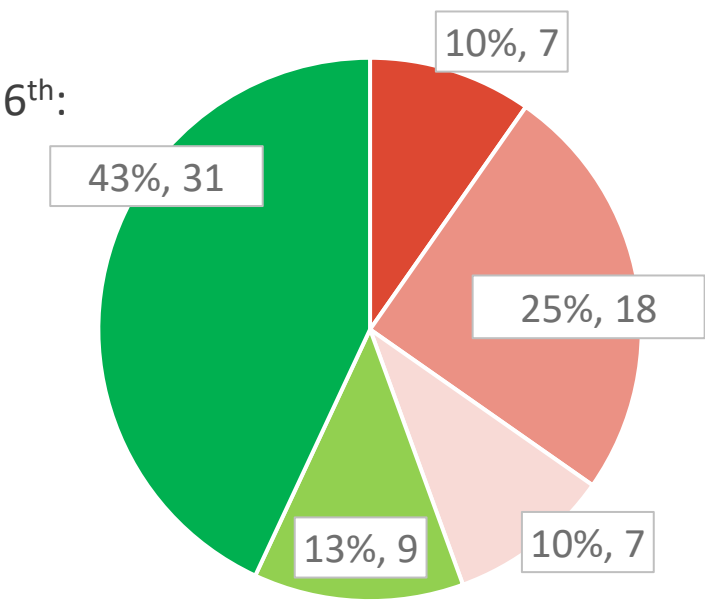
At 9th Grade, 60% of programs match less than 75% of seats offered.

100% Seats Matched 99% - 75% 74% - 50% 49% - 25% 0% - 25% Seats Matched



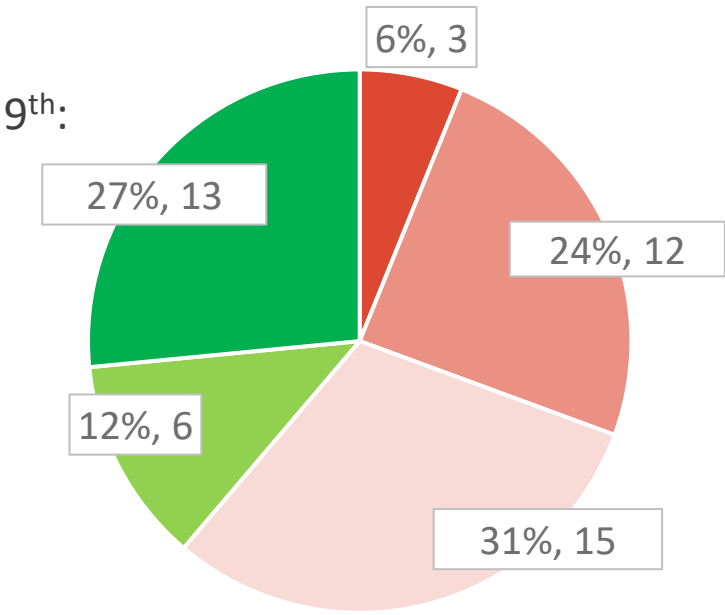
At PK3, 54% of programs matched 75% or more of the seats they offered in the lottery.

31% (54 programs) matched 49% or fewer.



At 6th grade, 56% of programs matched 75% or more of the seats they offered in the lottery.

35% (25 programs) matched 49% or fewer.



At 9th grade, 39% of programs matched 75% or more of the seats they offered in the lottery.

31% (15 programs) matched 49% or fewer.

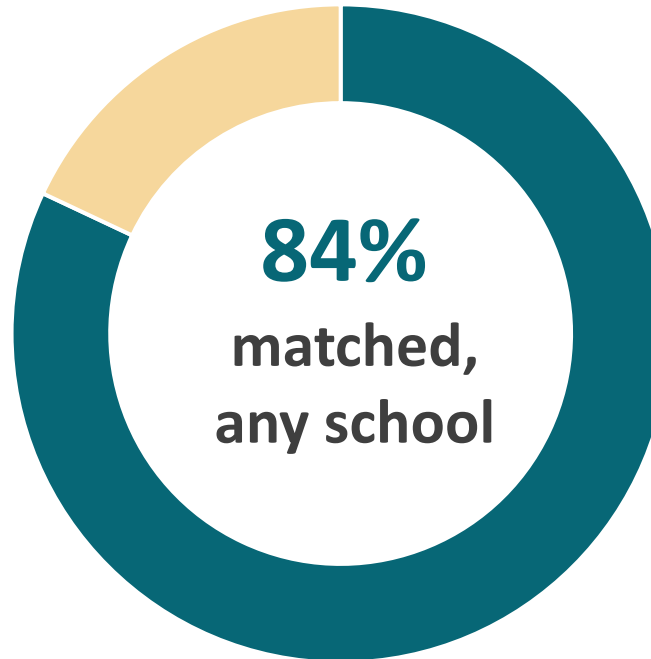
Equitable Access Results 2023-24 School Year

