



## Student Recruitment and Enrollment

**A. Describe the plan for recruiting students, including strategies for reaching the school's targeted populations and those that might otherwise not have easy access to information on available educational options.**

The promotional plan to be followed in publicizing the School will be designed to reach the entire Community and, accordingly, all racial/ethnic groups within it. The School will implement a community awareness plan that will reach the surrounding communities and homeowner associations, and the County residents via community newspapers. The School will provide copies of its promotional materials and announcements in English, Spanish, and Creole to community organizations to make sure those "harder-to-reach" families (e.g. single parent families, low socio-economic households, people who work in the area, etc.) are aware of the school and their eligibility to apply for enrollment.

The School is committed to reaching out to everyone in the County area, to that end, the School may also prepare a public service announcement in dual languages for broadcast on local radio and a press release for dissemination to all the major print media in the county so that the general public can be made aware of the enrollment period and location of the school. The School will conduct general information meetings that will be open to the public and announced through public service announcements. The School will post flyers in local public facilities such as the post office, community centers, and other locations of public access, in order to reach these parents to inform them of the educational opportunity available for their children.

Recruitment efforts will be aimed, but not limited, to families whose children attend overcrowded schools, who live in areas in which there are few educational choices, or who would otherwise find it appealing to enroll their children in a school extending from kindergarten through eighth grade. Recruitment efforts will not be limited to the area surrounding the School. On the contrary, it is the aim of the School to attract students from throughout the region in order to achieve a mix that is representative of the district.

**B. Explain how the school will achieve a racial/ethnic balance reflective of the community it serves or with the racial/ethnic range of other local public schools.**

Pupils will be considered for admission without regard to race, religion, ethnicity, national origin, gender, or achievement level. Due to the diverse racial and ethnic mix of The County, the School expects to achieve diversity reflective of the community it serves. By publicizing the availability of the School throughout The County, in multiple languages so as to promote and encourage the racial/ethnic balance of the School should be equivalent to that existing in other area public schools currently serving the community and the district.



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**C. Describe the school's enrollment policies and procedures, including an explanation of the enrollment timeline, criteria and/or any preferences for enrollment, and lottery process.**

The School is open to students who qualify to attend a traditional public school, who submit a timely application, and whose parents accept the conditions of the Parental Involvement Contract detailed herein. All students shall be considered for enrollment, unless the number of applications exceeds the capacity of the program, class, grade level, or building.

The School will have an open admissions procedure, utilizing a "first come, first served" policy as required by statute, unless the number of applicants exceeds capacity for any particular grade level. In such case, all applicants shall have an equal chance of being admitted through a random lottery selection process conducted by the School's accounting firm in conformity with Florida's Charter School Legislation. All students in the lottery will be given assigned numbers and their names will be placed on a roster and rank ordered based on the random order in which their assigned numbers are drawn. When all available seats have been filled, the remaining rank-ordered roster becomes the waiting list. Any new names will be added to the existing rank-ordered waiting list via periodic lotteries based on the random order their assigned numbers are drawn.

The School will not discriminate on the basis of race, religion, or national ethnic origin in the admission of students.

As provided for in Florida's Charter School Legislation the School will give enrollment priority to the following student populations:

- Students that are the sibling of a student enrolled in the charter school
- Students that are the child of an employee of the charter school
- Children of the founding governing board members of the charter school



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