

EnrollNOLA Annual Report



November 2017



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Highlights from the November 2017 Report

System Stability

- 2017-2018 was the fourth consecutive year roughly 4 in 5 applicants were matched in the Main Round, and over 3 in 4 were matched to one of their top three choices.
- 92% of the total student population remained stable for the 2017-2018 Main Round, also for the fourth consecutive year.
- The consistency of application rates and results over time is a hallmark of system stability.

Year	Returning to Current School	Main Round Match Rate (PK4-12)	Top 3 Match Rate (PK4-12)
14-15	91.9%	82.1%	79.9%
15-16	91.5%	79.6%	74.6%
16-17	92.3%	82.5%	77.5%
17-18	92.2%	81.3%	76.4%

Patterns in Geographic Choice

- EnrollNOLA adopted new geographic priority zones for the 2017-2018 OneApp process. K-8 students who apply to a school in the zone in which they reside receive priority for assignment, based on these zones.
- The new zones are more intuitive (based on zip code), and smaller (applicants are prioritized for schools that are, on average, closer)
- New zones did not result in an increase in students applying to schools close to home. 62% of all choices were outside of applicants' zones, and 70% of applicants listed 1+ choices outside of zone, consistent with years prior.

Applicant Verification Increases

- Applicants ages six weeks to four years must verify their eligibility to attend publicly-funded Early Childhood Education (ECE) programs. A higher verification rate means more children can be included in the placement process for ECE.
- For the 2017-2018 Main Round, new applicant verification went up in every age group, and by over 5% overall.
- 70% of new early childhood applicants overall were verified.

Report Timeline

Within one school year, EnrollNOLA is executing enrollment activities for the current year and the upcoming year:



2016-2017 Mid-Year Placements

Takes place: Oct - Apr of the 2016-2017 school year
Enrolls for: the 2016-2017 school year

2017-2018 OneApp Main Round

Takes place: Nov - Feb of the 2016-2017 school year
Enrolls for: the 2017-2018 school year

2017 Late Enrollment

Takes place: Jul - Oct of the 2017-2018 school year
Enrolls for: the 2017-2018 school year



Enrollment in New Orleans

In New Orleans, the majority of public schools are independent charter schools. Students may apply to attend any public school they would like their child to attend, citywide, instead of receiving a default assignment based on where they live. To ensure students are admitted fairly, enrollment is centralized through EnrollNOLA.

EnrollNOLA manages all admissions, readmissions, and transfers for 95% of New Orleans' public schools. EnrollNOLA also administers OneApp, the application students may use to apply to transfer or enter public schools for the upcoming school year. The centralized enrollment process helps ensure students have fair access to every participating school, and that admissions criteria are clear, consistent, and transparent.

Each year, the percentage of participating schools grows as more schools join the centralized enrollment process. EnrollNOLA has adapted over time to offer a diverse portfolio of schools with unique programming models, authorizing bodies, and admissions criteria.

EnrollNOLA's work is guided by three core values:

FAIRNESS

EnrollNOLA policies apply to all students in the same way, so every student has fair access to every school.

TRANSPARENCY

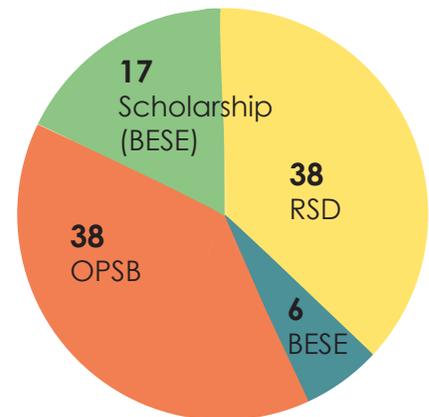
EnrollNOLA procedures are clearly detailed and publicly available to all schools and families.

EFFICIENCY

Families fill out a single application with all of their school preferences, and receive a single best offer to one of their preferred schools.

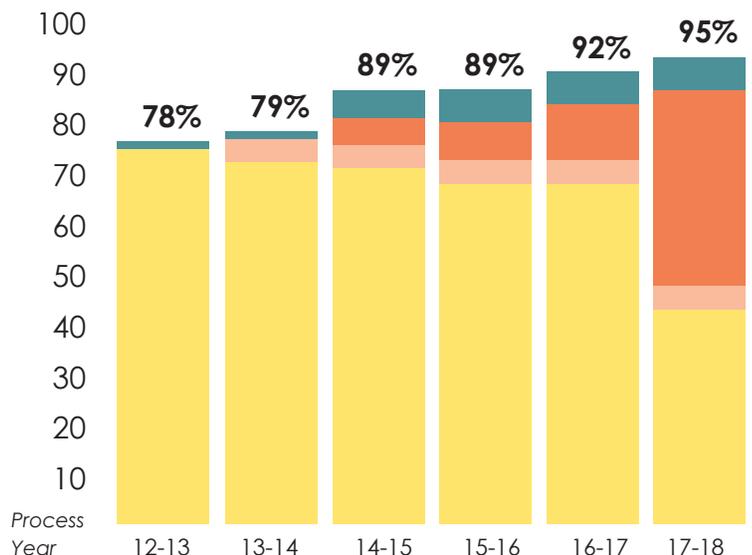
***Non-Public schools participating in the Louisiana Scholarship Program joined OneApp in the 2013-2014 application process.*

K-12 Participation for 17-18, by Governance*



**Governance refers to the authorizing body that oversees a school, and holds it accountable for meeting acceptable operational and performance standards.*

Public School Participation Rate**



A Year in Enrollment

Enrollment is a year-long process: throughout the school year, new students enter New Orleans schools or early childhood programs, while others may transfer to move to other states, parishes, or non-public schools. EnrollNOLA’s work covers enrollment for the current school year, as well as enrollment for the upcoming school year. The primary way students enter or transfer schools for the upcoming school year is through OneApp, the annual unified application process for 95% of New Orleans public schools.

OneApp is a critical piece of EnrollNOLA’s work. Through OneApp, students may apply to attend up to 8 participating schools, and receive a single best match to one of their choices. Applicants are matched based on a lottery process. The lottery considers applicants’ lottery number, rank order of school choices, and priority to attend their chosen schools.