Equitable Access at a Glance

2,967

Applicants were
identified by the start of
the lottery:

+27% increase from SY22-23;



#1

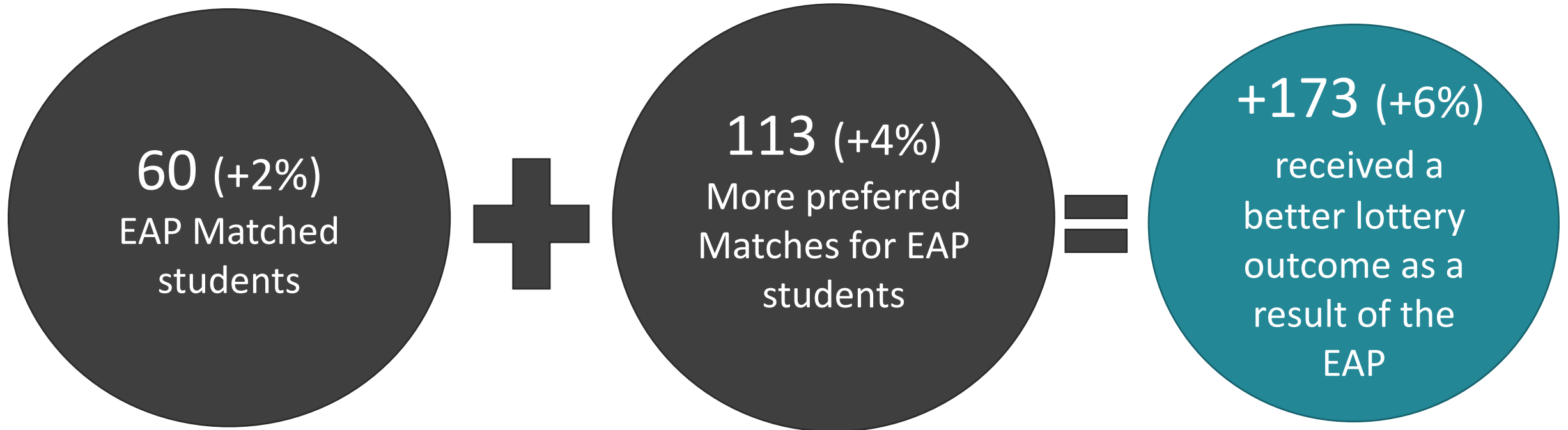
1,353 (46%) applicants
matched to top choice, any
school

583

Students matched utilizing a
equitable access preference or
designated seat.

