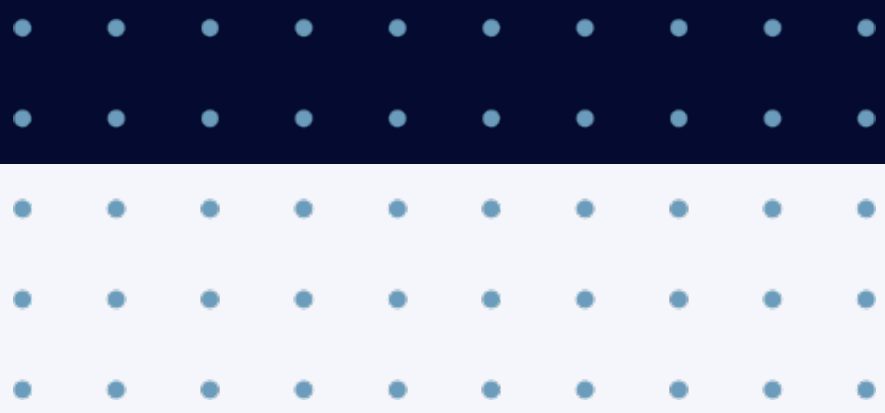
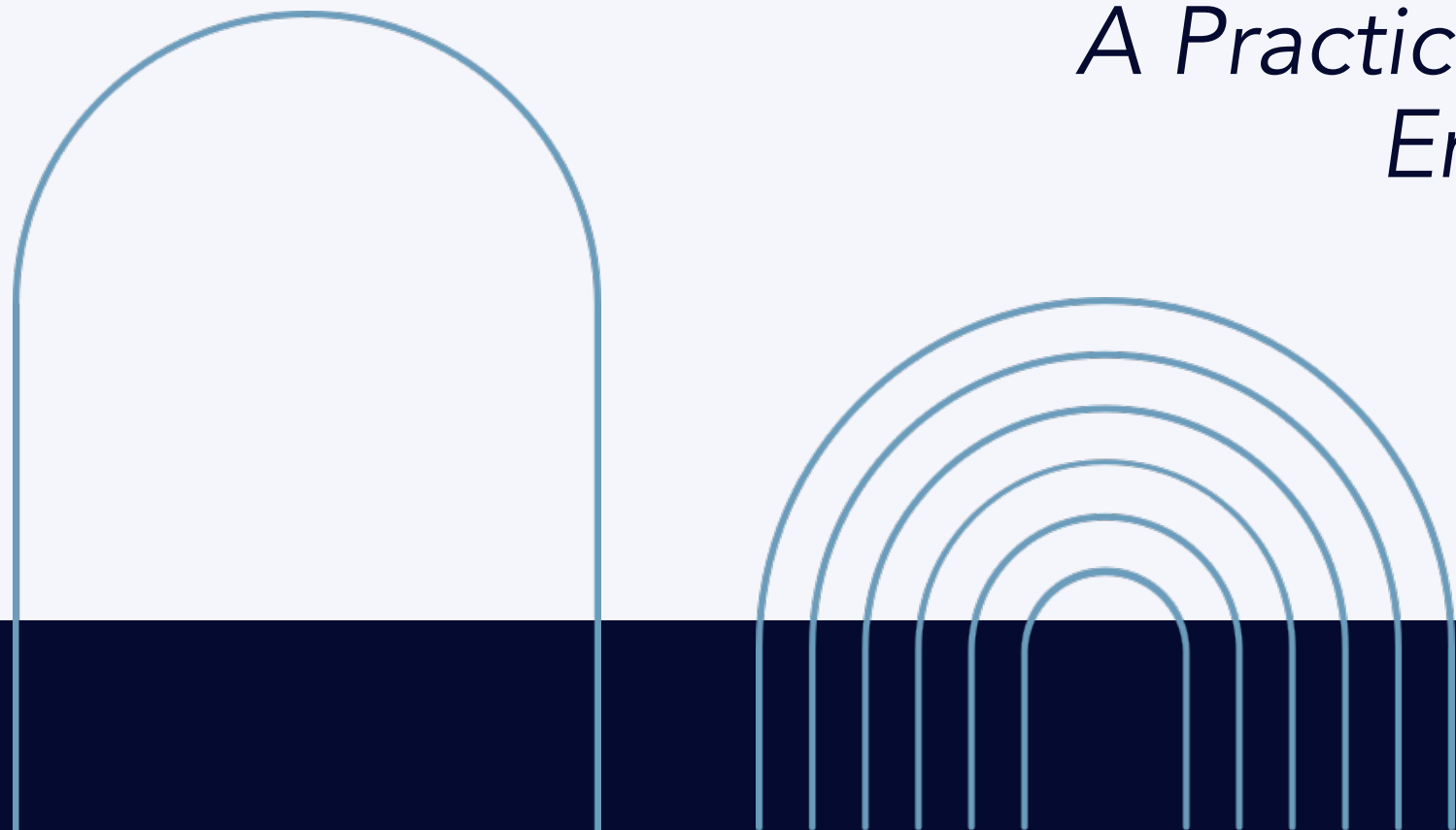




# ENROLLMANIA MASTERCLASS 2.0

*A Practical Path to Lasting  
Enrollment Growth*



**ATLEARNING.ORG/ENROLLMANIA**

**01.** CURRENT FLORIDA AND U.S.  
ENROLLMENT TRENDS

**02.** 5 BIGGEST FACTORS IN  
FAMILY CHOICE

**03.** 3 STEPS TO GROWING YOUR  
ENROLLMENT

**04.** FOUNDATIONS OF  
MARKETING AND BRANDING

# WORKSHOP AGENDA





Lynn Norman-Tech  
Executive Director  
Florida Charter School Alliance



Travis Hostetter  
President  
atlearning



# WORKSHOP NORMS

1. Actively Participate
2. Reflect and Share
3. Willingness to Act



# PARTICIPANT GUIDE

Get your own guide by  
scanning the QR code or  
visiting the website below.



[ATLEARNING.ORG/ENROLLMANIA](https://ATLEARNING.ORG/ENROLLMANIA)



# TURN + TALK

Which emoji best represents how your school's enrollment is doing right now?



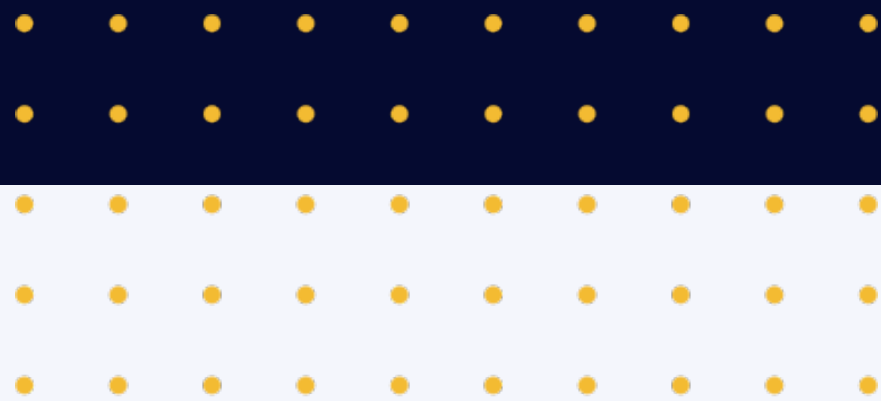
# REFLECTION

In your guide, how would you rate your school on its current enrollment?