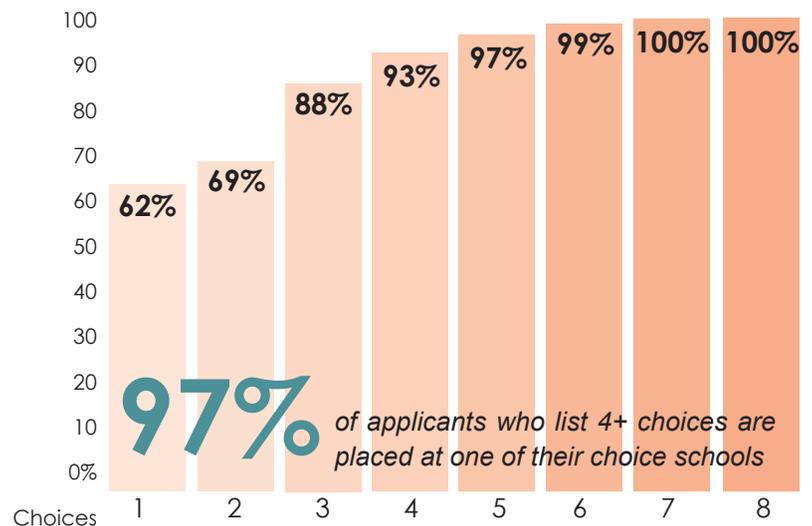
Match Rate

The “match rate” refers to the percentage of applicants that are matched to a school on their OneApp. Each year, around 80% of applicants are matched to a choice, and over two-thirds are placed at one of their top three choices. The “Top 3” match rate for the Main Round of the 2017-2018 OneApp was 76%; the overall match rate was 81%. Applicants who listed 4 or more school choices had a match rate of 97%; those who listed 7-8 choices had a match rate of 100%*.

The match rate for rising kindergarteners and high-schoolers, who must submit OneApps, rose from 90% to 92% in the 2017-2018 Main Round. This can be attributed to abundant availability in kindergarten programs citywide, several new high school options, persistent outreach, and an increase in the average number of choices.

All students, including those not matched in the Main Round, may reapply during Round 2 of OneApp.

Match Rate by Number of Choices



*Match rates are rounded to the nearest whole. Applicants who listed 7 choices had a match rate of 100%; applicants who listed 8 choices had a match rate of 99.8%.

Process Year	Returning to Current School	Main Round Match Rate (PK4-12)	Top 3 Match Rate (PK4-12)
12-13	90.3%	78.1%	76.6%
13-14	88.9%	80.6%	71.5%
14-15	91.9%	82.1%	79.9%
15-16	91.5%	79.6%	74.6%
16-17	92.3%	82.5%	77.5%
17-18	92.2%	81.3%	76.4%



Main Round Participation

OneApp is an online-only application with two rounds, called “Main Round” and “Round 2.” The Main Round is the primary application window for students applying to a new school for the upcoming year, taking place from early November to the end of February each year. The majority of applicants apply in the Main Round, and it is at this time that EnrollNOLA makes its biggest push for “transitional students,” students in entry-level grades, to apply. Entry-level grades include first-time kindergarten students or rising 9th graders. It’s particularly important that these students apply in the Main Round, as it is when schools have the maximum number of available seats for new applicants.

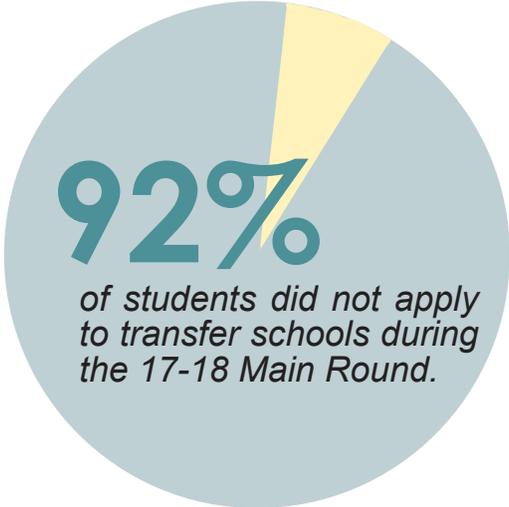
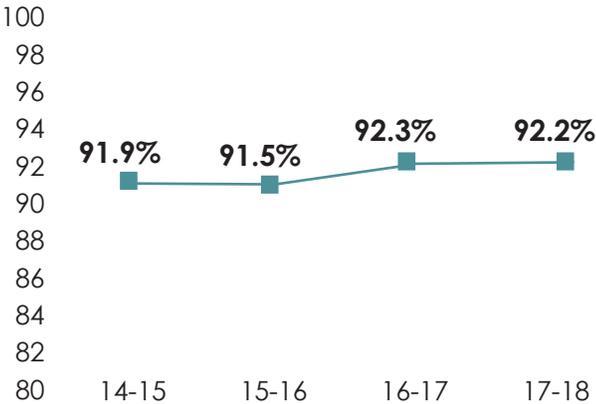
The number of applications in entry-level grades has consistently increased for the past several application cycles, and remained stable for the 2017-2018 Main Round. This indicates that students in transitional grades are applying when they have the greatest opportunity to be matched to one of their top school choices.

Overall, the student population is stable. “Stability” refers to the percentage of the current student body that returns each year. Every year since 2014-2015, approximately 92% of students enrolled in participating schools did not apply to transfer through the OneApp Main Round.

PK4-12 Main Round OneApps Submitted, by Year

Process Year	PK4-12	PK4	K&9	1-8, 10-12
12-13	9,075	1,420	3,643	4,012
13-14	8,821	1,456	2,888	4,477
14-15	10,093	1,357	4,338	4,398
15-16	11,991	1,767	4,996	5,228
16-17	12,303	2,558	5,236	4,509
17-18	12,113	2,007	5,240	4,866

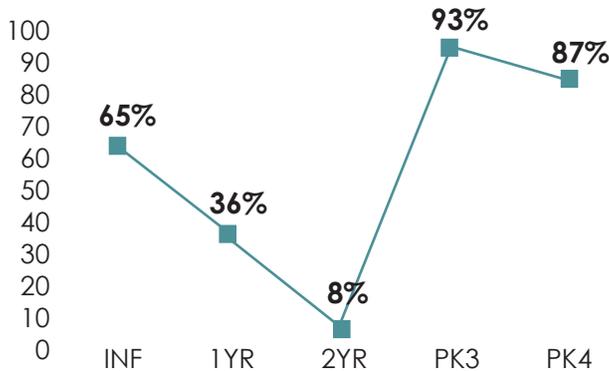
Year to Year Stability



Early Childhood Results

Early Childhood Education (ECE) refers to programming for students ages six weeks to four years old. All publicly-funded ECE programs in New Orleans participate in EnrollNOLA and OneApp. Public funding is limited to programs offering free or reduced-priced care for qualifying, economically disadvantaged children. Because of strict limits in eligibility and availability, not all early childhood applicants are guaranteed a placement.