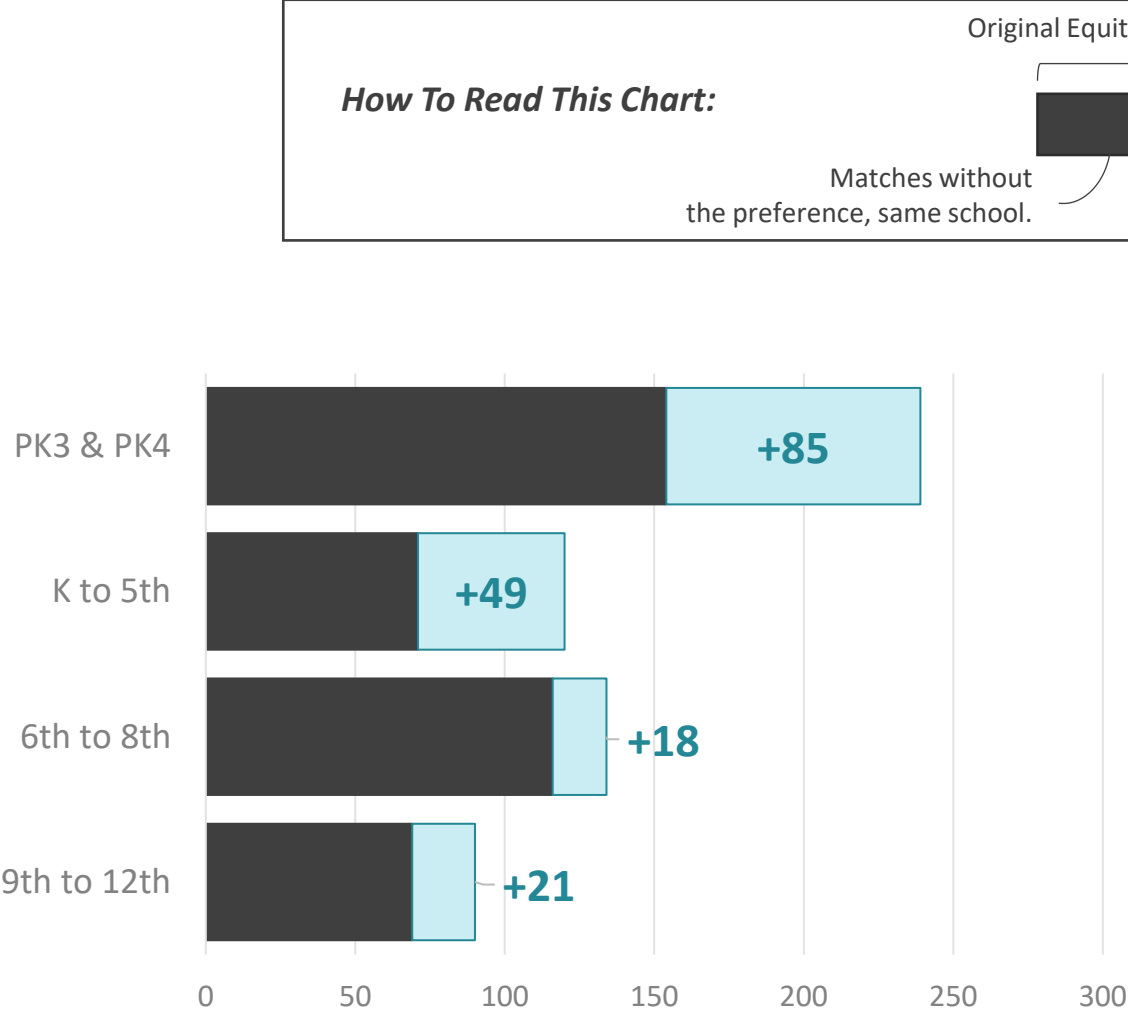
How did Equitable Access Influence Matches?

We ran the Lottery without Equitable Access, and found that the equitable access preference (EAP) added:



Put another way, 173 (6%) of the 2,967 qualifying equitable access students received either an initial match, or more preferred match, that they would not have received without the preference.

Early Childhood Applicants Continue to Benefit in Designated Seats



Similar to last year, families without a preference benefited from the implementation of EAP at Early Childhood, especially at schools with longer waitlists.

Boundary and Student Assignment Study

Virtual Town Hall Series on DC School Planning Projects

Master Facilities Plan 2023

- Tuesday, May 9 at 6 p.m. – 7:30 p.m.
- Wednesday, May 10 at 6 p.m. – 7:30 p.m.

Student Assignment and Boundary Plan 2023

- Tuesday, May 16 at 6 p.m. – 7:30 p.m.
- Wednesday, May 17 at 6 p.m. – 7:30 p.m.

