AUSTIN INDEPENDENT SCHOOL DISTRICT
MEMBERSHIP COMPARED BY SCHOOL FOR PRECEDING YEARS
FIRST SIX WEEKS
9/30/2016

HIGH SCHOOLS	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
Akins	2,625	2,592	2,704	2,733	2,703	-30
Anderson	2,191	2,196	2,239	2,276	2,225	-51
Austin	2,167	2,139	2,087	2,087	2,182	95
Bowie	2,915	2,908	2,894	2,913	2,906	-7
Crockett	1,684	1,575	1,519	1,478	1,521	43
Eastside Memorial	548	513	636	568	571	3
Garza	249	214	188	187	206	19
International H.S.	190	258	361	283	236	-47
LASA	963	974	1,006	1,021	1,113	92
LBJ	837	869	861	879	821	-58
Lanier	1,525	1,576	1,671	1,704	1,661	-43
Lanier Grad Prep Academy	98	144	133	132	143	11
McCallum	1,776	1,622	1,662	1,747	1,773	26
Reagan	1,061	1,164	1,246	1,312	1,289	-23
Richards (added 12th in 2012-13)	298	312	349	353	364	11
Travis	1,367	1,446	1,420	1,316	1,360	44
Travis Grad Prep Academy	97	156	140	113	164	51
TOTAL	20,591	20,658	21,116	21,102	21,238	136

MIDDLE SCHOOLS	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
Bailey	1,004	955	910	873	900	27
Bedichek	1,032	1,022	959	918	890	-28
Burnet	1,115	1,132	1,153	1,026	1,062	36
Covington	661	673	632	641	617	-24
Dobie	675	693	699	639	598	-41
Fulmore	961	982	961	1,015	1,038	23
Garcia (only 7,8 in 2011-12)	508	496	0	0	0	0
Garcia YMLA (new in 14-15)	0	0	390	424	430	6
Gorzycki	1,135	1,266	1,329	1,343	1,287	-56
IDEA Allan (only 6 in 2012-13)	214	0	0	0	0	0
Kealing	1,156	1,132	1,188	1,211	1,231	20
Lamar	590	745	886	971	1,015	44
Martin	547	591	549	456	440	-16
Mendez	885	913	839	801	704	-97
Murchison	1,480	1,419	1,361	1,357	1,336	-21
O. Henry	1,082	978	890	935	870	-65
Paredes	1,066	1,089	1,034	1,000	959	-41
Pearce (only 7,8 in 2010-11)	502	470	0	0	0	0
Richards (6th-8th)	384	417	422	435	422	-13
Sadler Means YWLA (new in 14-15)	0	0	350	370	392	22
Small	1,061	973	1,009	1,005	1,182	177
Webb	692	644	690	708	681	-27
TOTAL	16,750	16,590	16,251	16,128	16,054	-74