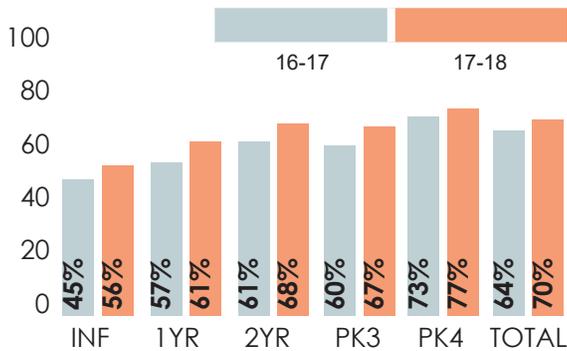
Overall Match Rates by Grade



The fluctuation in ECE match rates illustrates where demand is being met, and where the number of applicants exceeds existing programming. Low match rates in infant, 1 year, and 2 year programs reflect limited availability relative to demand; in Pre-K 3 and 4, where options are relatively abundant for qualifying families, the match rate is higher, more similar to kindergarten and 9th grade programs.

Eligibility for ECE programs is determined by factors like residency, age, and income. In order to be matched to a program, applicants must verify they are eligible by submitting documentation. Verification rates for new applicants went up across every age group for the 2017-2018 Main Round, and were up over 5% overall. EnrollNOLA continues to invest in expanded resources and outreach to support families in completing the verification process.

ECE Verification Rates for New Applicants, by Grade



Verification requirements for ECE programs can vary based on if they are overseen by state or federal agencies. For Pre-K 4, where verification processes are simpler, rates are higher. Programs serving children ages three and younger are predominately federal programs with extensive verification processes designed to give the neediest families access to free ECE programming. These age levels have lower verification rates.

Participating ECE Program Types, by Funding Source

LA4 & Expansion Grant	Pre-k programs in partnership with a public elementary school or early learning center.	4 years
Tuition Pre-K 4	Pre-k programs in partnership with a public elementary school, open to age-eligible families willing and able to pay tuition.	4 years
NSECD	Pre-k programs associated with a nonpublic school or early learning center, the pre-k equivalent of the LA Scholarship Program.	4 years
Head Start	Federally-regulated early childhood programs for qualifying applicants ages 3-4 year olds, who live in Orleans Parish.	3 years - 4 years
Early Head Start	Federally-regulated early childhood programs for qualifying applicants ages infant-3 years, who live in Orleans Parish.	6 weeks - 3 years

OneApp Main Round

15,099

students applied in the 2017-2018 Main Round

92%

of students in participating schools chose not to transfer

94%

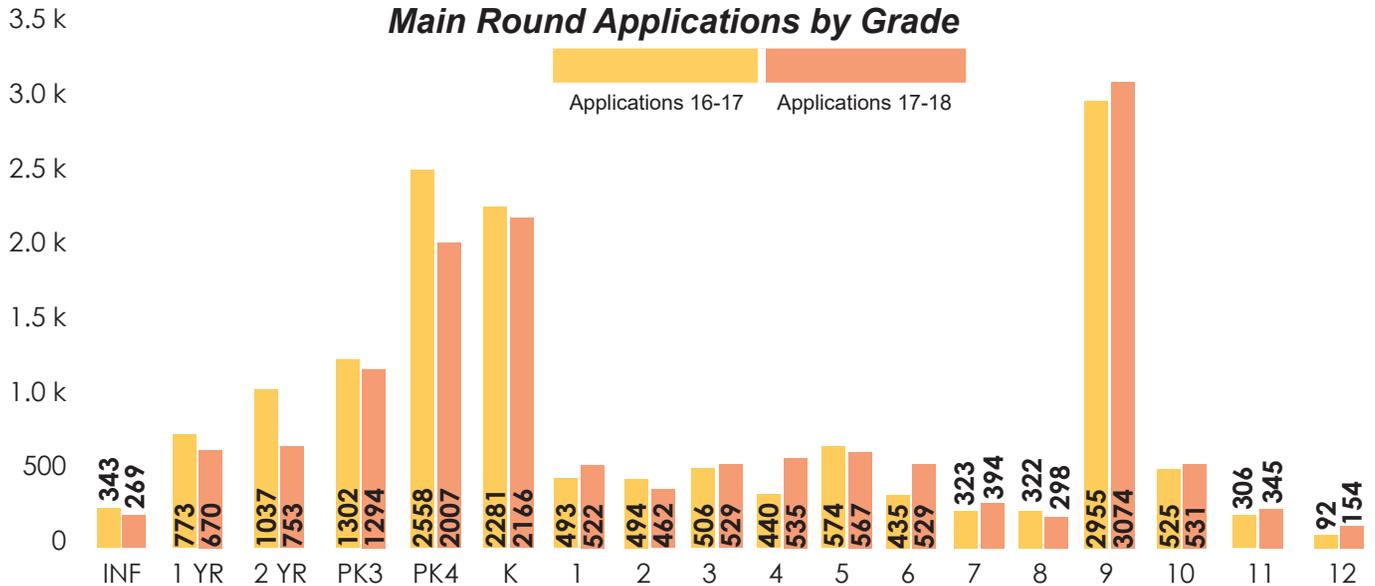
of sibling-applicants were matched with their siblings