Registration links and to learn more: <https://dme.dc.gov/page/townhalls-2023>

EdFEST 2022 Refund Update

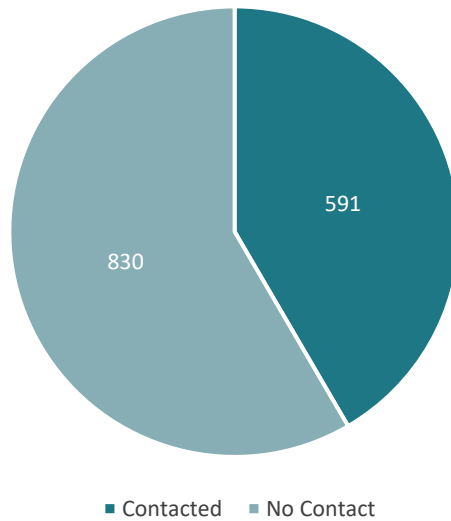
Post-Lottery Application Outreach

Post-Lottery Application

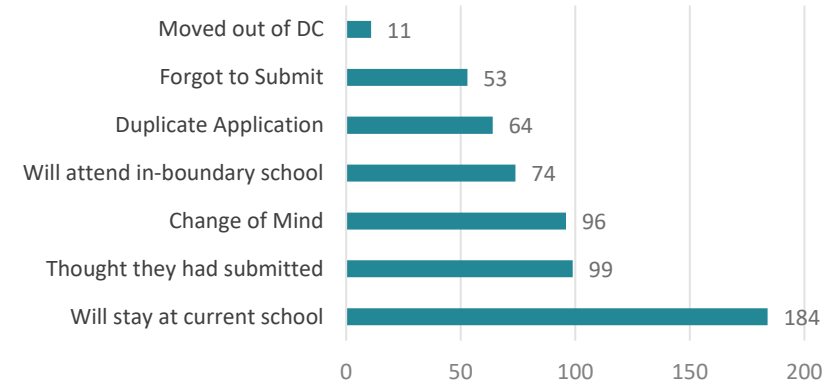
Phone Banking - \$6,000 (COMPLETE)

Advertising Campaign (YouTube) - \$4,000

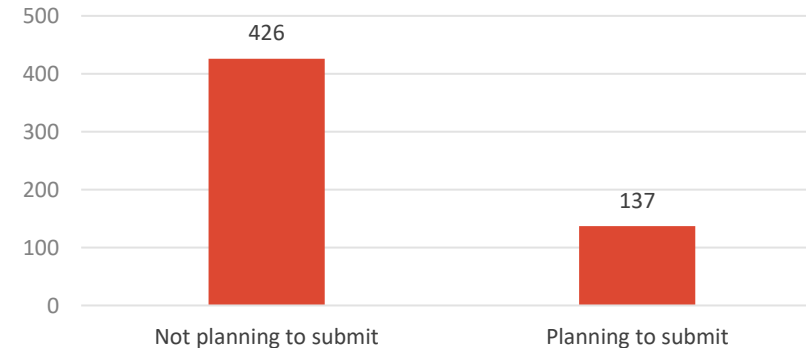
Post-Lottery Phone Banking
Calls to 1,421 Started-Not-Submitted Applicants



Why didn't you submit your application?



Are you planning to submit a post-lottery application?



Enrollment Saturday Outreach

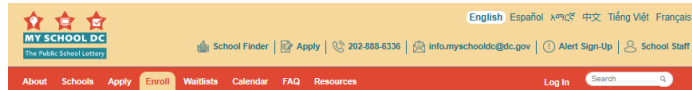
Enrollment Saturday – April 29

Digital Campaign (Facebook, Instagram, YouTube Ads) - \$2,500

Expanded Phone Banking Script (Including Enrollment Saturday Details) - \$2,500

Advertising Campaign (Washington Informer, El Tiempo Latino) - \$5,000

School Microgrants (\$50 Visa Cards x 202 Participating Schools) - \$10,000



Enrollment Saturday 2023



Enrollment Saturday 2023

The following schools will be available on Saturday, April 29, from 9:00 a.m. – 12 p.m. (adjusted and extended hours noted below) in addition to their regularly scheduled hours, to provide enrollment support to new and returning families. This page will continue to get updated as schools share their information with My School DC. Please contact the schools directly for additional information and instructions.

A parent or legal guardian must enroll their child. Enrollment takes place directly with the school. Click on a school's name below to view its enrollment requirements.

Reminder: If you were matched to a school in the lottery for the 2023-24 school year, you have until May 1, 2023, to enroll your child at their matched school. If you do not enroll your child at their matched school by that date, they may lose their space at the school. Enrolling your child at their matched school will not remove them from waitlists.