AUSTIN INDEPENDENT SCHOOL DISTRICT
MEMBERSHIP COMPARED BY SCHOOL FOR PRECEDING YEARS
FIRST SIX WEEKS
9/30/2016

ELEMENTARY SCHOOLS	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
Allison	490	497	491	534	451	-83
Andrews	655	700	656	582	562	-20
Baldwin	725	739	739	786	797	11
Baranoff	975	999	994	981	1,018	37
Barrrington (12-13: no 6th; see Reilly&WebbPCother gr chgs)	643	548	581	627	539	-88
Barton Hills	386	418	420	409	428	19
Becker	320	330	339	379	427	48
Blackshear	223	218	271	295	384	89
Blanton	546	563	537	483	482	-1
Blazier (15-16 PK to Uphaus)	978	960	966	848	797	-51
Boone	539	504	498	569	573	4
Brentwood	504	562	579	614	653	39
Brooke	403	364	347	266	270	4
Brown (beg.12-13: no 6th)	479	455	414	364	361	-3
Bryker Woods	386	387	395	396	446	50
Campbell	354	313	250	223	197	-26
Casey	642	649	662	609	637	28
Casis	860	844	808	795	816	21
Clayton	889	920	882	870	850	-20
Cook (14-15: relieved by Padron)	985	935	635	548	513	-35
Cowan	796	792	808	785	837	52
Cunningham	450	423	406	417	414	-3
Davis	677	717	734	801	810	9
Dawson	337	345	332	377	344	-33
Dobie Pre-K	272	306	256	272	208	-64
Doss (15-16 PK to Read)	813	849	920	878	887	9
Galindo	686	657	592	578	587	9
Govalle (12-13: part of 3, 4, 5 from Allan)	522	554	539	504	468	-36
Graham (beg. 12-13: Pre-K to Dobie Pre-K)	693	704	776	696	701	5
Guerrero Thompson (new in 13-14)	0	641	693	676	655	-21
Gullett	561	537	556	573	557	-16
Harris	720	702	660	627	611	-16
Hart (beg. 12-13: Pre-K to Dobie Pre-K)	812	724	706	694	698	4
Highland Park	677	672	639	619	649	30
Hill	797	844	890	966	940	-26
Houston	860	794	775	702	683	-19
Jordan (beg.12-13: no 6th)	740	748	736	665	729	64
Joslin	321	300	286	278	259	-19
Kiker	981	979	1,022	993	1,041	48
Kocurek	589	546	546	486	535	49
Langford	803	770	742	695	618	-77
Lee	387	371	386	376	408	32
Linder (beg. 12-13: Pre-K, K to Uphaus)	590	498	420	368	324	-44
Maplewood	403	454	418	462	499	37
Mathews	383	399	411	420	445	25
McBee (13-14: relieved by Guerrero Thompson)	744	559	541	491	456	-35
Menchaca	713	732	718	716	745	29
Metz	500	419	363	308	313	5
Mills	895	830	803	812	846	34
Norman (beg. 12-13: no 6th)	326	284	309	316	261	-55
Oak Hill	746	777	807	842	828	-14
Oak Springs	261	293	307	332	322	-10
Odom	625	552	542	541	511	-30
Ortega (12-13 :part 3, 4, 5 from Allan)	337	351	329	308	301	-7
Overton (beg.12-13: no 6th)	739	700	650	713	668	-45

AUSTIN INDEPENDENT SCHOOL DISTRICT
MEMBERSHIP COMPARED BY SCHOOL FOR PRECEDING YEARS
FIRST SIX WEEKS
9/30/2016

ELEMENTARY SCHOOLS	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
Padron (new in 14-15)	0	0	695	772	798	26
Palm	571	537	504	478	462	-16
Patton	998	967	949	973	983	10
Pease	261	261	257	268	245	-23
Pecan Springs	474	492	454	482	476	-6
Perez	837	855	806	754	720	-34
Pickle	793	762	755	694	633	-61
Pillow	693	574	591	530	511	-19
Pleasant Hill	545	552	529	557	501	-56
Read Pre-K (14-15: ptCookWooldridge to Padron; 15-16 PK fr Doss)	520	464	310	305	314	9
Reilly (beg. 12-13: pt Pre-K from Barr.; 14-15 Pre-K back to Barr)	345	326	287	281	261	-20
Ridgetop	299	286	295	286	330	44
Rodriguez	905	878	798	703	592	-111
St Elmo	329	316	297	300	287	-13
Sanchez	543	523	443	410	354	-56
Sims (beg. 12-13: no 6th)	298	251	230	265	232	-33
Summitt	801	780	776	814	824	10
Sunset Valley	547	522	517	534	526	-8
Travis Heights	560	531	496	522	545	23
Uphaus EC Ctr(beg. 12-13: Pre-K, K from Linder; 15-16 PK fr Blazier)	256	298	234	267	293	26
Walnut Creek (beg. 12-13: no 6th; 13-14 relieved by GT)	906	662	665	628	607	-21
Webb PC (part of K - 4 (4 new) from Barr; PK back to Barr)	166	206	251	225	264	39
Widen	697	669	590	576	556	-20
Williams	589	554	511	459	462	3
Winn	348	339	333	303	245	-58
Wooldridge (13-14 some to GT;14-15 some to Padron;15-16 some from Wooten)	910	835	576	634	601	-33
Wooten (15-16: Assignment Area 279 to Wooldridge)	704	728	727	622	568	-54
Zavala	365	335	387	376	350	-26
Zilker	531	548	568	544	561	17
TOTAL	48,908	47,779	46,913	46,027	45,460	-567