84%

of family-linked families were matched together

93%

of students with 3+ choices, all in-zone, placed in-zone

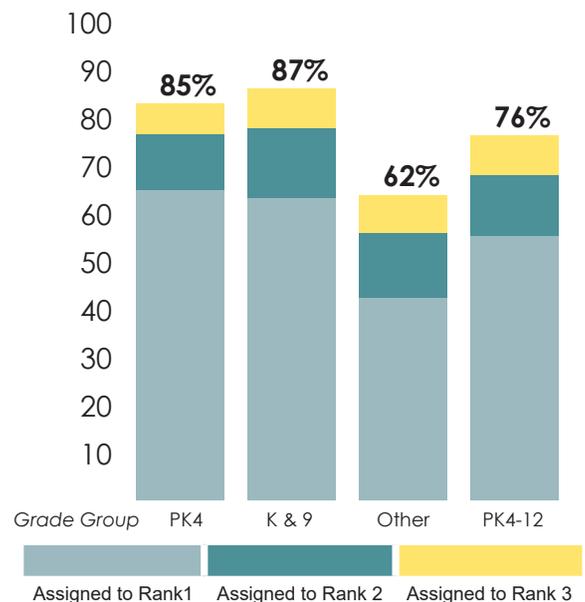


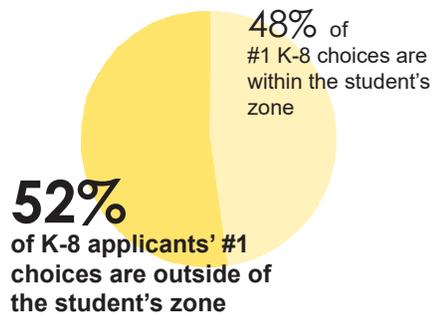
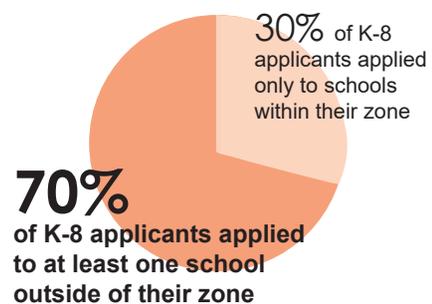
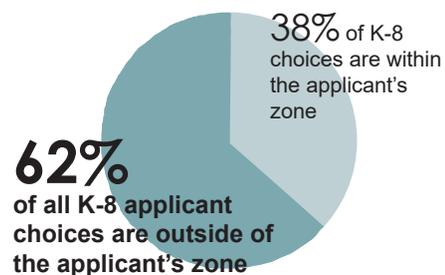
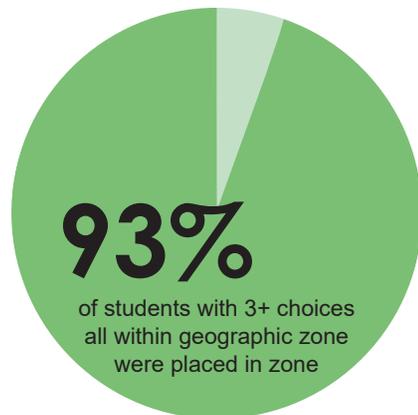
Over 15,000 families participated in the 2017-2018 OneApp Main Round. Overall, application rates remained stable in all grades, aside from a decrease in applications in grades 1 YR - PK4. This is because ECE applicants did not have to reapply to continue at their current program beginning this year.

Encouraging trends from the 2016-2017 Main Round continued into the 2017-2018 application season, including increases in the average number of choices and in transitional 8th grade participation. These may be healthy signs of improved understanding and successful communications. Ninety-four percent of matriculating 8th grade students submitted a OneApp during the 2017-2018 Main Round. Eighty-seven percent of students entering kindergarten and 9th grade were assigned to one of their top three choices.

Critical Main Round data points, such as sibling match rate, student stability, overall participation, and kindergarten and 9th grade match rates have remained consistent over time.

Applicants Assigned to a Top 3 Choice





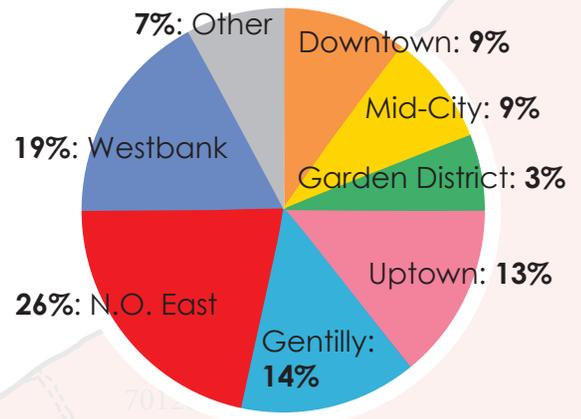
Geography

In New Orleans, students aren't assigned to a zoned school; they can apply to attend school anywhere in the city, regardless of where they live. Geographic priority gives students the opportunity to go to school close to home if they choose to, while giving fair access to students who would prefer to go to a school farther from home. Geographic priority is determined by "geographic zones," a way of splitting up the city by area.

In advance of the 2017-2018 Main Round, EnrollNOLA met with community and school representatives, district leadership, and demographers to consider if OneApp's zones were continuing to meet community needs. As a result, new zones were adopted. The revised zones are smaller (meaning applicants receive priority to schools that are, on average, closer to their home), and more intuitive (delineated by zip code). Tighter, more intuitive zones help illuminate patterns in school choice while responding to a demand for processes that enable students to go to school closer to home.

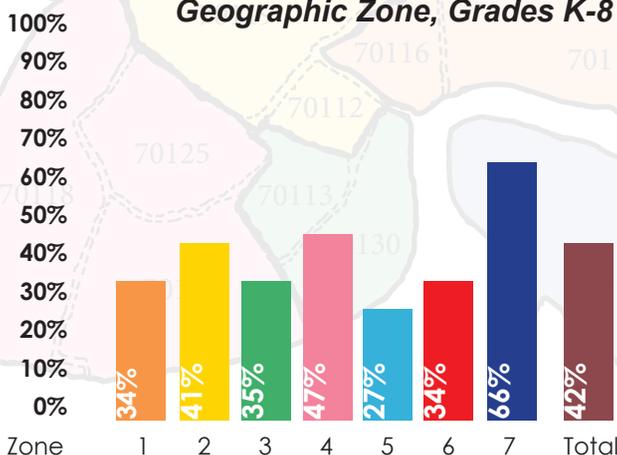
Intuitive zones that give students priority to schools more proximate to their home, alongside application enhancements making school distance from home more explicit, did not yield more in-zone choices. Data from 2017-2018 is consistent with years prior, and illustrates that a majority of applicants apply to schools outside of their zip code and neighborhood. Ninety-three percent of applicants who exhibited a strong preference to go to school closer to home (applied to three or more schools, all within zone) were matched to a school in their zone. Sixty-two percent of all choices were outside of the student's geographic zone, and 70% of applicants listed one or more choices outside of zone.

% 17-18 Applications Submitted, by Geographic Zone



More applications are submitted in Zone 6: New Orleans East relative to other zones, reflecting the greater number of students who reside in those zip codes.