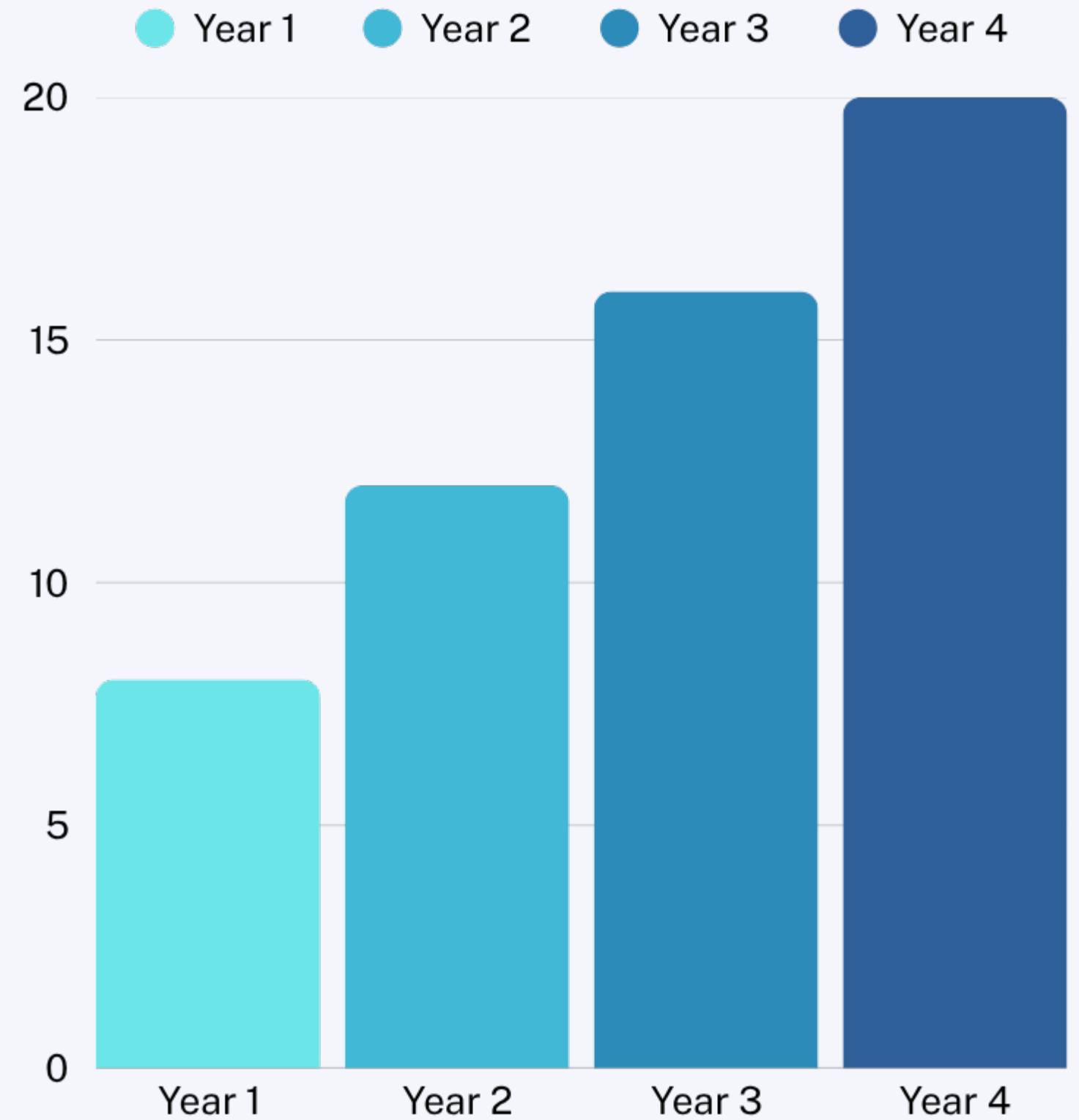


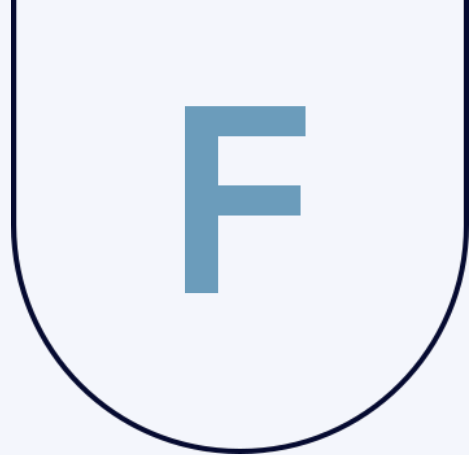
01.

# CURRENT FLORIDA AND U.S. ENROLLMENT TRENDS



# Why Emphasize Enrollment?





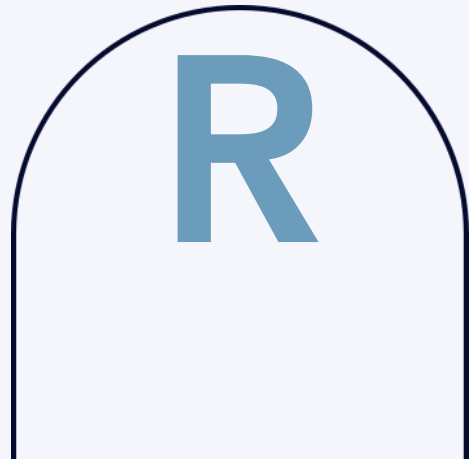
**FINANCIAL  
STABILITY**



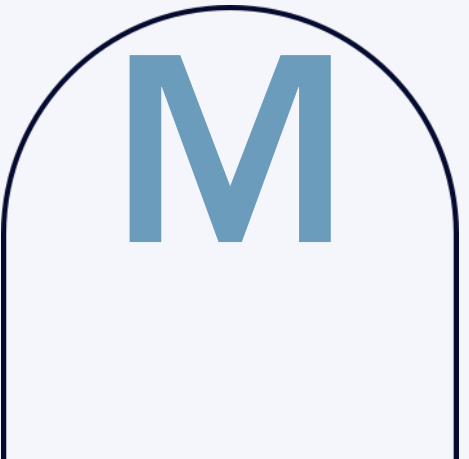
**STAFFING +  
PROGRAMS**



**TRUST +  
REPUTATION**



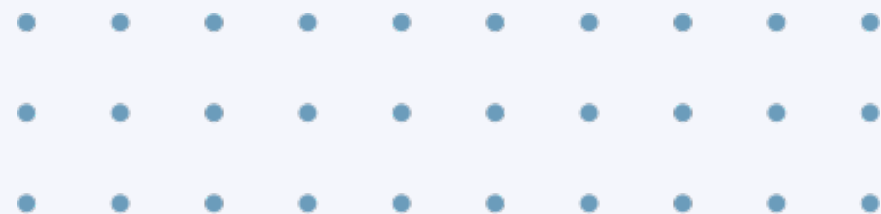
**MISSION +  
SUSTAINABILITY**





# ENROLLMENT TRENDS IN FLORIDA

Florida continues to lead the U.S. in school choice. Over 50% of students are now attending a school of choice.



## PUBLIC

More than 3,000 public schools and shrinking. Over 50% of students are enrolled in a school they are not zoned for, i.e. school of choice.

## CHARTER

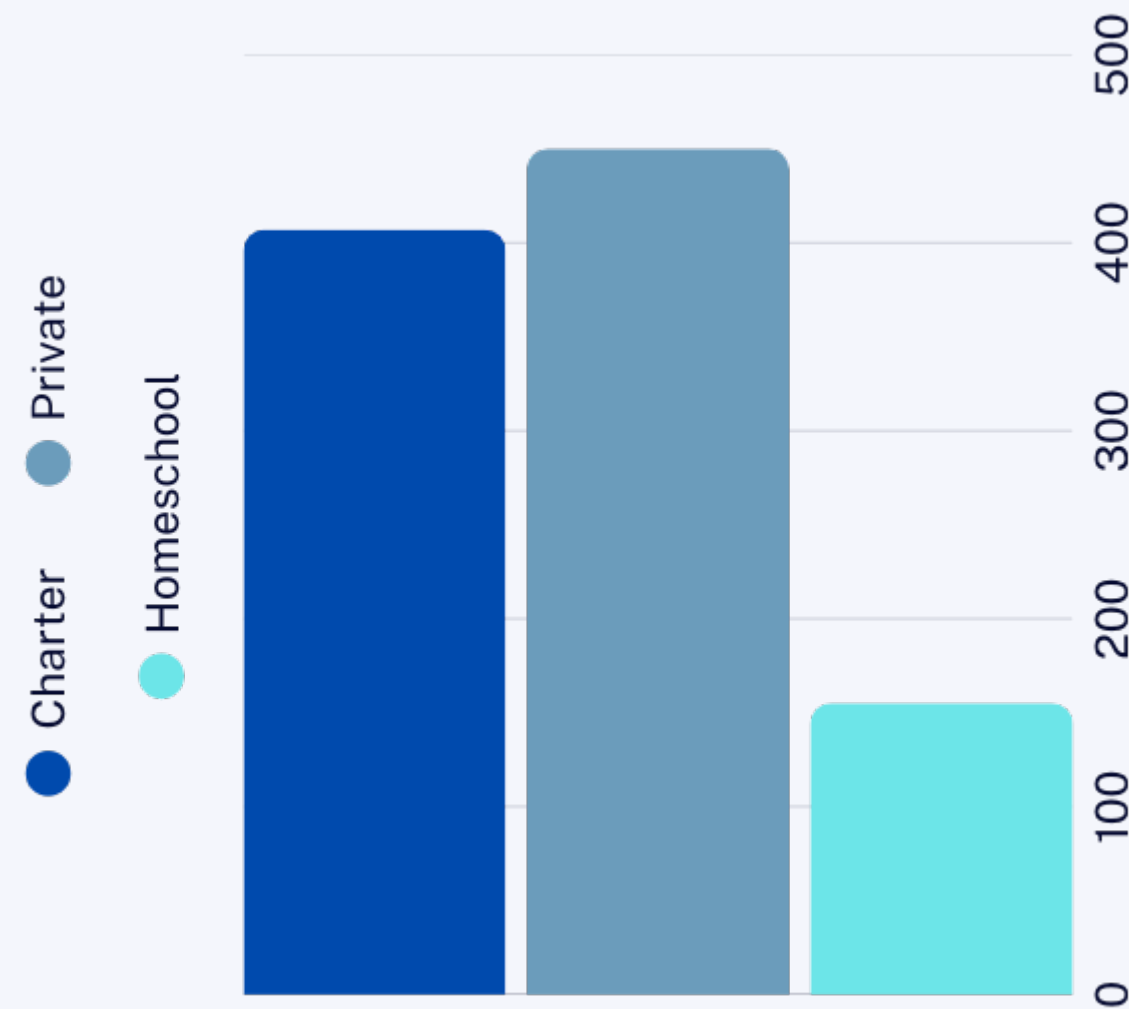
Enrollment has increased by more than 7% over the previous year totaling over 407,000 students. There are now nearly 750 charter schools in Florida.

