

St. Louis Language Immersion School

Executive Director Report

July 18, 2018



Recruitment Update: Through June 30, 2018

Overall Information

- 252 leads
- 7 enrolled students
- Scheduled almost 70 tours since May 1

Lead Sources

- 182 are from Facebook
- 24 are from Paid Search
- 46 are from people who directly visited the Landing Page (this could be from social media posts or website visitors)

Lead Stages

- 7 enrolled students
- 1 applicant
- 43 tour requests/completions
- 16 qualified leads (confirmed eligibility for age/location)
- 159 leads
- 68 ineligible (based on age/location) or no longer interested

Updates

- Facebook
- Paid Search

Language Program Interest (most selected multiple options)

- 19 for Chinese
- 20 for French
- 121 for Spanish
- 54 unsure

Next Steps

1. Actively nurture the recruitment pipeline
2. Continue advertising
3. Improve executive communications
4. Effectively communicate SLLIS’ relocations

Definitions

***Lead conversion rate** is the percentage of how many people who saw our ads (impressions) actually clicked on the ad and filled out the contact form (and became leads). So this measures how many people became leads in our pipeline from the total “universe” of who we reached with our message.*

***Student conversation rate** is the percentage of how many leads turned into enrolled students.*

Enrollment Update

Program-Grade	Number of students - June 20, 2018	Number of students - July 18, 2018
Chinese-K	15	18
Chinese-1	28	28
Chinese-2	28	28
Chinese-3	23	22
Chinese-4	28	28
Chinese-5	29	29
Chinese-6	17	17
Chinese-7	6	6
CHINESE Total Seats	174	176
French-K	11	13
French-1	27	28
French-2	14	14
French-3	25	25

French-4	10	9
French-5	20	20
French-6	15	15
French-7	8	8
French-8	7	7
FRENCH Total Seats	137	139
Spanish-K	29	40
Spanish-1	57	59
Spanish-2	55	55
Spanish-3	45	45
Spanish-4	38	36
Spanish-5	30	30
Spanish-6	27	29
Spanish-7	15	15
Spanish-8	11	11
SPANISH Total Seats	307	320
DISTRICT Total Seats	618	635

Operations Update

- Marc Esposito is the new Operations Assistant and began on July 9, 2018.
- Marc's current tasks include:
 - Reconnecting with contractors
 - Gathering and reviewing contracts
 - Supervising summer cleaning
 - Preparing and mailing forms
 - Sending student lists to bus company
 - Trying to get the AC fixed
 - Printing handbooks

Charter Renewal

- UMSL renewed SLLIS' charter on June 28, 2018.
- SLLIS Executive Director and board members met with UMSL on July 16, 2018 regarding requirements for renewal with the Missouri State Board of Education.
- SLLIS will work to provide all documents and narratives necessary for renewal as soon as possible.
- SLLIS leadership will present jointly with UMSL at the MO Board of Education this fall.

Instructional Program

- Dr. Gomez will continue staff training on August 1-3 and will host administrator training July 31.
- Benchmark Advance materials have arrived.
- ReadyMath materials have been ordered and will arrive shortly.
- SLLIS staff have received a draft Back to School Training Calendar that includes Benchmark, ReadyMath, and dual language training.

Team Building

- Marc Esposito is the new Operations Assistant and began on July 9, 2018.
- SLLIS English Language Arts coaches will be Renee Martin and Kari Rivers.
- SLLIS Language and Culture Teacher Leaders will be Ana Lopez (TSP), Yamin Wu (TCP), and Coumba Gueye (TFP).
- Newly Hired Staff
 - Special Education Teacher position (Papin) - Katherine Lynch
 - Spanish Elementary Teacher position (Papin) - Emily Mays
 - ELL position (Marine) - Aaron O'Laughlin
- Open Positions
 - Marine
 - Counselor
 - Papin
 - Special Education Teacher
 - Elementary Classroom Teacher

Communication

- All families received summer mailer with information about bus, uniforms, before and after care, free and reduced lunch, school supplies, etc.
- Executive Director sent direct communication to all families about staffing, recruitment, and curriculum on July 11, 2018.
- All communications are also posted on SLLIS website under “documents.”
- Additional welcome packages were sent to new families.
- Facebook Live sessions with Executive Director will resume in mid-August.