% Top 3 Choices In-Zone by Geographic Zone, Grades K-8



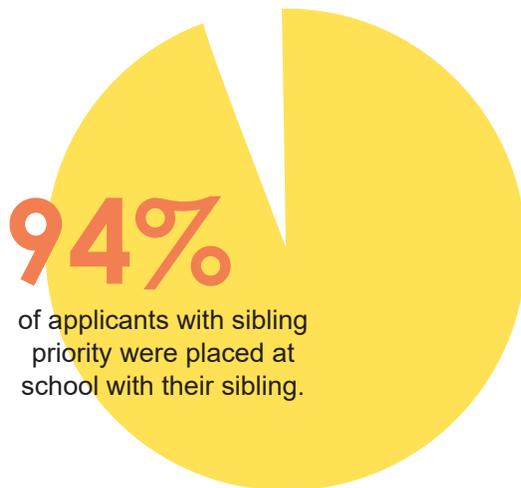
- 1 70116, 70117: Downtown
- 2 70112, 70119: Mid-City
- 3 70113, 70130: CBD / Garden District / Central City
- 4 70115, 70118, 70125: Uptown
- 5 70122, 70124, 70148, 70126 (West): Gentilly / Lakeview
- 6 70126 (East), 70127, 70128, 70129: New Orleans East
- 7 70114, 70131: Westbank

K-8 applicants across the city rank in-zone choices at a similar rate, and less than 50% of their top three choices are in-zone. Zone 7: Westbank applicants (70114, 70131) prefer in-zone choices more, and two out of three of their top three choices are located on the Westbank.

Siblings

Sibling Priority

Helps assign applicants to the school their sibling attends



“Sibling Priority” and “Family Link” are two ways the application process prioritizes keeping families together. During the 2017-2018 OneApp Main Round, 84% of family-linked students were matched to school together. Ninety-four percent of sibling-applicants were successfully placed in the same school as their sibling(s), and 100% of kindergarten sibling-applicants were matched with their siblings.

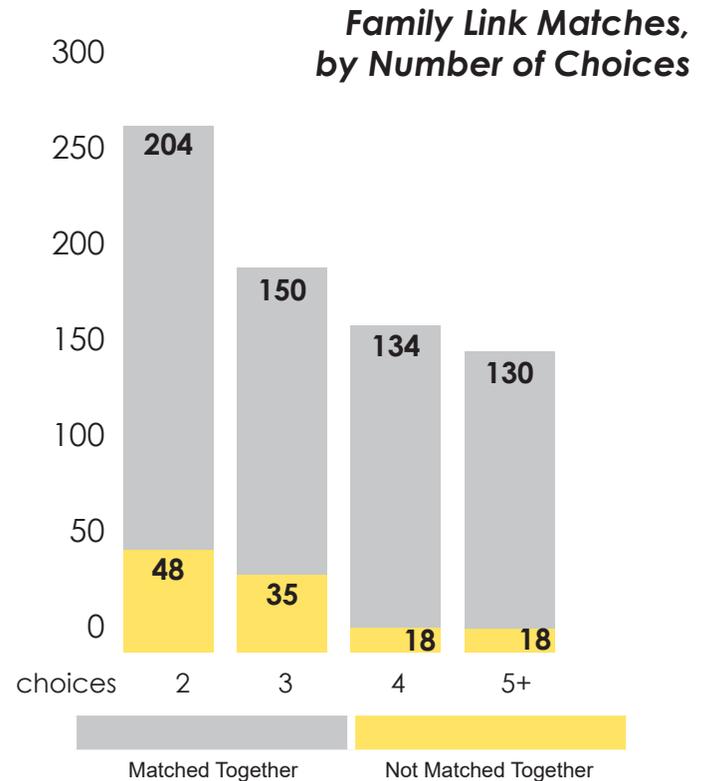
If a student applies to attend a school their sibling will attend for the upcoming year, that student will receive sibling priority during the placement process. For many schools, siblings are the first priority group.* Family Link is a way to keep siblings together when they are applying to change or enter schools at the same time. If a parent submits an application for each child listing the same school selections in the same order, the students will be family-linked, and OneApp will prioritize assigning the students to the same school if possible.

For example, let’s imagine a family is looking for a new school for their children, who will be in the first and second grade in the upcoming year. The parent lists the same schools on each child’s application, in the same order. The family’s first-choice school only has a seat for the first-grader, but both students can be matched to their second choice together. In this scenario, OneApp would match both to their second-choice school to keep the family together.

*All schools offer first priority to students exiting closing school(s), when applicable.

Family Link

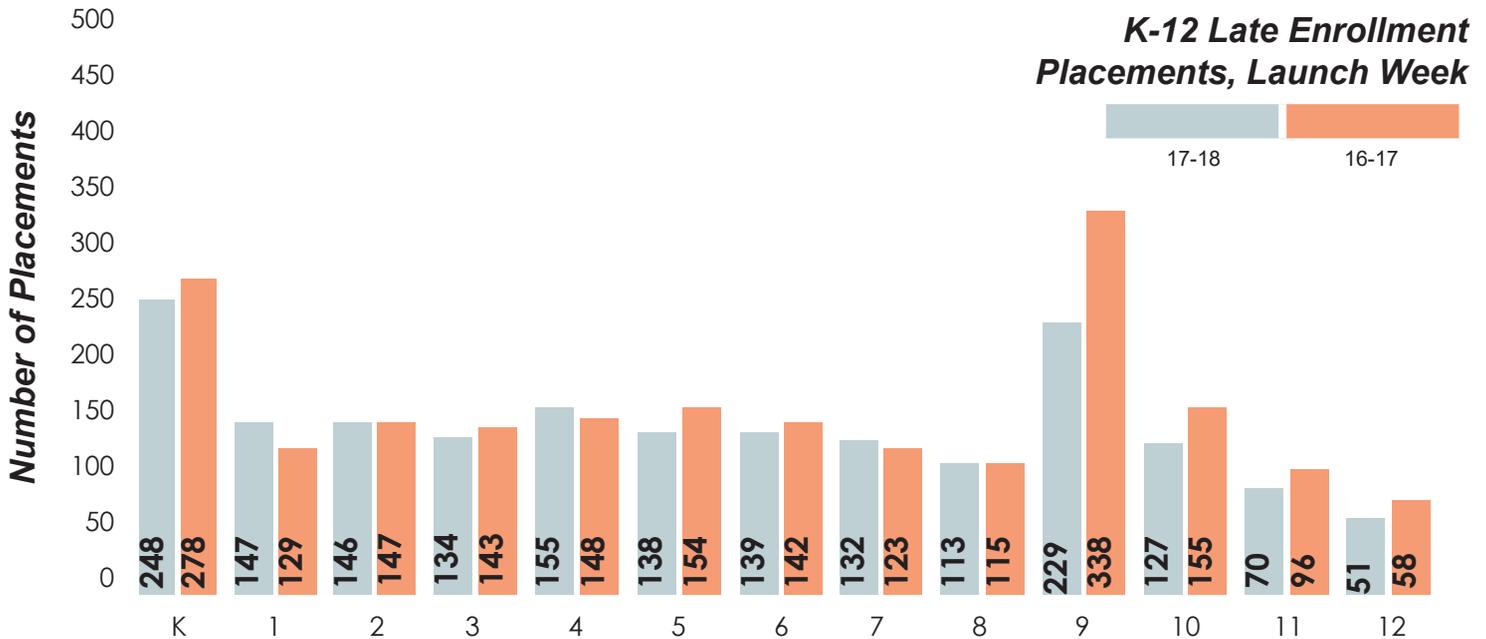
Helps assign concurrently applying siblings to the same school



The more choices a family lists, the easier it is to keep all siblings together at the same school.