## PRIVATE

At nearly 450,000 students, private school enrollment continues to be strong. More than 95% of private schools are in urban or suburban areas.

# FLORIDA

## K-12 ENROLLMENT



**3.3 MILLION**  
Students in  
Florida

**42,000**  
Student choice  
increase

**155,000+**  
Homeschoolers,  
a 15% increase



# ENROLLMENT TRENDS IN THE U.S.

## PROBLEM

There are more charter and private schools than ever and homeschooling is also projecting a 2.5x growth

Projections show a nearly 2.5x increase in enrollment for charter and private schools from 2024 to 2034



## PUBLIC

Public schools are projected to lose at least 10% of their enrollment by 2034. School closings will rapidly continue.

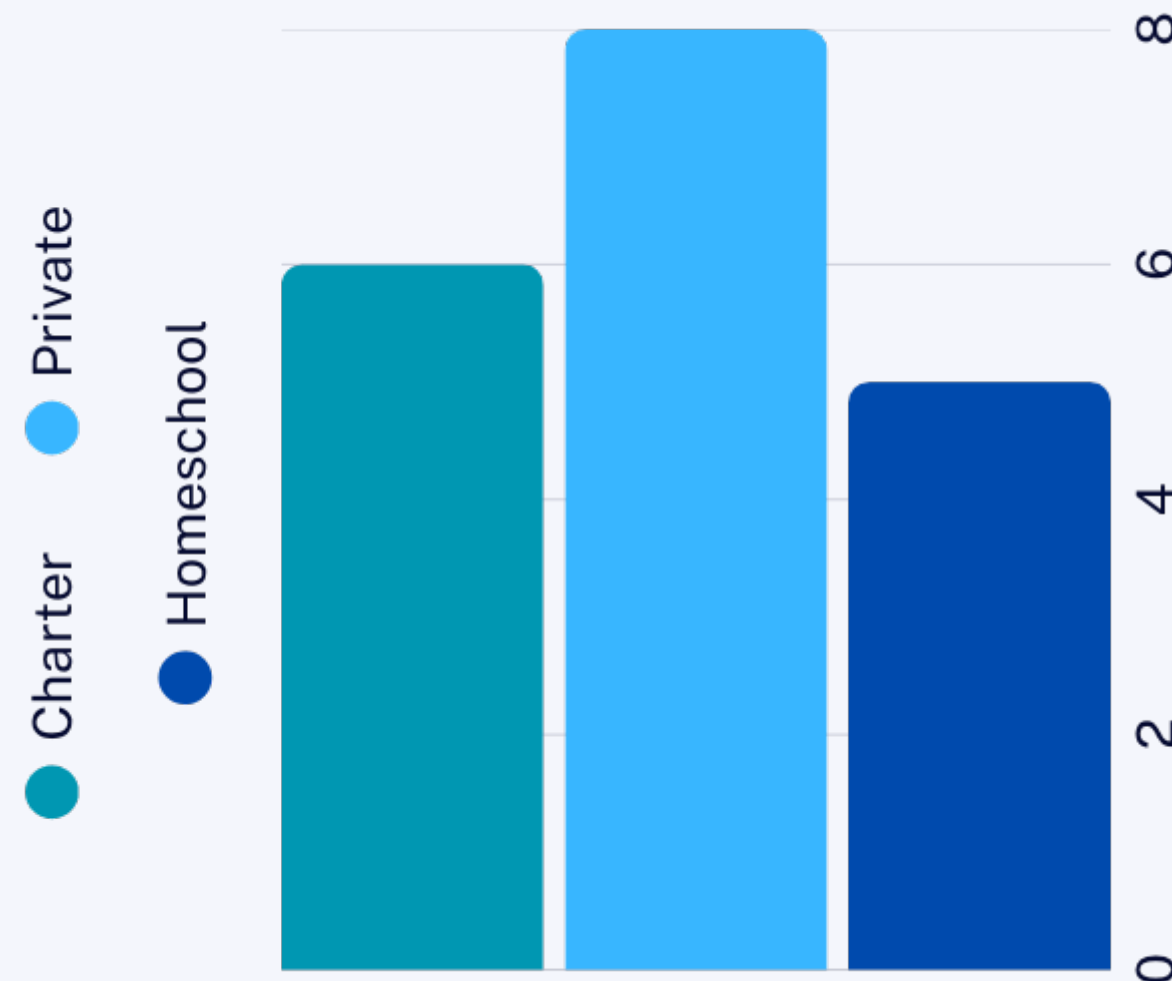
## CHARTER

Overall enrollment is expected to grow by 2.5x with a significant increase in the number of charter schools.

## PRIVATE

Enrollment growth should hit nearly 2.4x while also increasing the number of private schools, although not as rapidly as charter schools.

# U.S. PROJECTIONS FOR 2034



**8 MILLION**

Private school  
students by 2034

**6 MILLION**

Charter school  
students by 2034

**5 MILLION**

Home school  
students by 2034

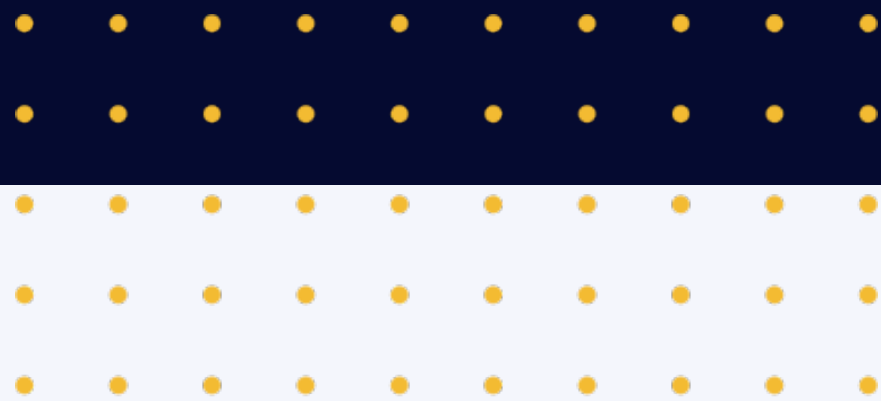
# REFLECTION

How does your school's enrollment compare with state-wide or national trends?



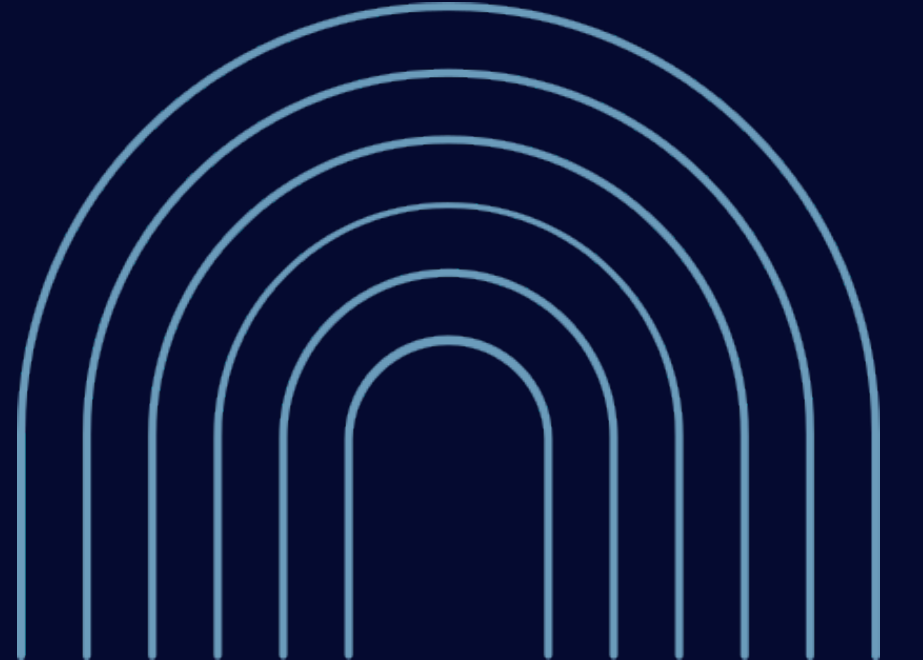
02.