More than 200 schools participated in Enrollment Saturday 2023. 379 matched students were enrolled on Saturday, April 29 (compared to 207 students enrolled on Enrollment Saturday in 2022)

EdFEST 2023 Recommendation

Background

The goal of EdFEST is to provide District students and families with direct access to the District's public school options (PK3 – Grade 12) in advance of the My School DC lottery application cycle. Families with students of all ages attend this annual event, with the largest block being parents of rising PK3/PK4 aged children. Prior to 2020, EdFEST had historically been a one-day, in-person event held in December at the DC Armory.

After three years of virtual EdFESTs, we are ready to pivot to a new format. The Future of EdFEST Working Group (the Working Group) was created to determine the best model (format, date, time and location) for future EdFESTs.

The Working Group included members from LEAs, community partners, and the My School DC Parent Advisory Council. They met virtually over 7 months to arrive at this final recommendation.



Recommendation: In-Person, Two Event Model

Based on the feedback of the Working Group and community stakeholders, MSDC recommends a two event model for EdFEST in 2023. As laid out below, we believe a two-event model will provide a better experience for the District's families, schools, and community partners.

- **A more targeted/personalized experience** - We will be able to better curate the experience for the specific ages of each event to ensure a more engaging and beneficial experience for all. The two event model will also help with space/crowding at both events by cutting down on a subset of event attendees.
- **Innovation/improved data collection** - We look forward to incorporating some of the benefits from virtual events including more robust pre-registration and lead generation. We are exploring how to ensure families and schools can quickly and easily share their contact information and important information (respectively). Pre-registration will allow us to collect more data than in previous in-person event years and we hope to leverage that information to connect families with schools they are most interested in and/or want to visit the day-of EdFEST.
- **Partnership opportunities** – We look forward to growing and leveraging partnerships for this two event EdFEST model by adding additional age/grade-specific partner exhibitors for both events.

Proposed Event Details

PK3 – Grade 8 EdFEST

When:

Saturday, December 9, 2023
10:00 a.m. - 1:00 p.m.

Where:

DC Armory

Grades 9 – 12 EdFEST

When:

Saturday, December 2, 2023*
10 a.m. – 1:00 p.m.

*Exact date and time will be venue dependent.

Where:

TBD – See appendix for venue prospects

Two Event Model - Innovations

Best practices to incorporate from virtual events

- Pre-Registration
- Capture leads/share info ala virtual event
 - Research and implement a way for exhibitors to quickly gather contact info for event attendees.
 - Research and implement a way for attendees to quickly share contact info with schools and community partners they're interested in learning more about.
- Create Navigation Video pre-event to help ensure families know what to expect.

Next Steps

- **May 3, 2023:** Common Lottery Board discusses two event model recommendation.
- **May 2023:** DME Kihn and Superintendent Grant seek final approval from Executive Office of the Mayor.
- **June 2023:** Share EdFEST plans with LEAs, Community Partners, and Families. Begin next stage in planning and outreach process.



EdFEST 2023 Marketing Plan

The following is a preliminary plan to promote a new format for EdFEST. In addition to the paid marketing efforts (below), My School DC will utilize email and text alerts, organic social media posts, and community partnerships to spread the word about these events starting in Fall of 2023.

Traditional Advertising

For traditional advertising, both events will be promoted with the same ad/commercial throughout November and the beginning of December. Outlets to be reconsidered include:

- Metro rail, bus, and bus shelter ads
- TV and radio commercials
- Newspaper/Print ads and dedicated e-blasts

Digital Advertising

- Meta (Facebook and Instagram) and YouTube targeting parents and likely parents of school-aged children with static and video ads

Grassroots

- Phone Banking rising PK3/4, Kindergarten, and 9th graders

Other – As Budget Allows

- Postcards to rising PK3/4 and 9th grade students
- In-person canvassing at high-traffic areas in target wards such as Metro stations and grocery stores

More details available in the appendix.