Late Enrollment

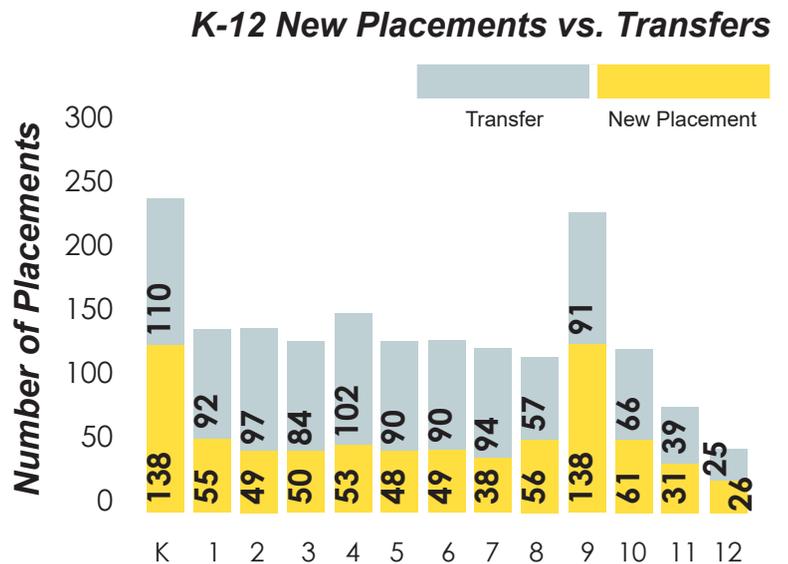
Families who miss the OneApp process or who decide to transfer in the summer may enroll for the upcoming year during Late Enrollment, although options are limited to schools with open seats remaining. Late Enrollment is a first-come, first-served process taking place from July to October 1 of each school year.



During the launch week of Late Enrollment 2017, EnrollNOLA made 2,018 placements, helped 296 families check eligibility for ECE programs, and added 186 children to ECE waitlists. The family traffic during the first week of Late Enrollment was comparable to traffic seen over the first 1.5 weeks the year prior.

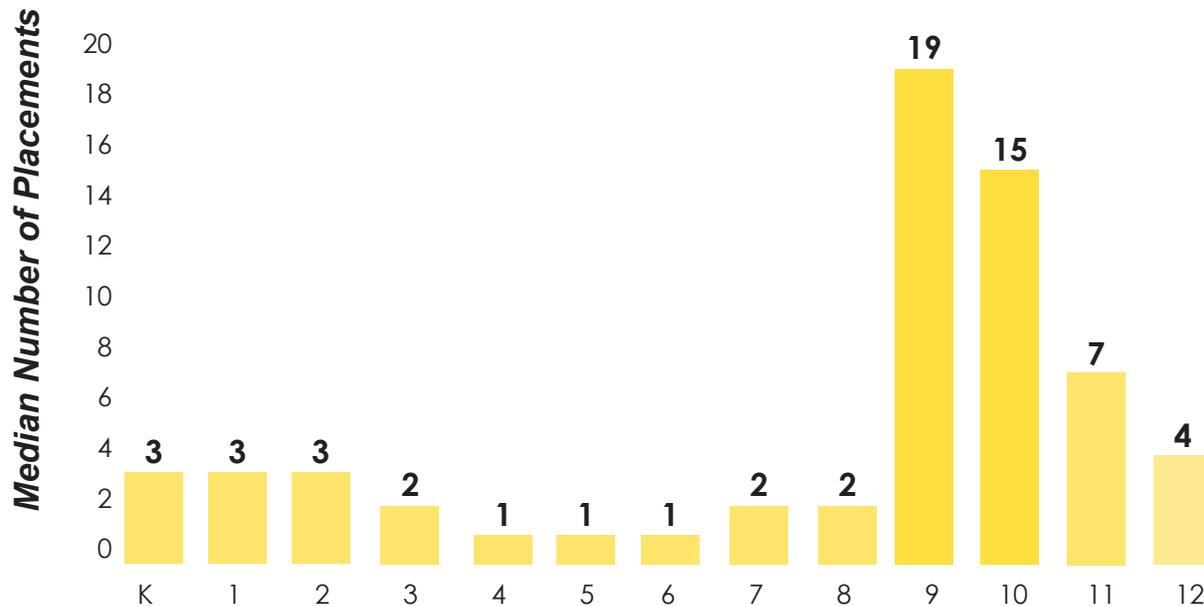
Late Enrollment placements decreased in high school grades, particularly 9th. The reduction in 9th grade placements, considered alongside the increase in 9th grade applications and match rate, may indicate that more 9th graders were satisfactorily enrolled and did not need to participate in Late Enrollment.

Families seeking new placements typically visit Late Enrollment at a similar rate as those seeking transfers. Predictably, in middle grades, where fewer new students enter the system, most visitors seek transfers; in entry-level grades, such as kindergarten and 9th, a greater percentage of families visit Late Enrollment in order to enroll for the first time.



Mid-Year Enrollment

Median Mid-Year K-12 Placements per School, by Grade



Enrollment is a year-long process. New students enter the school district every month of the year, as illustrated in “K-12 Placements by Month and Grade,” and “ECE Placements by Month and Grade,” right. Peaks in new student enrollment tend to take place at the beginning of the second semester, in January, and in the spring, between March and April. Placements dwindle as the end of the school year approaches.