# 5 BIGGEST FACTORS IN FAMILY CHOICE





**"FAMILIES CHOOSE  
THE SCHOOL THAT IS  
BEST FOR THEM AND  
THEIR CHILD"**



## #5 Practical Fit

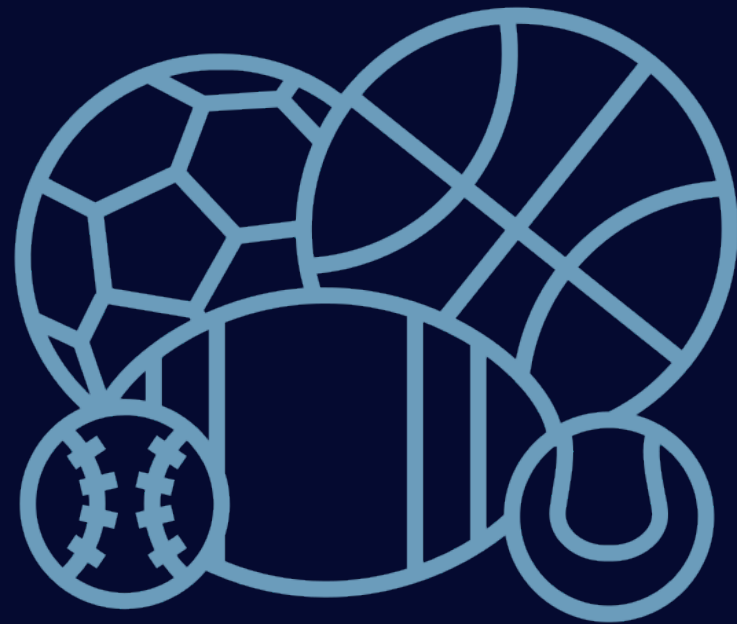
- Location of your school
- Annual costs
- Facilities
- Accessible





## #4 Programs + Student Services

- Special education
- Gifted
- ELL
- Sports
- Extracurriculars
- STEAM



# #3 Reputation, Communication, and Trust

- What families say about your school
- Messaging style and platforms
- Transparency
- Community voice





## #2 Safe and Supportive Environment

- Physical safety
- Emotional well-being
- Positive culture
- Everyone feels valued

# #1 Strong Teaching and Academic Results

- Talented and caring teachers
- Positive learning results
- Strong staff retention
- Great recruitment





# TURN + TALK

Which of these 5  
factors is your school  
the strongest at?  
Which one weakest?



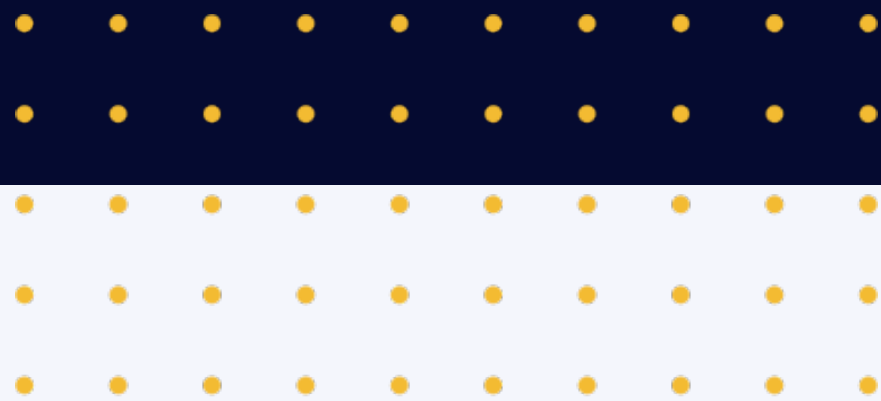
# REFLECTION

How would you and  
your community rate  
your school on these 5  
biggest factors?



03.

# 3 STEPS TO GROWING YOUR ENROLLMENT





**“BEFORE YOU CAN  
GROW, YOU HAVE  
TO FIRST KNOW  
WHERE YOU ARE”**

# STEP 1: SELF-STUDY



## REVIEW ALL OF YOUR CURRENT DATA

Data is your starting point. Review data from attendance, enrollment, grades, testing, teacher turnover, etc.

1

3

## HOST FOCUS GROUPS FOR DEEPER UNDERSTANDINGS

Review your results and ask great questions to trusted people. Get the right voices in the room for feedback.

## COLLECT DATA FROM ALL STAKEHOLDERS

Ask the right questions to the right people. Give them all a voice and allow them to share their perspective.