SY22-23 Audit Results

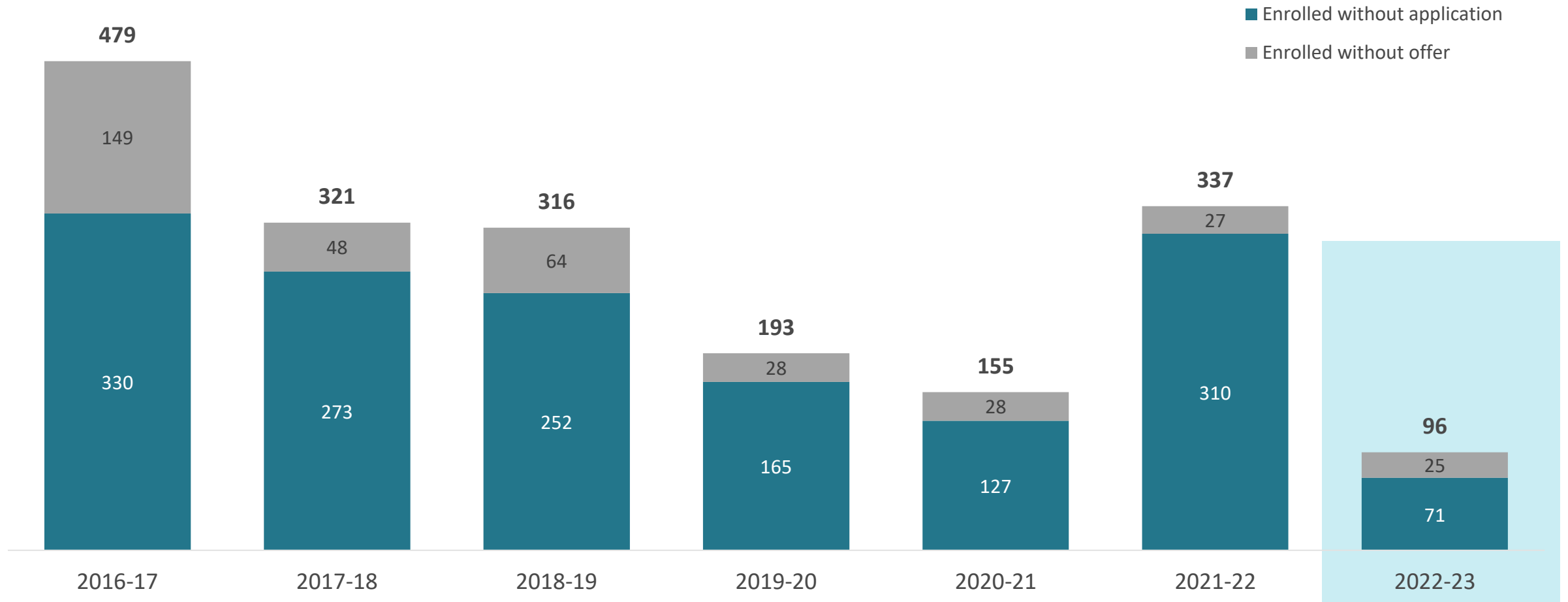
Lincoln Square Group - Statement of Work

- Identify participating schools that enrolled students outside of the My School DC process.
- Analyze requested lottery grades and enrolled lottery grades of applicants.
- Analyze enrollment error trends in the SY22-23 lottery and the Centralized Waitlist Management System (“CWMS”) usage.