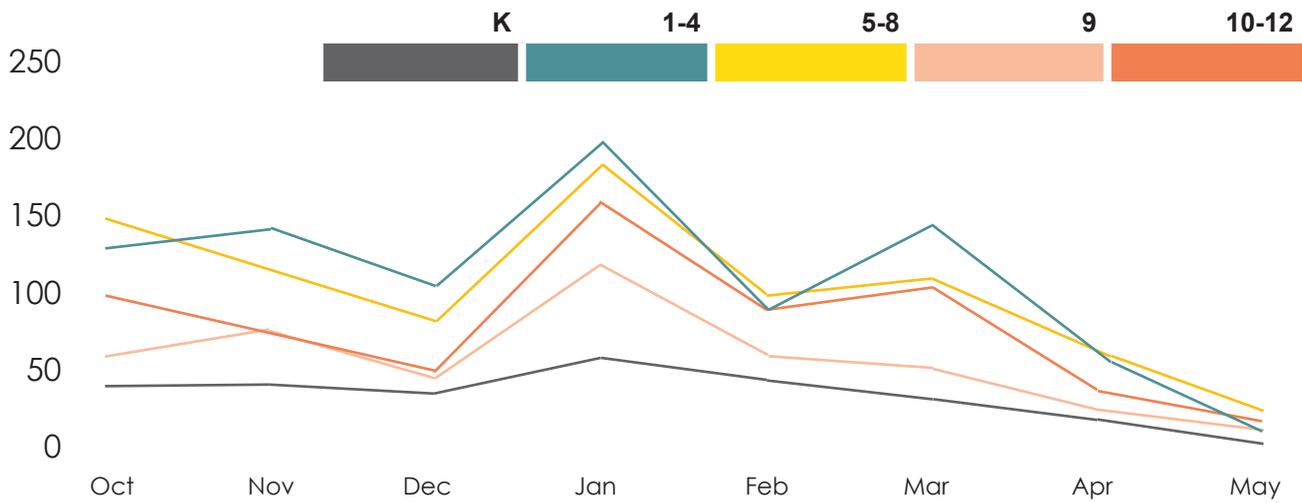
EnrollNOLA has worked collaboratively with schools to establish enrollment policies that protect classroom stability and educational consistency for students, while also honoring parent choice. The mid-year placement process ensures that families will always have several school choices available to them, no matter what time of year they are enrolling in school.

Citywide, most grades take on a median of 1-3 new students over the course of the school year, and in all grades K-8, median placements were no greater than three. There was significant availability in these grades throughout the year. The median for high school grades is much higher because new students are distributed among fewer school options overall.

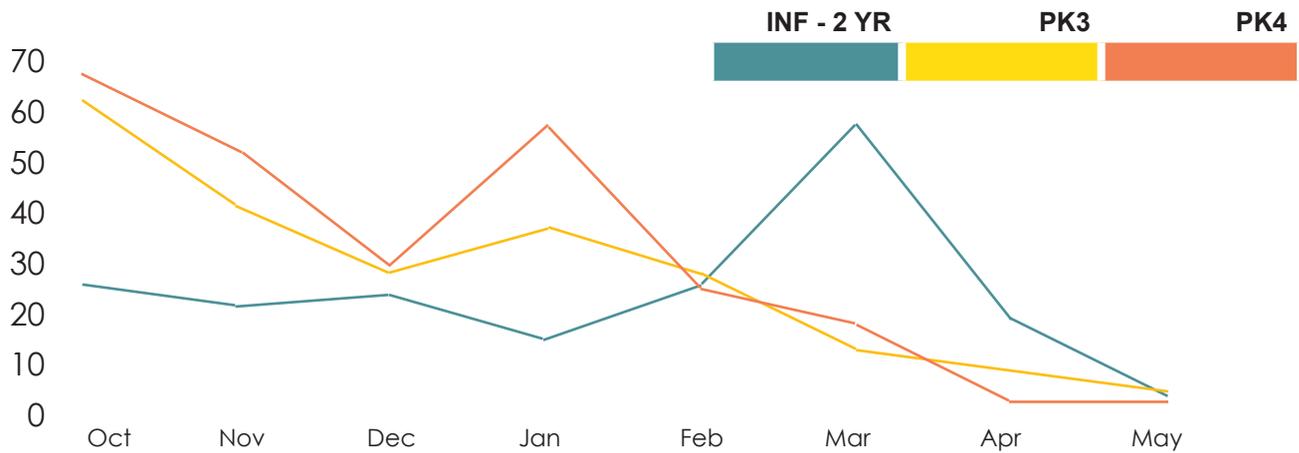
Fewer ECE mid-year placements occur, relative to elementary and high school. This is because there is significantly lower availability in early childhood grades for mid-year entries. Additionally, unlike K-12, ECE grades are not mandatory; students are not required to enroll upon arrival in the district.



K-12 Placements by Month and Grade

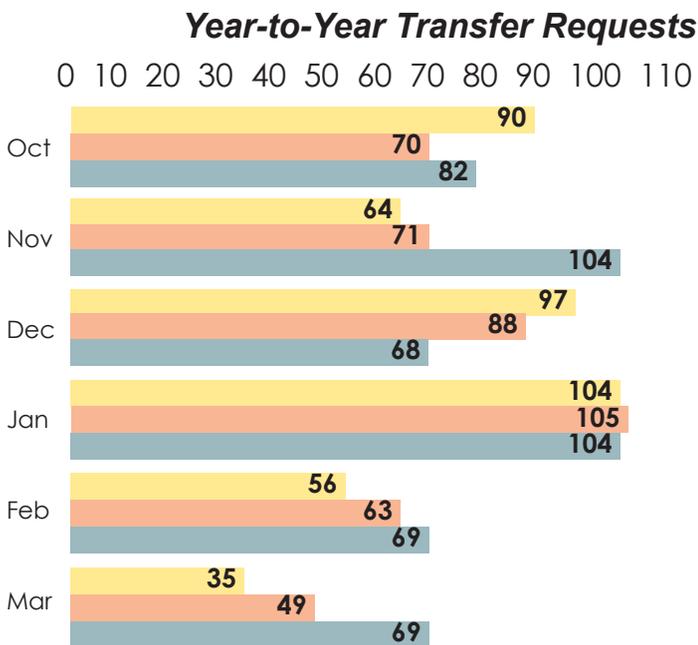
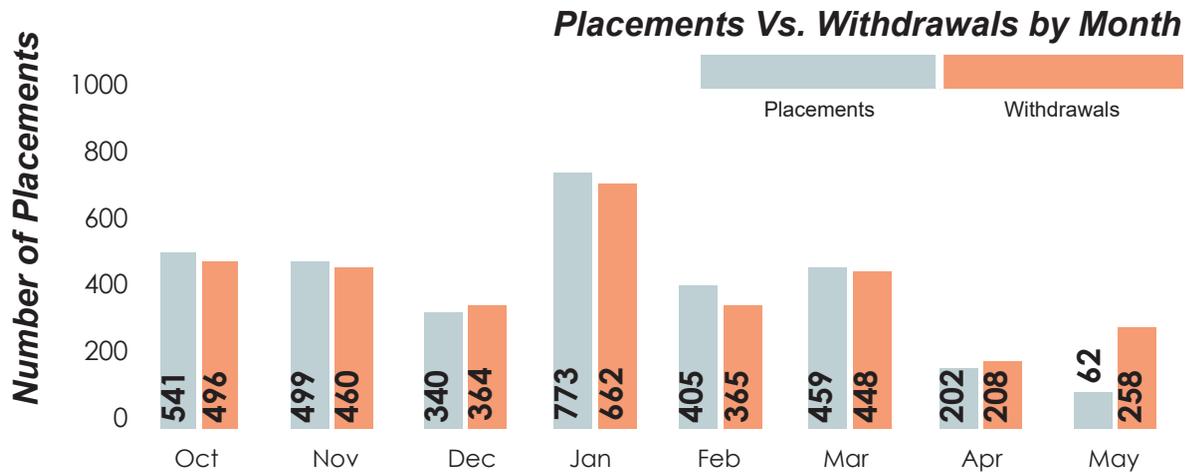