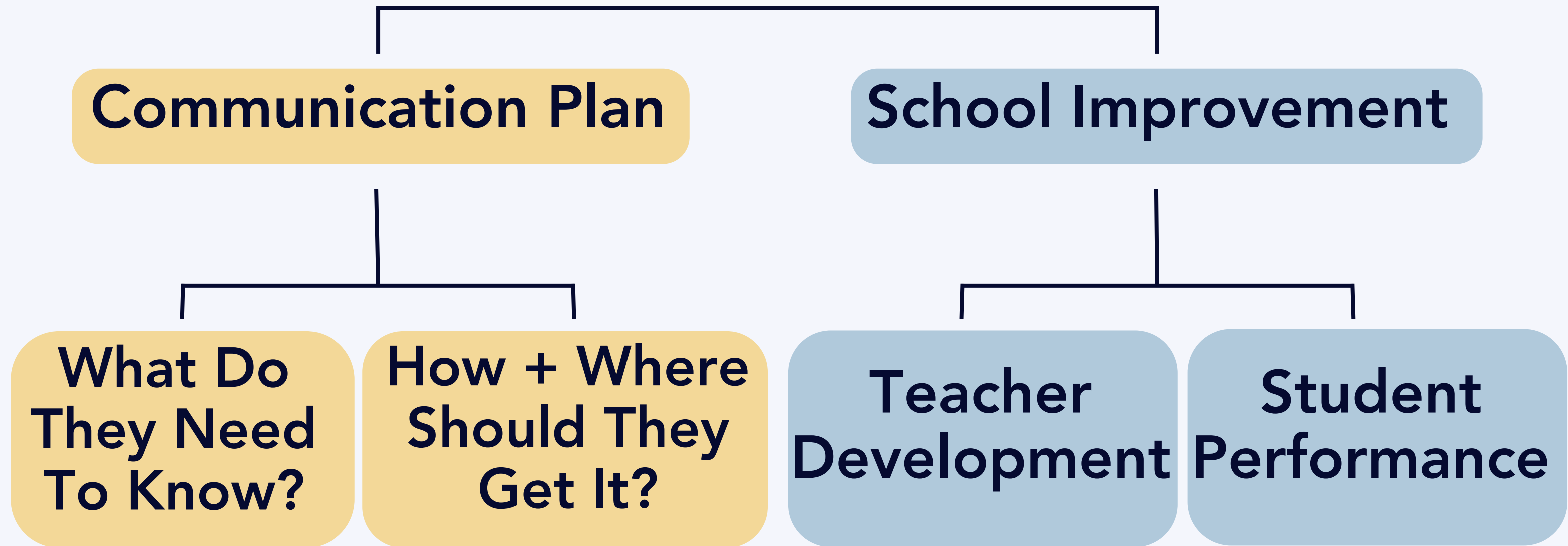
2

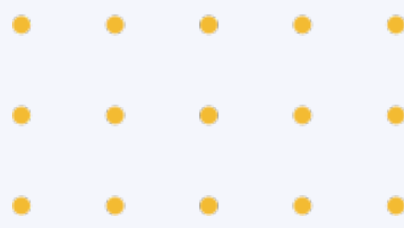
4

## ANALYZE + SHARE YOUR RESULTS

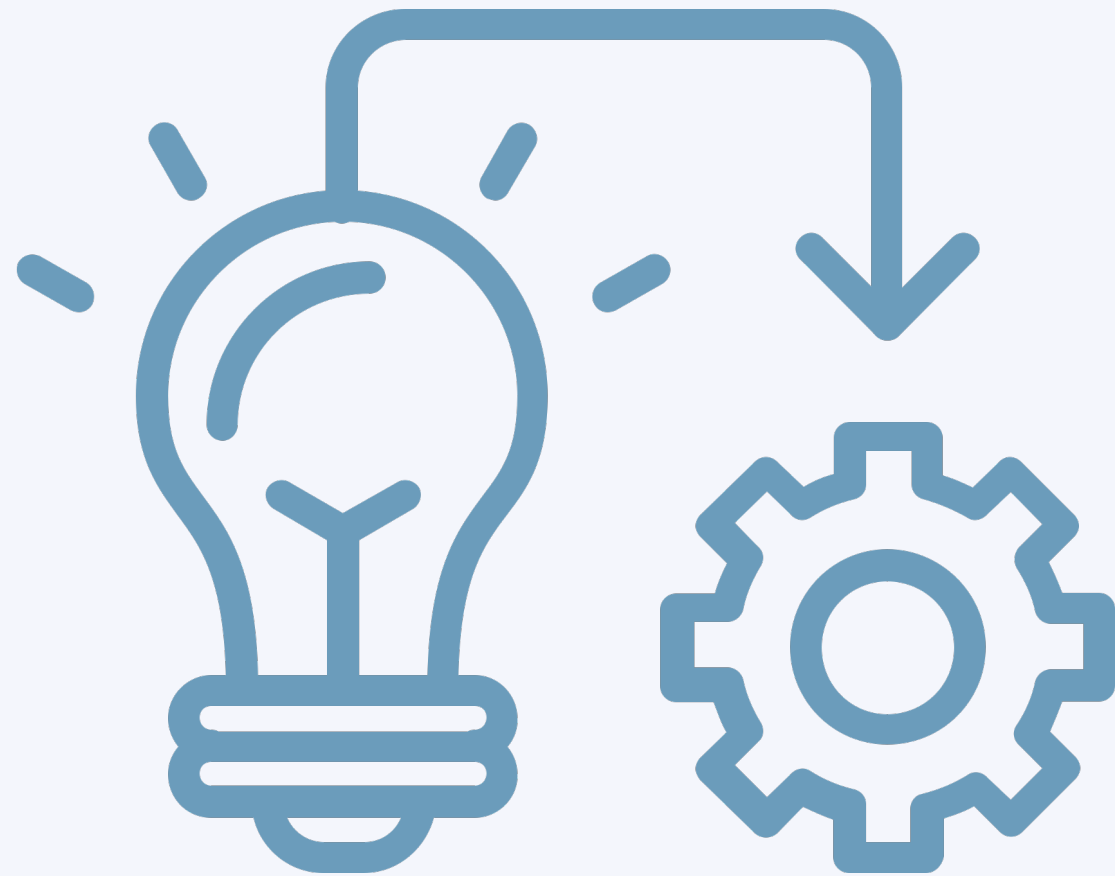
Doing so builds trust, stakeholder buy-in, and leads to building your enrollment growth strategy.

# STEP 2: BUILD A STRATEGY



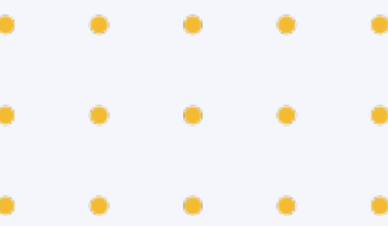


# STEP 3: IMPLEMENT AND ADJUST



- Invest in your school's improvement
- Put your communication plan into action
- Collect data and feedback along the way
- Adjust your practices and goals





# BONUS STEP: SUPERCHARGE YOUR ENROLLMENT GROWTH

- Marketing and advertising can rapidly grow your enrollment
- Marketing is simply telling your school's story in clear, consistent, and compelling ways so families understand the value you offer and why they should choose you
- You will not know how to do that without first completing Steps 1-3





# TURN + TALK

Which of the 3 Steps  
would be the most  
challenging for your  
school? Why?



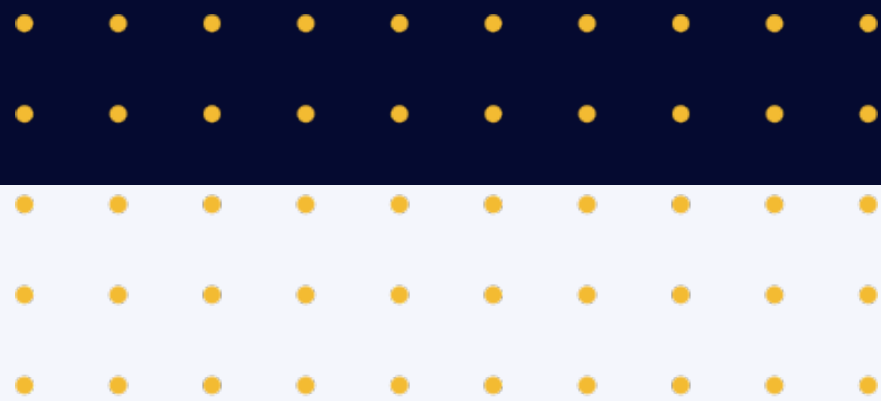
# REFLECTION

Take 1-2 minutes to  
answer the questions in  
your guide



04.

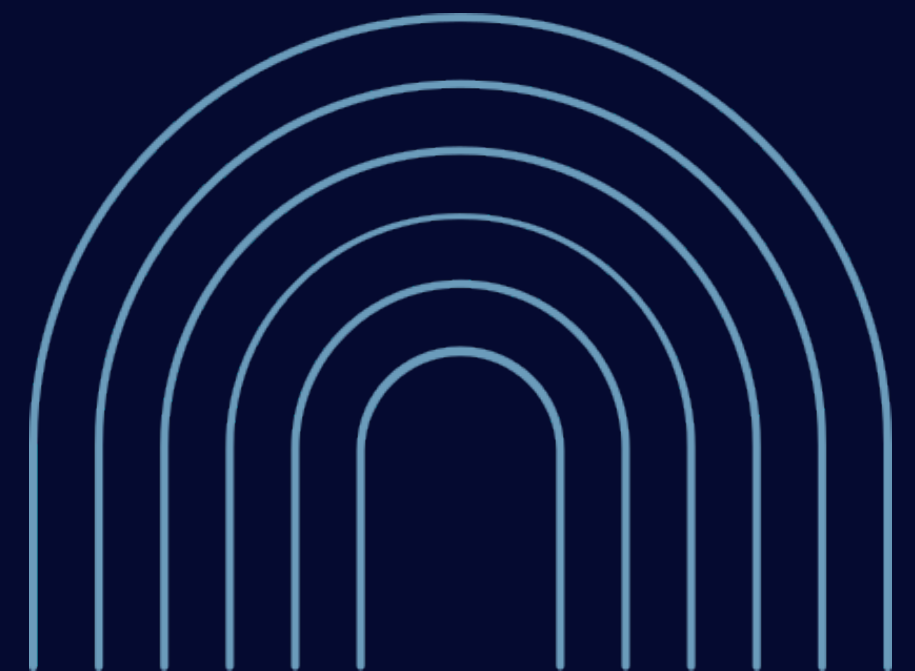
# FOUNDATIONS OF MARKETING + BRANDING





"YOUR BRAND IS WHAT  
OTHER PEOPLE SAY  
ABOUT YOU WHEN  
YOU'RE NOT IN THE  
ROOM"

-JEFF BEZOS



# BUILDING A BETTER BRAND

## STORY

Data doesn't stick, but stories do. Create an emotional connection with your community.



## MISSION

You are what you celebrate. Create and communicate on what your school values most and its impact on students.



## ALIGNMENT

Branding must be consistent, including messaging, format, color and brand identity, and school values.