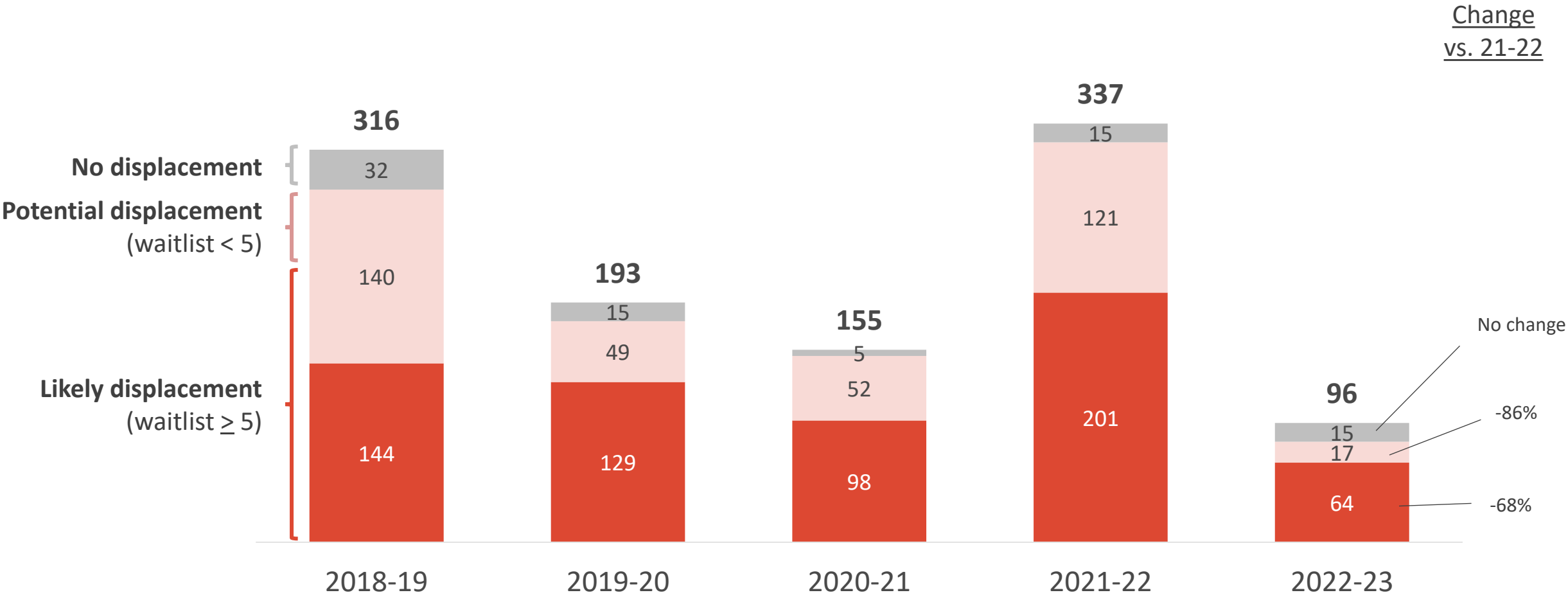
KEY SY22-23 FINDINGS

- **80% decrease in citywide errors**, or a decrease of 241 errors that could have caused displacement since last year.
 - This decrease is the result of additional data being applied to the process from prior years;
 - A return to a normal timeline with full MSDC staff.

A Return to our Downward Trend in Citywide Errors.



Impact of Enrollments Outside the Process



Newly Implemented Strategies Improved the Process

This year we adjusted our process by:

Increasing time for LEAs to review and respond to potential errors, as well as returning the timeline to its original cadence.

Obtaining & processing additional enrollment data points.

Scheduling individual touch points with LEAs with staff turnover.

which let us

Receive more complete responses & dialogue earlier with LEAs.

Decrease the number of initially flagged cases for review.

Additional communication allowed us to proactively follow-up in specific cases.

Appendix

628 (+27%) Additional Applicants Identified Compared to SY22-23

PK3 & 9th grade each saw 100 additional applicants identified, with small growths in all other grades. Additional applicants will continue to be identified and added to waitlists as families begin to submit paperwork and enroll.

| Grade | SY23-24 Lottery | | | SY22-23 Lottery | |
|--------------|----------------------------|-----------------|-------------|-----------------|-------------|
| | # of Schools Participating | Applicant Count | % of Total | Applicant Count | Change |
| PK3 | 24 | 520 | 18% | 398 | +122 |
| PK4 | 24 | 273 | 9% | 207 | +66 |
| K | 14 | 194 | 7% | 147 | +47 |
| 1 | 13 | 150 | 5% | 110 | +40 |
| 2 | 13 | 142 | 5% | 91 | +51 |
| 3 | 12 | 111 | 4% | 89 | +22 |
| 4 | 11 | 108 | 4% | 90 | +18 |
| 5 | 12 | 110 | 4% | 91 | +19 |
| 6 | 10 | 354 | 12% | 333 | +21 |
| 7 | 8 | 141 | 5% | 124 | +17 |
| 8 | 7 | 114 | 4% | 104 | +10 |
| 9 | 5 | 534 | 18% | 407 | +127 |
| 10 | 5 | 122 | 4% | 83 | +39 |
| 11 | 3 | 69 | 2% | 48 | +21 |
| 12 | 2 | 25 | 1% | 17 | +8 |
| Total | 35 | 2,967 | 100% | 2,339 | +628 |