SPECIAL CAMPUSES	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
Austin State Hospital	21	15	24	15	18	3
Dell Children's Medical Center	0	0	5	3	3	0
Rosedale	178	184	246	243	207	-36
TOTAL	199	199	275	261	228	-33

SEPARATE CAMPUSES	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
ALC	126	115	127	113	81	-32
Child Development Center	0	0	0	0	24	24
EDAEP (formerly ACES)	1	3	11	12	5	-7
JJAEP	5	10	4	5	4	-1
Leadership Academy	44	48	43	33	33	0
Phoenix	23	15	27	35	29	-6
Travis County Day School	26	21	12	0	12	12
Travis County Detention Center	59	47	50	39	68	29
Virtual School Pilot	14	17	20	24	2	-22
TOTAL	298	276	294	261	258	-3

AUSTIN INDEPENDENT SCHOOL DISTRICT
MEMBERSHIP COMPARED BY SCHOOL FOR PRECEDING YEARS
FIRST SIX WEEKS
9/30/2016

LEVEL	2012-13	2013-14	2014-15	2015-16	2016-17	Diff. From Prev. Yr.
HIGH	20,591	20,658	21,116	21,102	21,238	136
MIDDLE	16,750	16,590	16,251	16,128	16,054	-74
ELEMENTARY	48,908	47,779	46,913	46,027	45,460	-567
SP. CAMPUS	199	199	275	261	228	-33
SEP. CAMPUS	298	276	294	261	258	-3
TOTAL	**86,746**	**85,502**	**84,849**	**83,779**	**83,238**	**-541**

Report Finalized 10/3/16 by Office of Student Services
Source: SASI & TEAMS data generated by Student System Support

	2012-13	2013-14	2014-15	2015-16	2016-17
HS	20,591	20,658	21,116	21,102	21,238
		67	**458**	**-14**	**136**
MS	16,750	16,590	16,251	16,128	16,054
		-160	**-339**	**-123**	**-74**
ES	49,908	47,779	46,913	46,027	45,460
		-2,129	**-866**	**-886**	**-567**
DISTRICT	86,746	85,502	84,849	83,779	83,238
		-1,244	**-653**	**-1,070**	**-541**

Austin Independent School District
Department of Campus and District Accountability
08/10/2016

*From annual American Community Surveys (ACS) of the U.S. Census Bureau.
The ACS data presented are for the population residing within AISD borders.

AUSTIN Independent School District

Stoplight Report – Enrollment Efforts
SY2015-2016

1. Develop a Needs Assessment

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
1)	Develop an enrollment brief to identify campuses with significant increase or decrease in enrollment (between 10/2014 and 10/2015) with grade level and vertical team trends.	Holly Williams, Research & Evaluation		October 2015	■
2)	Conduct an environmental scan of schools/programs with increasing enrollment.	Holly Williams, Research & Evaluation	Scan will be developed based on existing qualitative and quantitative data.	Spring 2016	■
3)	Develop a research brief regarding parents' reasons for removing their child from AISD (students who were in the district 10/2014 and are no longer in the district 10/2015).	Holly Williams, Research & Evaluation		December 2015: Develop and distribute student leaver parent survey	■
4)	Gather data regarding the best practices of other districts facing declining enrollment.	Holly Williams, Research & Evaluation	Requested information from listserv composed of school district research and evaluation teams.	Spring 2015	■
5)	Develop research brief regarding the predictors of school enrollment stability.	Holly Williams, Research & Evaluation		Fall 2016	■
6)	Develop survey to be administered upon un-enrollment from a school.	Holly Williams, Research & Evaluation		Develop survey: March 2016 Translate survey: May	■