ECE Placements by Month and Grade



Mid-Year Movement

As new students enter New Orleans schools, other students transfer out to move to other states, parishes, or non-public / non-participating schools. In general, the rate of withdrawals versus admits is comparable, and schools do not experience a significant change in enrollment throughout the year. Similar to the patterns in new placements observed on page 14, the graph below demonstrates that student movement, in either direction, is concentrated at the start of the second semester, in January. Student movement diminishes as the school year goes on.



Hardship Transfers

Beginning in October, families must demonstrate a documented hardship in order to transfer schools for the current school year. Limiting transfers helps preserve a stable social and academic environment.

There are three main categories of approved hardship: medical, safety, and childcare. Transfer request rates vary year to year, with consistent concentration in January, at the start of the new semester. Student mobility tends to decrease overall as the year goes on.

Approximately 75% of Hardship Transfer requests were approved during the 2016-2017 school year.





17 | Appendix 1: Glossary of Terms

18 | Appendix 2: Data Statement

Online | **Appendix 3: School Demand Data**

Appendix 3 is publicly available at www.EnrollNOLA.org.

Glossary of Terms

EnrollNOLA:

Oversees all enrollment for 95% of New Orleans public schools participating in the unified enrollment process; manages the OneApp application and placement processes, mid-year placements and transfers, enrollment planning and student rosters, and the Late Enrollment cycle. Most enrollment processes take place from EnrollNOLA Family Resource Centers. EnrollNOLA ensures schools are held accountable for following enrollment policies.

Family Link:

Helps keep concurrently applying siblings together. If a parent submits an application for each child listing the same school selections in the same order, the students will be family-linked. OneApp will then prioritize assigning the students to the same school if at all possible.

Geographic Priority:

Helps assign students to a school in their area, if they apply. The majority of K-8 schools offer partial geographic priority, which means applicants residing in the school's zone get priority to half the seats. Geographic priority does not apply to the other half, so applicants outside of the zone have a chance at those openings. Students enrolling in most high schools do not receive geographic priority.

Geographic Zone:

Geographic priority is determined by "geographic catchment zones," a way of splitting up the city by neighborhood. The zones we use to determine placements can be seen on the map on page 10.

Hardship Transfer:

After October 1, students must qualify for a documented hardship in order to transfer schools. There are three types of Hardship Transfers: childcare, medical, and safety. Criteria for each hardship type is detailed on Hardship Transfer paperwork, available at all Family Resource Centers.

Late Enrollment:

The enrollment period following the end of the OneApp application cycles, and preceding the beginning of the school year, spanning from July to October 1. Late Enrollment gives families who are new to New Orleans, missed the application, or require a placement change the opportunity to enroll.

Main Round:

The primary application round for families applying to enter or change schools for the upcoming school year. The Main Round takes place from early November to the end of February. Applicants are strongly recommended to apply during the Main Round, as there is a much greater chance that they will be placed at a school of their choice. After the Main Round, many schools will have been filled.

Match Rate:

The "match rate" is the percentage of applicants that were successfully assigned to a school they chose on their application.

Mid-Year Enrollment:

Students who come to the city after October 1, or who experience circumstances necessitating a transfer, would be considered mid-year placements. Any placements made between October 1 and the end of the school year are part of the "mid-year enrollment" period.

OneApp:

The application process for 95% of New Orleans public schools. Families seeking to enter New Orleans public schools for the first time, or to transfer schools for the upcoming year, complete a OneApp to do so. Applicants may apply to up to eight schools at one time, and receive a single offer to the highest-ranked choice possible. Placements are made based on the number of seats, each school's priorities for placing students (for example, priority for living in the school's area), and how many others apply. OneApp is an online application process.

Priority Structure:

Each school participating in OneApp has a "priority structure." This is a way of determining how to fairly place students if there are more applicants than there are available seats. Priorities can include things like siblings of currently attending students, or students who live in the school's geographic zone.

Sibling Priority:

Helps assign siblings to the same school. If a child applies to the school their sibling will attend for the upcoming year, they will receive sibling priority for that school.

Unified Enrollment:

City-wide school enrollment is managed through one central oversight agency, rather than at each individual school site. In a de-centralized system, each school would enroll its students according to its own admissions procedures and timelines. Unified enrollment is a way of unifying school enrollment proceedings in order to protect families, and to make it easier for schools to plan for the coming year.

Data Statement

This data statement accounts for differences in data calculation and / or presentation between the October 2017 Annual Report, and prior publication years. Changes in data presentation are largely based on process changes that may necessitate adjustment in order to preserve consistency and accuracy.

EnrollNOLA has historically reported OneApp match rate data inclusive of grades PK4 – 12, and continues to do so in the October 2017 Annual Report. INF – PK3 data is not included in overall reported match rates, and will continue to be separated.

EnrollNOLA introduced new, smaller, zip-code based zones to account for geographic priority during the 2017-2018 assignment process. As a result, year-to-year summary data across the city (e.g. in-zone %) should be considered differently. Geographic data presented in the October 2017 report additionally focuses exclusively on K-8 applicants, where the majority of schools grant geographic priority.

The early childhood application process also changed between the 2016-2017 and 2017-2018 Main Rounds. For 16-17, all current students had to reapply and be verified in order to continue at their assigned programs. In 17-18, current students did not have to reapply to continue. In order to compare like data sets between the respective process years, this report compares verification rates among new applicants only, and doesn't consider returning students that had to re-verify in 16-17. By focusing on new applicants, we can identify the true change in the number of families verified.

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