

St. Louis Language Immersion School

Executive Director Report

November 14, 2018



Recruitment Update

Online Marketing Campaign - Phase II

Measure	Phase II Data
Total Marketing/Ad Spend	\$7,891.35
Impressions	142,812
Cost per Thousand Impressions	\$55.26
Leads	127
Lead Conversion Rate	0.09%
Cost per Lead	\$62.14
Enrolled Students	6
Student Conversion Rate	4.72%
Cost per Student	\$1,315.23

Important Takeaways

- Of the 53 leads generated in October, 53% came from Facebook , 24% from Calendly/Landing Page and 23% leads from Paid Search.
- Of the 127 total leads generated in September and October:
 - 19% are already at the Tour stage, which is already 8% more than in Phase I.
 - Only 15% have been ineligible due to residence location/child's age, which is significantly less than what we saw over the summer.

2019-2020 Enrollment

- 14 complete applications for 2018-2019:
 - 3 in TCP

- 3 in TFP
- 8 in TSP
- Compare current enrollments to 8 total new 2018-2019 enrollments by December 2017.

Enrollment Update

Program-Grade	Number of Students September 19, 2018	Number of Students October 16, 2018	Number of Students November 13, 2018	Projected number of sections for 2019-2020
Chinese-K	20	19	21	1
Chinese-1	28	27	27	1
Chinese-2	28	28	28	1
Chinese-3	15	15	15	1, likely with split
Chinese-4	25	25	25	1, likely with split
Chinese-5	25	25	25	1
CHINESE Total	141	139	141	
French-K	16	16	16	1
French-1	24	26	27	1
French-2	22	22	22	1
French-3	(split)	(split)	(split)	1, likely with split
French-4	22	22	22	1, likely with split
French-5	19	19	19	1, likely with split
FRENCH Total	103	105	106	
Spanish-K	47	48	46	2
Spanish-1	48	47	45	2
Spanish-2	51	51	50	2
Spanish-3	33	33	32	2
Spanish-4	31	31	30	1
Spanish-5	18	17	15	1
Spanish-6	26	26	26	1, likely with split

SPANISH Total	254	253	244	
Marine - 6	23	24	24	2
Marine - 7	23	23	23	2 (includes current Papin and Marine 6th)
Marine - 8	19	19	19	1
MIDDLE Total	65	66	66	
DISTRICT TOTAL	563	563	557	

Operations Update

- Contract Review
 - ENT IT Services - December 1, 2018
 - Midwest Mechanical Services and Solutions - currently underway
- Bus routes updated based on findings from route study in October
- HVAC systems update

Instructional Program

Curriculum Implementation Plans

- On November 5 select staff worked with a consultant to develop curriculum implementation plans for Benchmark Advance and ReadyMath.
- These plans are structured like the G&G implementation plan and will allow us to collect data on how we are doing with these new programs.

School Culture Updates

- At the beginning of the year, reported incidents had decreased by approximately 88% when compared to the 2017-2018 school year.
- In the month of October 2018, the two campuses combined had 68% fewer reported incidents than in October 2017.

Gomez and Gomez Implementation

- Dr. Gomez will visit December 10 and 11.
- Students will take an internal writing assessment in mid December which will help measure how the dual language program is going so far.

Instructional Considerations for Spring 2019

- SLLIS has a great need for curriculum guides to accompany its new materials and dual language program. I am recommending we begin to develop a Language Arts curriculum guide and scope and sequence in Spring 2019.
- SLLIS teachers have expressed a strong need for additional instructional materials in L2. In Spring 2019 I will recommend that we review target language and science curricula with the goal of having these materials on hand for the 2019-2020 school year. We have reserved instructional materials funds for this purpose.
- In early 2019 SLLIS will begin to assess its 2019-2020 professional development needs for staff. SLLIS should consider developing a three year plan.

Team Building

- Filled reception position at Marine.
- Filled 0.4 TCP PE instructor position with a Mandarin speaker.
- Timeline and Portfolio Procedure for employees with H1-B visas underway.

Communication

- Language and Culture Teacher Leaders are continuing to increase the focus on the Live Feed function on SLLIS website and social media.
- Program Liaisons created videos that showcase the Gomez and Gomez model.
- Continual updates are being made to the Documents section of the website.
- Community is expressing a need to learn more information about the Middle School program so that families can make a decision for 2019-2020.