# Website Must-Haves

## Why does it matter?

- 80% of parents start researching schools online
- Your website is your front door

## Website essentials

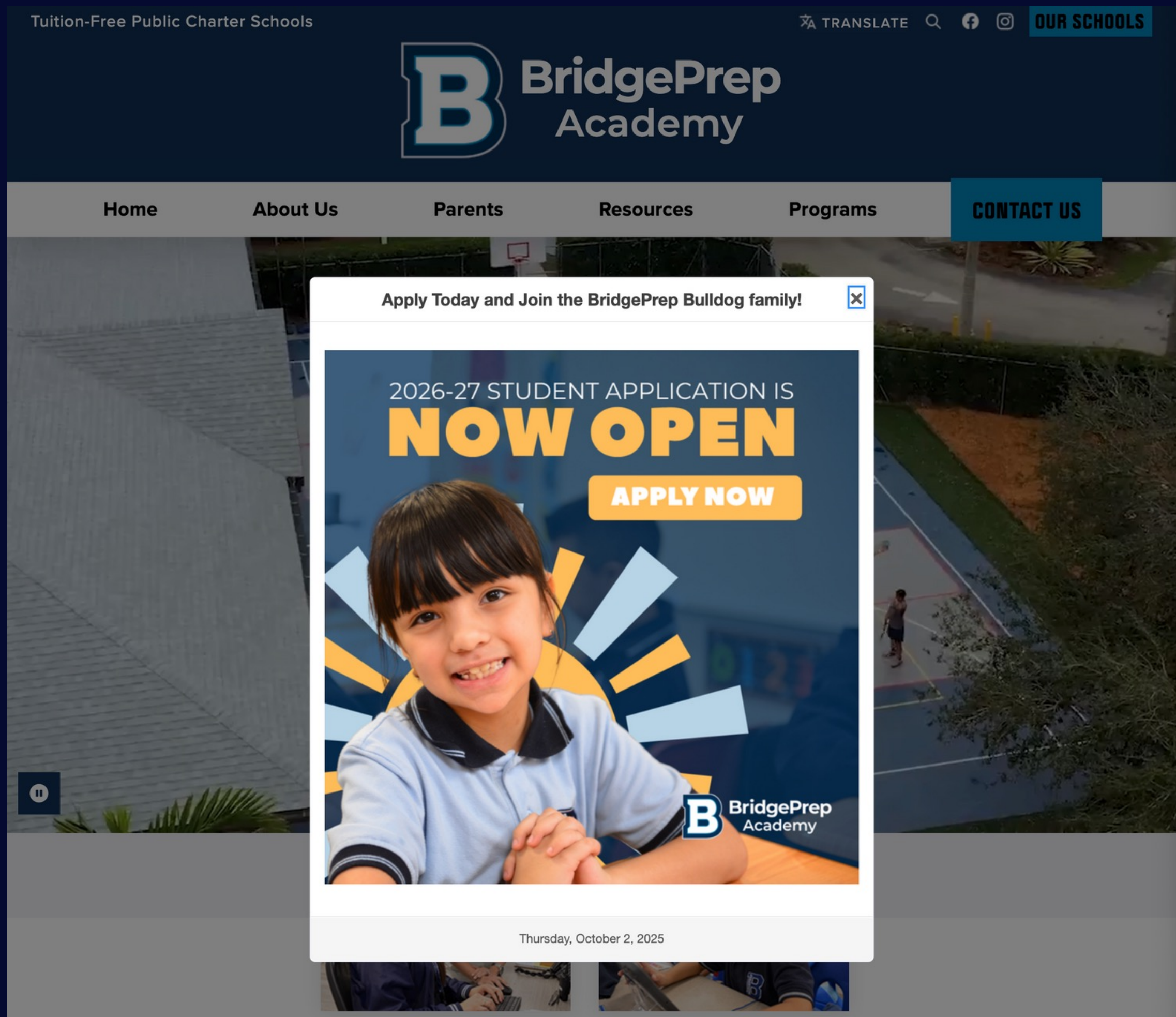
- School address, grades served, how to apply
- Programs in parent-friendly language
- Easy “Apply Now” or “Schedule a Tour” button
- Testimonials, pictures of students, achievement



# BridgePrep

## Home page essentials:

- Clear and consistent color design
- Immediate pop-up
- Call to action
- "Tuition-Free"
- Clean and easy design for navigation



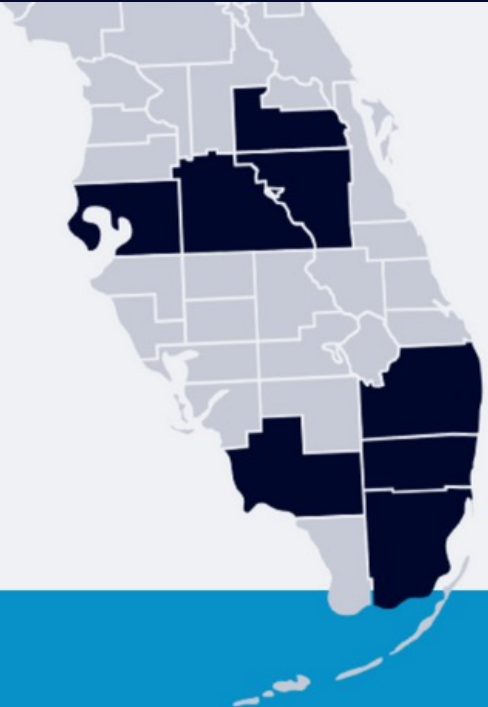
# BridgePrep

## Home page essentials:

- Location(s)
- Powerful facts and figures
- Scrolling testimonials
- Instantly builds trust and reputation

A Successful Network of  
Cognia Accredited Charter Schools

BridgePrep Academy's mission is to provide a challenging academic curriculum that will encompass an enriched Spanish language program, technology and experiences that will enable students to develop in all areas.



### Our Network



**9**  
Counties



**19**  
Schools



**10k+**  
Students



**1k+**  
Staff



**1k+**  
Staff

### What Our Families are Saying

BridgePrep is a challenging, rigorous, and safe environment where students can have fun while learning essential skills. All staff members are friendly and willing to go the extra mile to ensure student success.

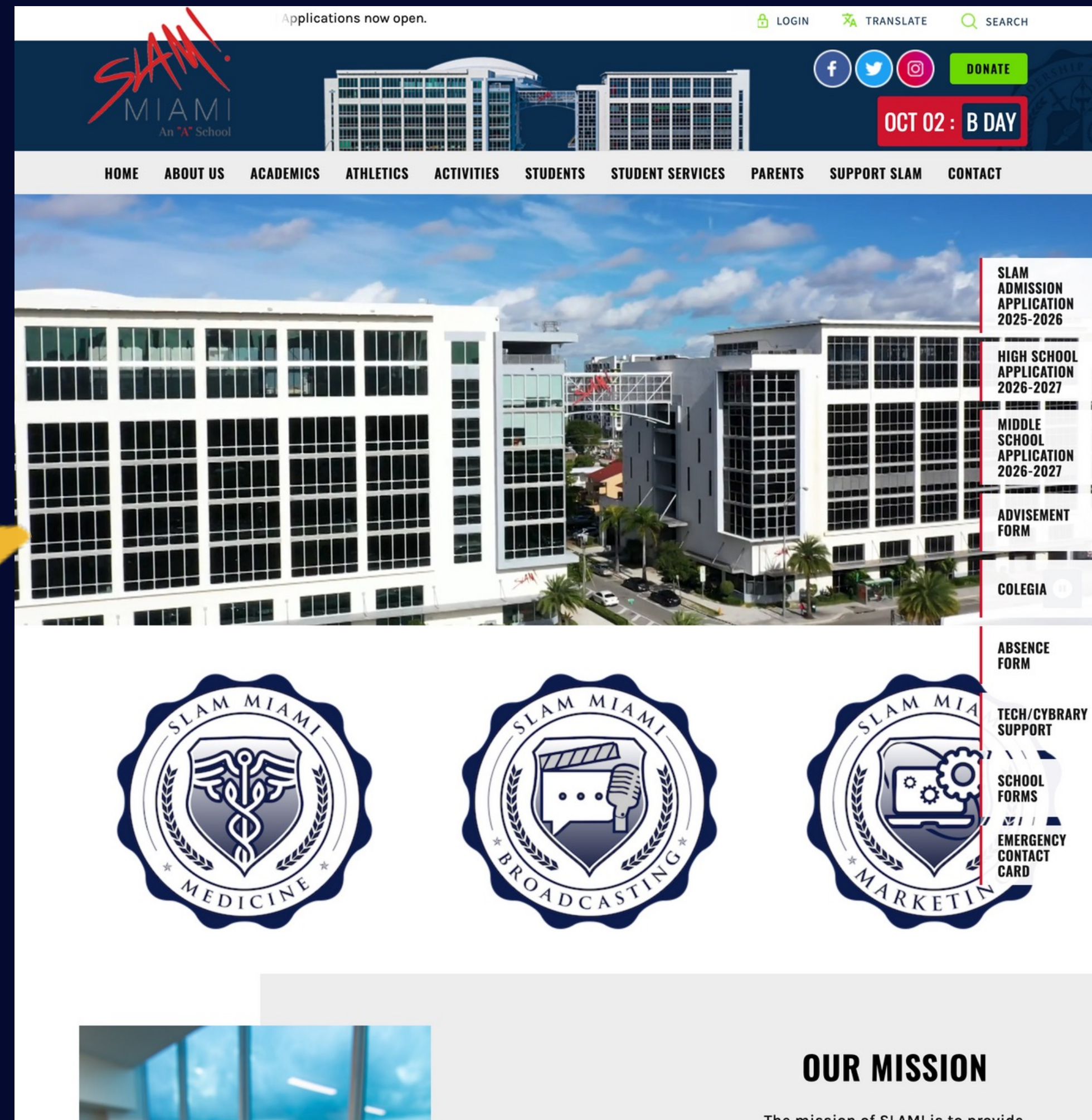
BridgePrep will always hold a special place in my heart.

