

St. Louis Language Immersion School

Executive Director Report

December 19, 2018



Recruitment Update

Online Marketing Campaign - Phase II

Measure	Phase II Data	Phase I Benchmark
Total Marketing/Ad Spend	\$11,633.21	
Impressions	202,514	
Cost per Thousand Impressions	\$57.44	\$85.53
Leads	157	
Lead Conversion Rate	0.08%	0.08%
Cost per Lead	\$74.10	\$104.95
Enrolled Students	10	
Student Conversion Rate	6.37%	7.87%
Cost per Student	\$1,163.32	\$1,334.31

Important Takeaways

- We're still tracking very well against our Phase I benchmark results from over the summer, despite seeing a performance dip across the board in November, which could be due to the time of year with the Thanksgiving holiday.
- For Paid Search, 44% less people searched online for school options than in October, so we had less of a pool of people to target. While we can't impact the volume of online searches, we have optimized the Landing Page (in particular the mobile version as most searches are occurring on smartphones) to encourage more contact form submissions, and we've already seen an uptick in the first week of December, which is great news!
- We've seen a slow decline of performance in our Facebook ads since September. We think the text and imagery was getting stale, so last week we launched two new ads

with fresh language and photography. So far, these December ads are outperforming all other ads we've run!

- Of the 30 leads generated in November, 57% came from Facebook , 37% from Calendly/Landing Page and 7% from Paid Search.
- Of the 157 total leads generated in September-November: 17% are already at the Tour stage, which is already 8% more than in Phase I. Only 16% have been ineligible due to residence location/child's age, which is significantly less than what we saw over the summer.

2019-2020 Enrollment

- 17 complete applications for 2018-2019.
- 20 pending applications for 2018-2019.
- Compare current enrollments to 8 total new 2018-2019 enrollments by December 2017.

Enrollment Update

Program-Grade	Number of Students October 16, 2018	Number of Students November 13, 2018	Number of Students December 17, 2018	Projected number of sections for 2019-2020
Chinese-K	19	21	21	1
Chinese-1	27	27	25	1
Chinese-2	28	28	28	1
Chinese-3	15	15	14	1, likely with split
Chinese-4	25	25	24	1, likely with split
Chinese-5	25	25	24	1
CHINESE Total	139	141	136	
French-K	16	16	16	1
French-1	26	27	27	1
French-2	22	22	22	1
French-3	(split)	(split)	(split)	1, likely with split
French-4	22	22	23	1, likely with split
French-5	19	19	19	1, likely with split

FRENCH Total	105	106	107	
Spanish-K	48	46	45	2
Spanish-1	47	45	45	2
Spanish-2	51	50	50	2
Spanish-3	33	32	32	2
Spanish-4	31	30	30	1
Spanish-5	17	15	15	1
Spanish-6	26	26	26	1, likely with split
SPANISH Total	253	244	243	
Marine - 6	24	24	24	2
Marine - 7	23	23	22	2 (includes current Papin and Marine 6th)
Marine - 8	19	19	19	1
MIDDLE Total	66	66	65	
DISTRICT TOTAL	563	557	551	

Operations Update

- New custodial and IT contracts underway.
- We are implementing and documenting multiple procedures for all operations as part of the new policies that were adopted in November 2018.

Instructional Program

Curriculum Implementation: Benchmark Advance

- English Language Arts coaches collected survey data from staff regarding implementation of this program.
- Survey results indicate key needs:
 - Staff feedback indicates that 60 minutes is not sufficient time for teaching ELA in grades 2-8. 90- to 120 minutes is recommended by Benchmark and is typical for most ELA programs.

- Intensified support is needed in Benchmark Advance pacing and time management.
- Intensified support is needed in use of assessment tools and using data to make instructional decisions.
- Intensified support is needed in small group instruction—guided reading and intervention.
- Strategies for improvement
 - An ELA scope and sequence is essential. This must be aligned to the dual language model. Once this is complete teachers will have the time to teach one Benchmark lesson over two days (120 total minutes).
 - Concerted effort in 2019 to ensure proper utilization of assessment tools.
 - Further training for teachers on guided reading and small group instruction.
 - Use of the dual language Lesson Plan Cycle (will allow for increased intervention time for all students).

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 October 2018, SLLIS had 67% fewer incidents than in October 2017.
- In November 2018, SLLIS had 82% fewer incidents than in November 2017.

Gomez and Gomez Implementation

- Dr. Gomez's team visited SLLIS December 10 and 11.
- Overall Feedback
 - The Dual Language Environment is mostly in place, but SLLIS must continue to improve Word Walls and Content Boards.
 - Instructional side of the program requires much work, especially in the use of bilingual pairs and writing activities.
 - Overall, SLLIS should expect the implementation process to take 2-3 years.
- Mid-year writing assessments took place last week and will be reviewed by our instructional teams on both campuses upon our return in January. Data from these assessments will guide our plans for the second half of the year.
- Gomez and Gomez Implementation Plan for Semester 2 will be distributed to all staff on Friday.

Instructional Team 2019

- New structure in 2019 will allow SLLIS Leadership to oversee all programs: Dual Language, PBIS, Tiered Systems, Benchmark Advance, and ReadyMath.
- Data-driven approach will improve monitoring of all programs.

Team Building

- Posted position for Enrollment Specialist - interviews scheduled for January 2019.
- Permanent Residence Portfolio process complete.

Communication

- SLLIS announced its new building at 1881 Pine Street earlier this week.
- Middle School Program Open House Series have been successful so far.
- Intent to Return forms will be sent out in January 2019 with a goal of receiving communication from all families by no later than February 15, 2019.

Special Report: Facilities Committee

Mattie White and Laura Tully, the two parent volunteers from our Facilities Committee, will speak about the facilities process and the board's decision to purchase 1881 Pine.