HS EdFEST venues under consideration

| Possible HS Venues | Org | Details |
|---------------------------|---------|--|
| Deanwood Rec Center | DPR | Near Deanwood Metro; Parking Limited |
| Dunbar High School | DCPS | .7 miles from Mount Vernon Sq Metro. Very limited parking. |
| Eastern High School* | DCPS | Near Stadium Armory Metro. Possible parking through Events DC. |
| Raymond Rec Center | DPR | Near Petworth Metro; Parking Limited |
| Trinity University | Trinity | Too far from metro? |
| Turkey Thicket Rec Center | DPR | Near Brookland Metro; Parking Limited |
| UDC | UDC | Too far NW? Metro accessible. Limited Parking. |

*Currently our top venue choice given proximity to metro and possible parking from Events DC.

EdFEST 2023 Proposed Exhibitors

PK3 – Grade 8 Exhibitors

- Strong Start
- Early Stages
- DCPS
- DCPCSB
- DCSBOE
- DPR
- DCPL
- Learn24
- Ombudsman
- Office of the Student Advocate
- DC SPED Hub
- DC Central Kitchen

Grade 9 – 12 Exhibitors

- OSSE Career and Technical Education (+CAN)
- NAF Academy
- Dual Enrollment
- DC TAG
- DC Futures
- JROTC
- DCPS
- DCPCSB
- DCSBOE
- DPR
- DCPL
- Learn24
- Ombudsman
- Office of the Student Advocate
- DC SPED Hub
- DC Central Kitchen

EdFEST 2023 Marketing Plan

The following is a preliminary plan to promote a new format for EdFEST. In addition to the paid marketing efforts (below), My School DC will utilize email and text alerts, organic social media posts, and community partnerships to spread the word about these events starting in Fall of 2023.

Traditional Advertising

For traditional advertising, both events will be promoted with the same ad/commercial throughout November and the beginning of December. Outlets to be reconsidered include:

- **Outfront Media:**
 - Metro ads inside railcars (English and Spanish)
 - Metro bus ads on the back of the buses – the routes chosen will primarily run through our target areas of 1, 4, 7, and 8 (English and Spanish)
 - Ads will run for 4 weeks, message will be for both events
- **Clear Channel:**
 - Strategically placed bus shelters ads in high-foot traffic areas or places where families gather in our target areas such as grocery stores (English and Spanish)
 - Ads will run for 4 weeks, message will be for both events
- **TV:**
 - Commercials on Fox 5 during morning and late evening news shows, as well as Fox5DC.com (English)
 - Commercials on Telemundo during primetime telenovelas or sports (Spanish)
 - Ads will run for 2 weeks
 - Message will be for both events
- **Radio:**
 - Commercials on WKYS (English)
 - Commercials on El Zol (Spanish)
 - Ads will run for 3 weeks, message will be for both events
- **Print:**
 - Print ads and dedicated e-blasts from Washington Informer (English)
 - Print ads, dedicated e-blasts, and news e-blast ads from El Tiempo Latino (Spanish)
 - Ads will run 4 weeks, message will be for both events

Digital Advertising

- **Meta (Facebook and Instagram)**
 - Targeting parents and likely parents of school-aged children with static and video ads (English and Spanish)
 - Ads will run for 6 weeks
 - Message will be for both events, until after the event for Grades 9-12
- **YouTube**
 - Targeting parents and likely parents of school-aged children with static and video ads (English and Spanish)
 - Ads will run for 6 weeks
 - Message will be for both events

Grassroots

- **Phone Banking**
 - Calling at-risk families with rising PK and Kindergarten in Wards across the District
 - Calling at-risk families with rising 9th graders living in Wards 7 and 8
 - Calls will begin 2-3 weeks before EdFEST

Other – As Budget Allows

- **Mailers**
 - Postcards to at-risk families with rising PK students in Wards across the District
 - Postcards to at-risk families with rising 9th graders living in Wards 7 and 8
- **Guerilla Marketing**
 - In-person canvassing at high-traffic areas in target wards such as Metro stations and grocery stores, distributing a postcard with EdFEST information