— STUDENT, CLASS OF '23

# SLAM Miami

## Home page essentials:

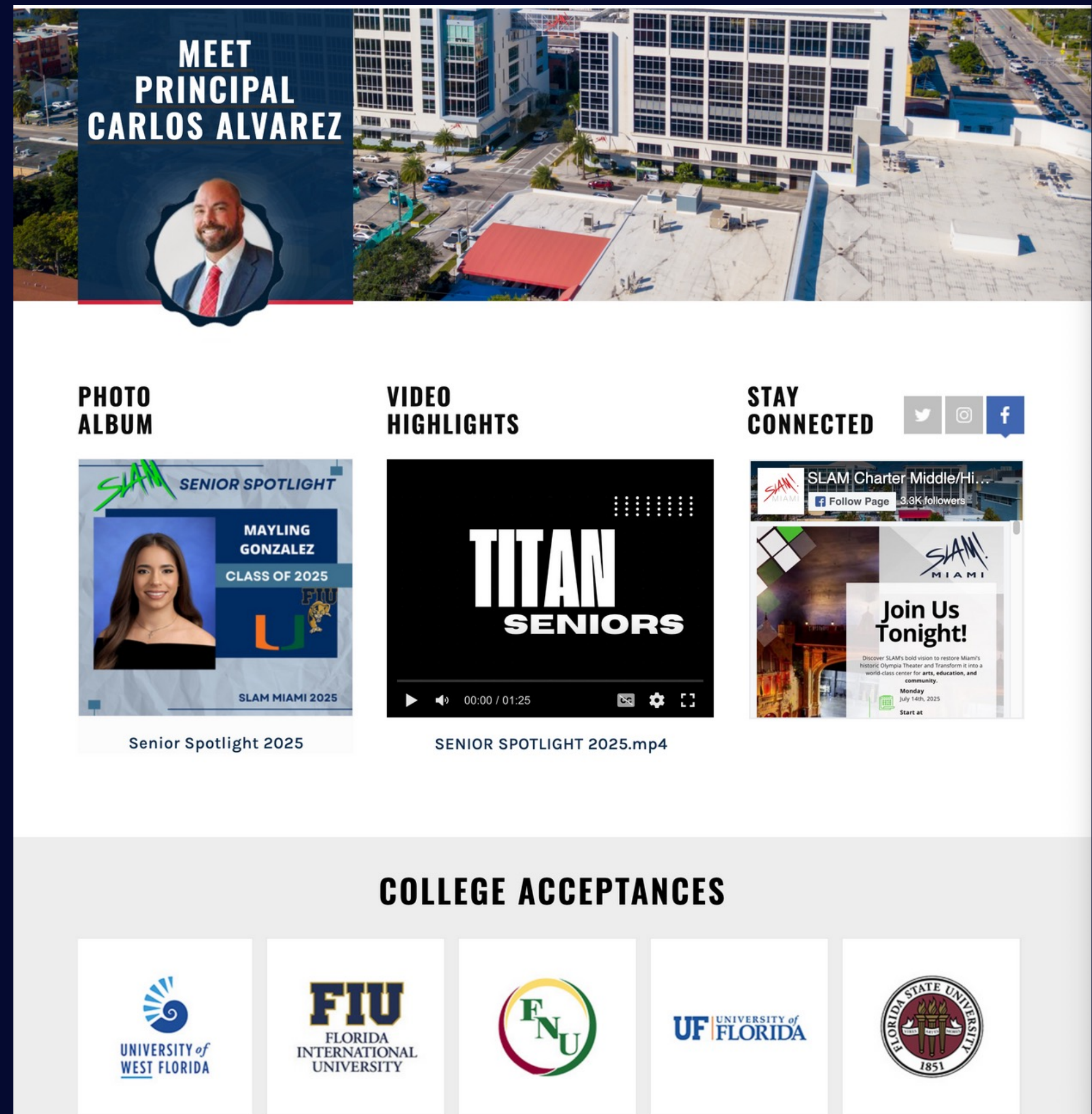
- Clear and consistent color design
- Immediate video 
- Call to action
- "Tuition-Free"
- Clean and easy design for navigation



# SLAM Miami

## Home page essentials:

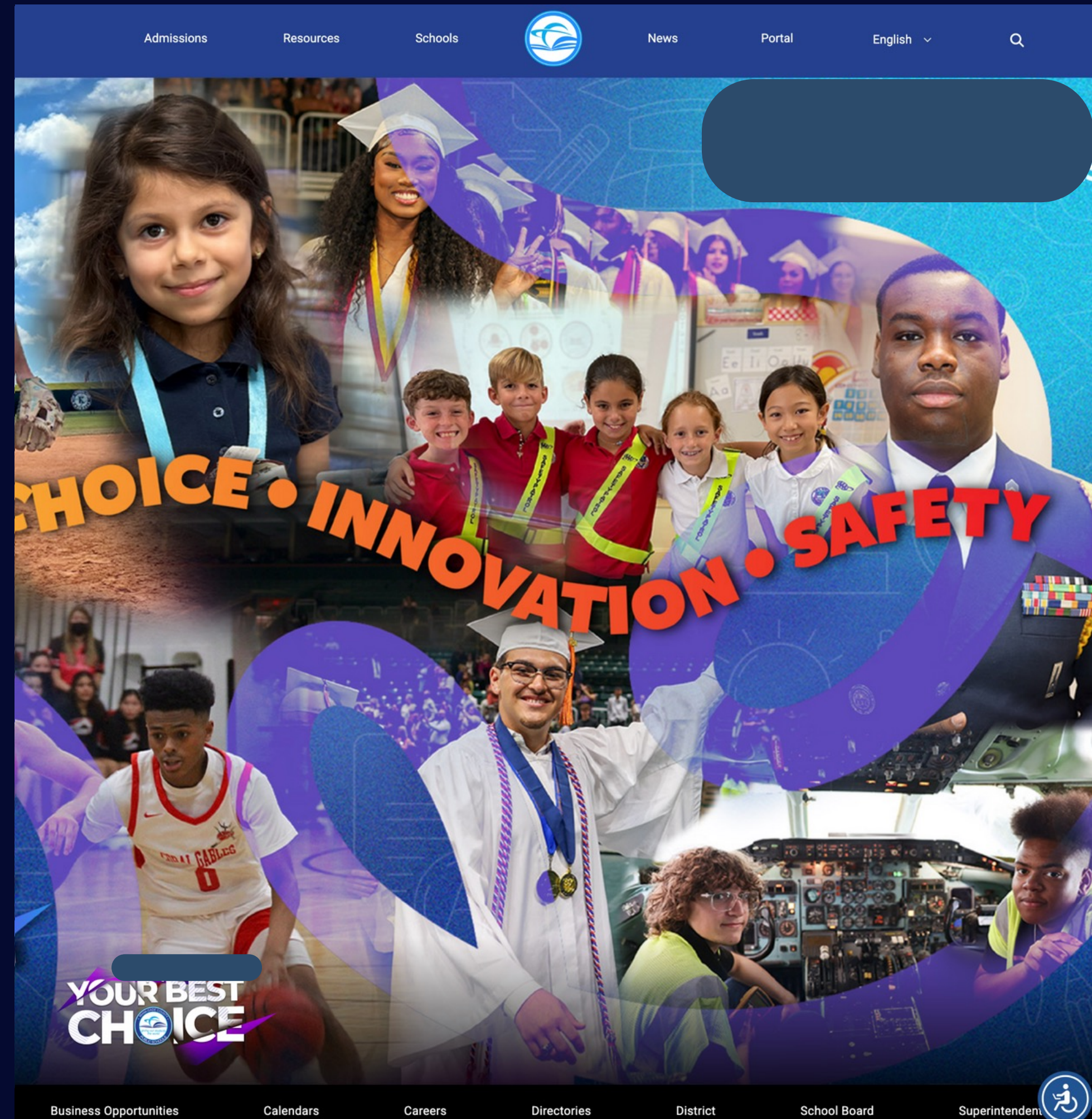
- Introduction to the principal
- Highlights
- Scrolling student achievements
- Signals excitement, prestige, success



# Public School

## Home page concerns:

- Unprofessional color design
- No clear call to action
- Lack of focus, poor mobile resizing
- Feels like an aquarium ad



# Public School

## Home page concerns:

- Moderately happy students
- No student achievements
- Low ceiling, no universities
- Signals low design, low trust

The screenshot shows a public school website with a dark blue header containing navigation links: Admissions, Resources, Schools, a logo, News, Portal, English (with a dropdown arrow), and a search icon. The main content area is titled "GRADES K-12" and features a large banner image of diverse students, including children at a desk and graduates in caps and gowns. Below the banner are three white boxes with blue headers: "MAGNET SCHOOLS" (describing specialized courses), "NON-MAGNET CHOICE" (describing choice programs), and "CAREER ACADEMIES" (describing college-preparatory programs with technical focus). A blue "Learn More" button is centered below these boxes. The lower section is titled "TECHNICAL COLLEGES" and features a banner image of students in chef and medical uniforms, along with a dog. The footer is dark blue and contains links: Business Opportunities, Calendars, Careers, Directories, District, School Board, Superintendent, and an accessibility icon.