■ On Track / High Quality ■ Adjustment Plan In Place /Acceptable Quality ■ Off Track/Unacceptable

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
				2016 Launch: October 2016	
7)	Review AISD students' performance data including comparison data from surrounding districts and charters and identify major points.	Carolyn Hanschen, Campus & District Accountability		April 2016	
8)	Review students' graduation endorsement enrollment.	Craig Shapiro, Teaching & Learning Community		Review: October 2016	

2. Highlight Existing, Effective Programs

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
9)	Assess current marketing and branding approach, scope, and impact.	Reyne Telles, Communications	Vendor	Initiated: January 2016 Second round: June 2016	
10)	Develop and launch customer service plan to include campus customer service training.	Beverly Reeves, Communication	Work with Carol Bull to develop training specifically for registrars that includes information regarding transfer options, handling withdrawals, processing hours, etc.	First draft of training – April 2016	
11)	Develop a marketing plan that includes tiered support for all schools (Tier 1), schools that need support to retain students (Tier 2 – target school retention), and schools that	Reyne Telles, Communications	Work with Associate Superintendents to determine schools	March 2016 Advertising will be in-market 04/04/16.	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	need support to retain and recruit students (Tier 3 – target school recruitment).				
12)	Modernize district and campus websites including responsive websites with social media.	Reyne Telles, Communications		Campus: December 2015; District: SY16-17	
13)	Implement bi/annual school fairs for middle schools. Sub-steps include: - Announcing open enrollment for out of district families. - Marketing fair through various venues, including T.V. stations, newspaper articles, banners, and flyers.	Terrence Eaton, Teaching & Learning	Work with the Communications to facilitate marketing efforts and Student Services to provide out-of-district transfer information from Student Services	December 5, 2015	
14)	Implement bi/annual school fairs for high schools.	Kathy Ryan, Teaching & Learning		January 9, 2016	
15)	Launch school fair/s for elementary schools.	Sandra Creswell & Gilbert Hicks, Teaching & Learning		Spring 2017	
16)	Launch Pre-K registration campaign that includes: - A timeline for registration dates for Tuition PK, 3PK, and 4PK. - The revision of the PK transfer process. - Communication with principals regarding new registration and LPAC dates. - The updating of campus FAQs	Jacquie Porter, Early Childhood	Additional funding is needed to facilitate the marketing of PK campaign Work with Management Information Services to send out SR290s and health cards to every campuses	1st round: April 30, 2016 2nd round: August 31, 2016 Completed: Fall 2016 - Fall Pre-K campaign	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	regarding Spring Registration.				
17)	Maintain level of neutral (66%) and positive (10%) earned media.	Reyne Telles, Communications		SY15-16: Stories categorized with negative sentiment lowered from 23% to 13%; neutral stories increased from 66% to 80%.	
18)	Continue partnership with the Austin Board of Realtors (ABOR) to inform and educate stakeholders on AISD programming (including facilitating school visits).	Celso Baez, III, Community Engagement		Second tour complete. Planning for third tour in fall 2016.	
19)	Organize Parent Support Specialist neighborhood block walk to promote YMLA and YWLA and inform community about changes to district transfer policy.	Celso Baez, III, Community Engagement		December 31, 2015	
20)	Expand efforts to invite local and state elected officials to district and campus events to foster strong connections with elected officials.	Edna Butts, Intergovernmental Relations and Policy		October 2015 – Ongoing (based on campuses' availability and programs)	
21)	Develop a proposal for a parent ambassadorship program.	Celso Baez, III, Community Engagement		August 2016	
22)	Distribute packet of AISD programming and transfer information to all students denied acceptance to Fulmore and Kealing magnets and Ann Richards.	Terrence Eaton, Teaching & Learning		March 25 2016: Packets mailed to campuses	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
23)	Launch employee information campaign.	Fernando Medina, Human Capital		March 2016: Launch Ongoing.	