Admissions Resources Schools News Portal English

## GRADES K-12

**MAGNET SCHOOLS**  
These programs offer specialized courses of study that satisfy student educational interests and mandated learning goals while promoting diversity.

**NON-MAGNET CHOICE**  
Choice programs are different from Magnet programs in that Choice Programs are designed for and first offered to students who are assigned to the school site boundary.

**CAREER ACADEMIES**  
Career academies blend college-preparatory academics with career-focused technical programs that can lead to industry certification, college credit, and scholarships.

[Learn More](#)

## TECHNICAL COLLEGES

Business Opportunities Calendars Careers Directories District School Board Superintendent

# School Messaging



## Social Media Posts

- Quality over quantity
- Show, don't just tell
- Add a call to action
- Consistent branding (logo, colors, tone)
- Share testimonials from parents, staff, students, alumni



# School Messaging

## Family Communication

- Segment and personalize
- Keep it short and visual
- Highlight wins and success
- Two-way communication
- Align with mission and brand promise



# MARKETING + BRANDING GOAL

- Build trust and rapport
- Keep current families informed and engaged
- Attract new families



# REFLECTION

Take 1-2 minutes to  
answer the questions in  
your guide



# GROWING YOUR ENROLLMENT



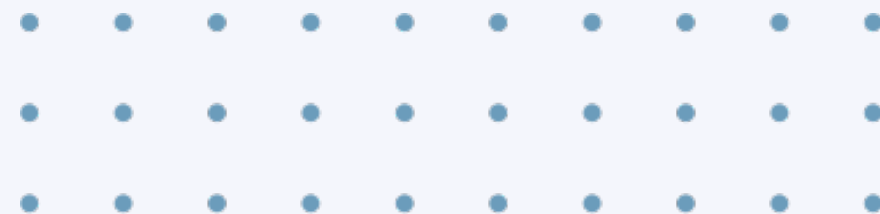
**01.** CURRENT FLORIDA AND U.S.  
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**04.** FOUNDATIONS OF  
MARKETING AND BRANDING

# WORKSHOP AGENDA



# NEXT STEPS

- Set a goal for your enrollment
- Analyze state-wide trends and compare them with your school
- Follow the 3 steps
- Review your branding and messaging
- Build a strategy that grows

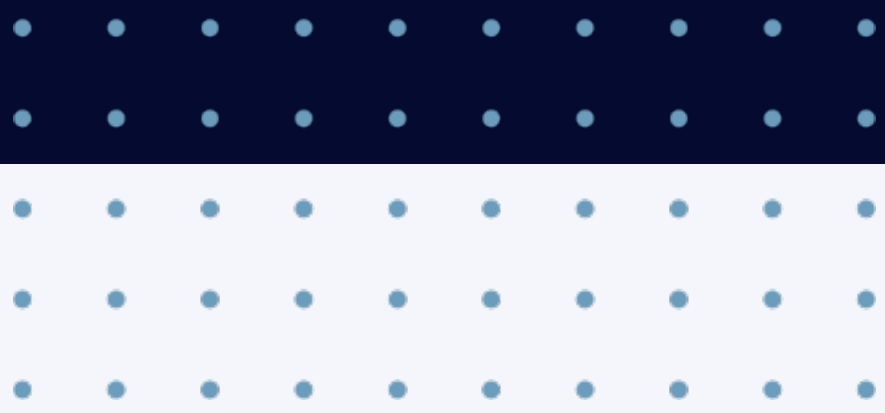


# CONNECT WITH US

Meet with Lynn at the  
FCSA booth or email at  
[lynn@flcharteralliance.org](mailto:lynn@flcharteralliance.org)

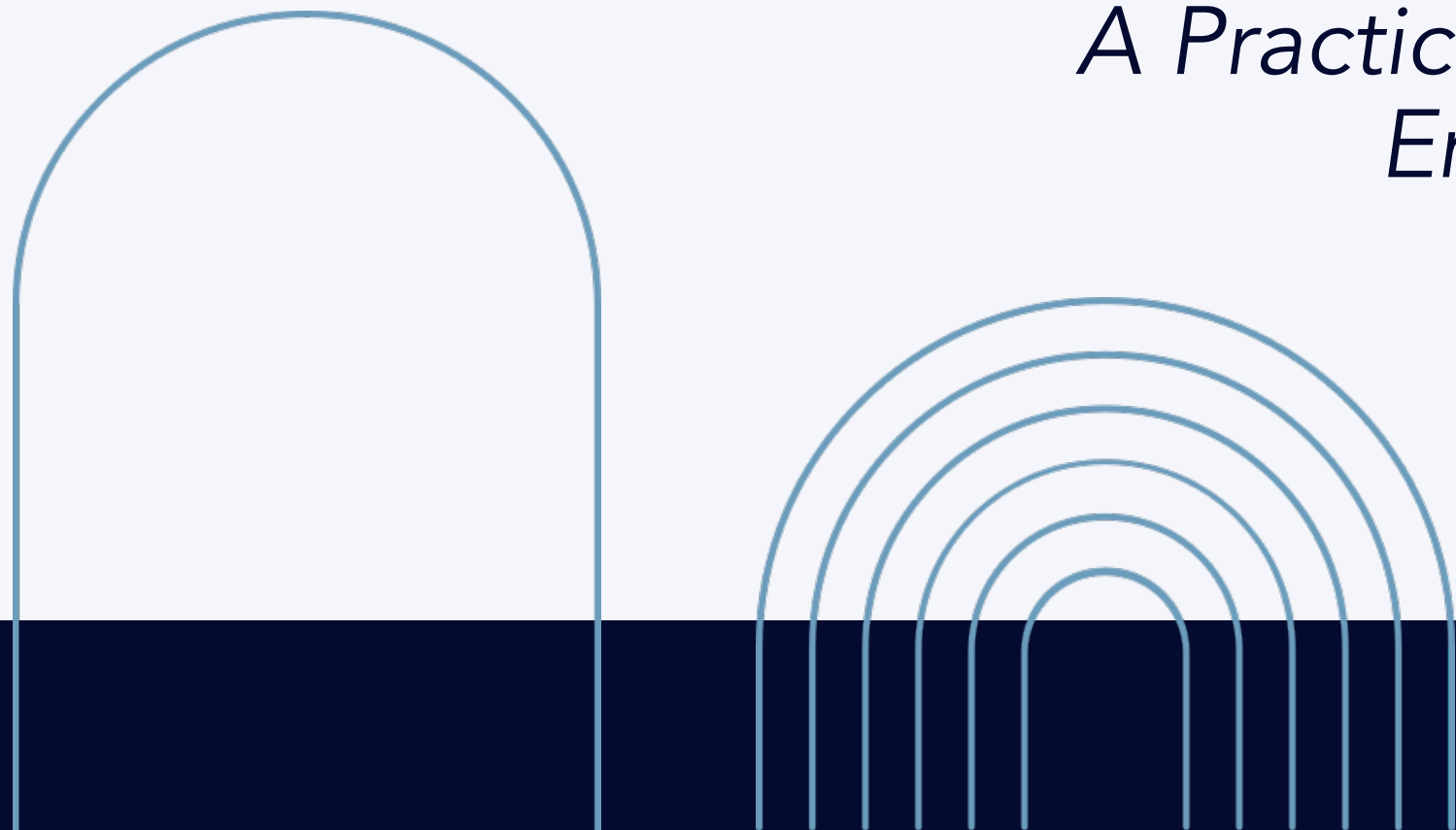
Meet with Travis at the FCSA  
booth, email at  
[travis.hostetter@atlearning.org](mailto:travis.hostetter@atlearning.org),  
or schedule a call here:





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Enrollment Growth*



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