3. Create and/or Expand New School Programs & Recruit Out-Of-District Students

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
24)	Expand 3-year-old Pre-K programs to additional campuses. Sub-steps include: - Determining the campuses that have space/interest in 3PK. - Facilitating tours of 3PK campus with current funder/s. - Meeting with United Way regarding additional and ongoing funding. - Locating funder to provide start-up costs for 3PK. - Meeting with principals interested in 3PK. - Examining opportunities to partner with local community child care or Head Start sites to provide full day services for some 3PK sites. - Launching 3PK registration	Jacquie Porter, Early Childhood	Printing costs	Locate sites – Fall of 2015 Locate funders - February 2016 Locate partners, publicize program, register students: Spring 2016	
25)	Expand the 4-year-old Pre-K program. Sub-steps include: - Exploring opportunities to operate	Jacquie Porter, Early Childhood		April 30, 2016	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	AISD Pre-K at large company's locations. - Identifying and securing funders to establish new Pre-K programs for SY16-17.				
26)	Expand the tuition Pre-K program. Sub-steps include: - Determining employee discount rate for SY17. - Presenting to elementary principals regarding expansion of PK tuition program on their campus. - Exploring option of accepting PK out of district families on a tuition basis. - Increasing classroom space for campuses that can accept more PK tuition based classes. - Selecting campuses for tuition pre-k in SY17. - Conducting tuition lottery. - Informing parents of lottery results.	Jacquie Porter, Early Childhood		Name tuition PK campuses: Fall 2015 Lottery: February/ March 2016	
27)	Facilitate recommendations for additional academic rigorous programs in south high schools (increase space for LASA) via a planning committee.	Asha Dane'el, Teaching & Learning		November 9 2015: Board Work Session to review options	
28)	Facilitate recommendations for a magnet program in south Austin via a planning committee.	Asha Dane'el, Teaching & Learning	Establish South Magnet Planning Committee; Work with Communications and Community Engagement	January – March 2016: Committee work April - May 2016: Community Info Sessions	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
				June – August: Develop FABPAC recommendation	
29)	Explore the development of new school programs or schools that are data informed by AISD graduation endorsement data, private/charter school programs, and national education program data. Potential academic themes may include a medical school, a dyslexia school, and an international language school.	Edmund Oropez, Teaching & Learning		July 2016	
30)	Assess the expansion of Bertha Sadler Means YWLA and Gus Garcia YMLA as PK-8 and/or 6-12.	Terrence Eaton, Teaching & Learning Community	Northeast Planning Team till provide recommendation for Administration's consideration.	Planning meeting: January 2016 March 2016: Survey Summer 2016: Planning committee launch	
31)	Establish new programming (ROTC Jr. & Kickstart Kids) at Mendez Middle School.	Terrence Eaton, Teaching & Learning	Middle school team will provide FTE for ROTC Jr.	August 2016: Launch	
32)	Continue dual language at Burnet, Fulmore, Lamar, and Paredes Middle Schools.	Terrence Eaton, Teaching & Learning		Ongoing	
33)	Establish dual language at Bedichek, Covington, Small, and Webb Middle Schools.	Terrence Eaton, Teaching & Learning	Work with Claudia Santamaria of Bilingual Education to coordinate and launch programming	Launch: August 2016	
34)	Facilitate the establishment of Spanish for Spanish Speakers and AP Spanish at all middle schools for dual language students to	Terrence Eaton, Teaching & Learning		August 2016	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	continue their language development at elementary schools that feed into a non-dual language middle schools.				
35)	Facilitate 5th grade recruiting visits with parents of UT Elementary and Eden Park Academy (Wayside Charter) students to discuss programming.	Terrence Eaton, Teaching & Learning		February 8, 2016: UT Elementary meeting March 24, 2016: Eden Park Academy meeting	
36)	Draft annual academic programming evaluation plan for 2016-2017.	Holly Williams, Research & Evaluation	Planning meetings with Edmund Oropez	October 2016	
37)	Provide recommendations to the Board of Trustees regarding facility conditions build and/or potentially consolidate schools (FABPAC work).	Beth Wilson, Facilities	Facility and Bond Planning Advisory Committee (FABPAC) to provide recommendations to the Board through the Facility Master Plan Update. Contract for planning partner, Brailsford & Dunlavy, approved by the Board 2/29/16, much of the analysis is pending the completion of the Facility Condition and Suitability Assessments, by AECOM. Contract with AECOM for Facility Condition	Launch: October 2015 First meeting with FABPAC: March 10, 2016 Data from Facility Condition and Suitability Assessments to be received on a rolling basis this summer, with project completion no later than September 23, 2016.	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
			/Suitability Assessments approved by Board 3/28/16.		
38)	Facilitate Breakfast in the Classroom at 30 campuses.	Anneliese Tanner, Food Services	We are working find an innovative way to offer BIC at any campus that would like it, and to not have to stop the program if a campus's demographics change	December 2015: Identify available sites (81) SY16: Began six new programs SY16-17: Implement 17+ new programs	
39)	Expand school day with meal services (afterschool dinner on eligible campuses) to over 50 campuses.	Anneliese Tanner, Food Services	Work with Gloria Williams of Community, School, and Family Education and campus athletics and fine arts to identify eligible sites and partner for implementation	December 2015: Identify sites (81) October 2015-April 2016: Implement 27 additional programs to total 51. Seeking to add 17 more in SY16-17.	
40)	Expand partnerships with child development centers and childcare providers, including the exploration of a private-public partnership with a Montessori school.	Jacquie Porter, Early Childhood	Work with Jim Sessions of Contracts & Procurement to develop an RFP for SY16-17	Year 1: CDC – March 2016 Year 2: March 31, 2017 April 25. 2016: Board approval of four new sites	
41)	Develop an evaluation component for principals based on school's enrollment	Fernando Medina, Human Capital	Work with Associate Superintendents	TBD	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	growth (including ES to MS to HS pipeline).				
42)	Facilitate mobile enrollment centers at campus computer labs and libraries for SY16-17 enrollment.	Brenda Richmond, Management & Information Services	Work with Andri Lyons of Student Services, campus principals to schedule events, and train Parent Support Specialists to assist with registration centers	October 2015 – Spring 2016	
43)	Assess walk-in registration processes and procedures and identify components to streamline and modernize the system.	Carol Bull, Learning Support Services	Work with Beverly Reeves of Communications, Andri Lyons of Student Services, Craig Shapiro of the Teaching & Learning Community	February: Focus group meetings May 2016: Review recommendations	
44)	Assess registrar training and protocol and identify components to increase customer service capacity.	Carol Bull, Learning Support Services	Work with Beverly Reeves of Communications and Craig Shapiro of the Teaching & Learning Community	SY16-17	
45)	Revise transfer policy with a goal of approving as many transfers as possible.	Andri Lyons, Student Services		FDA (LOCAL) revised: December 15, 2014, FDB (LOCAL) revised: April 27, 2015 FC (LOCAL) revised: April 27, 2015 Changes to occur: SY16-	

On Track / High Quality Adjustment Plan In Place /Acceptable Quality Off Track/Unacceptable

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
				17 SY17-18	
46)	Communicate new transfer policy changes to registrars.	Carol Bull, Learning Support Services	Work with Andri Lyons of Student Services and Beverly Reeves of Communications	December 10, 2015	
47)	Provide annual training to campus staff regarding enrollment.	Andri Lyons, Student Services		August 2015: Attendance clerk training Spring 2016: AP membership process training Summer 2016: Attendance clerk training	
48)	Develop a communication plan regarding the updates to the transfer policy.	Andri Lyons, Student Services	Work with Communications to implement campaign and changes to the website and Carol Bull to provide training to registrars	December 2015 Communications regarding frozen schools: January 2015	
49)	Allow families who moved out of the district and would like to continue attending a particular AISD school to request an out-of-district transfer.	Andri Lyons, Student Services	Associate Superintendents to share with principals to share with families.		
50)	Send letters to AISD staff regarding programming and transfer information.	Reyne Telles, Communications	Work with Andri Lyons of Student Services and Associates	Ongoing	

On Track / High Quality Adjustment Plan In Place /Acceptable Quality Off Track/Unacceptable

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
			Superintendents		
51)	Send out letters to largest employers regarding AISD.	Reyne Telles, Communications	Addresses of 97 companies	Spring 2016	
52)	Explore the development of an accessible online registration system and potentially, an app.	Les Ready, Management Information Systems	More robust communication plan to market online registration for SY16-17, including via social media and the website. Now a dedicated individual in Student Data Management works with campuses to recruit parents to register online.	Select campuses can access the system on March 1, 2016; April 2016 – open to all campuses. App through SchoolMessenger: Spring 2016: App testing with ACPTA, principals, and stakeholder groups Summer 2016: App updates, testing and refinements Accepted in Apple Store Fall 2016: Final testing & soft launch	
53)	Identify partnerships opportunities with Capital Metro.	Kris Hafezizadeh, Transportation	Support from Edna Butts, Celso Baez, Dahlinda Alaniz and Christian Clarke Casarez and Nicole Conley	AISD employees are serving on two CapMetro committees: Project Connect Advisory Committee and Connections 2025	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
54)	Facilitate partnership opportunities with the City of Austin & Travis County.	Edna Butts, Intergovernmental Relations and Policy		Ongoing.	
55)	Develop pilot method message about AISD programming and enrollment (engaging current AISD students with social media).	Reyne Telles, Communications		SY15-16: Efforts ongoing throughout the year	
56)	Increase students' access to Garza Online.	Craig Shapiro, Teaching & Learning		August 2016	
57)	Explore in-district charter/partnerships with existing private schools and homeschools to increase Montessori and elementary world language immersion options.	Edmund Oropez, Teaching & Learning Community	Work with Claudia Santamaria, Tina Dong, and Jacquie Porter regarding partnerships with local language schools	January 2016 - ongoing	
58)	Expand efforts to seek feedback from current AISD partners to identify potential opportunities to expand partnership and/or market AISD programming.	Michelle Wallis, Innovation & Development		Ongoing.	

4. Means for Determining Maximum Possible Enrollment

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
59)	Distribute regular enrollment reports for review.	Andri Lyons, Student Services	Data warehouse reports	January 2016 – ongoing.	
60)	Distribute student transfer trend data.	Andri Lyons, Student Services		February 2016 – ongoing.	
61)	Facilitate study from TEA on where former students are (SY14-15 data for elementary	Andri Lyons, Student Services	PET/TEA data	November 2015	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
	and middle school students who are no longer enrolled in AISD for SY15-16).				
62)	Compile information regarding private/charter school enrollment.	Carolyn Hanschen, Campus & District Accountability	NOTE: Private schools are not required to administer state assessments or comply with a uniform data collection/reporting system. Accordingly, it is not possible to collect this information for private schools.	Annually, in November (after release of TAPR)	

5. Analyze and Review Data

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
63)	Collaborate with the City of Austin and/or other relevant agencies to identify and gather data to inform the student enrollment evaluation.	Beth Wilson, Facilities	Data gathering may include: - Austin workforce data; - Housing cost trends; - City of Austin (COA) mobility data; - COA housing and affordability data; - Surrounding city mobility rates; and - Other relevant information.	Ongoing. February 25, 2016: Board Executive Session - potential partnership with COA regarding workforce housing on an existing AISD site	

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	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
64)	Work with demographer who has experience with issues relative to current district context.	Beth Wilson, Facilities	Staff continues to work with Davis Demographics and Planning to provide data for the 2016-17 Demographic Report.	Ongoing. January 2017: Next annual report to Board of Trustees	

6. Enrollment Goals and Return on Investment

	Action Step	Person Responsible, Team	Resources Needed	Timeline for Completion	Progress
65)	Create enrollment targets by campuses.	Debra Ready, Accountability & Assessment	Work with Chief Office of Teaching & Learning, Student Services, and Research & Evaluation	March 2016	
66)	Distribute enrollment targets.	Associate Superintendents	Work with Chief Office of Teaching & Learning	March 2016	

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