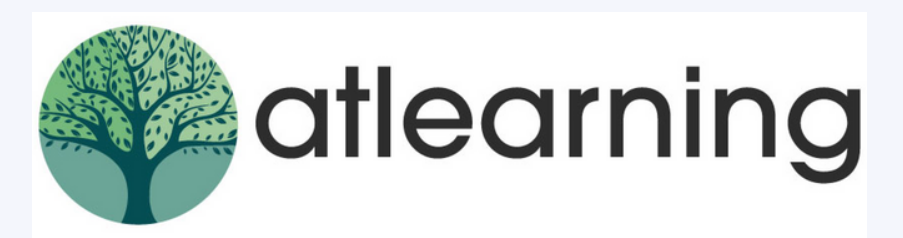
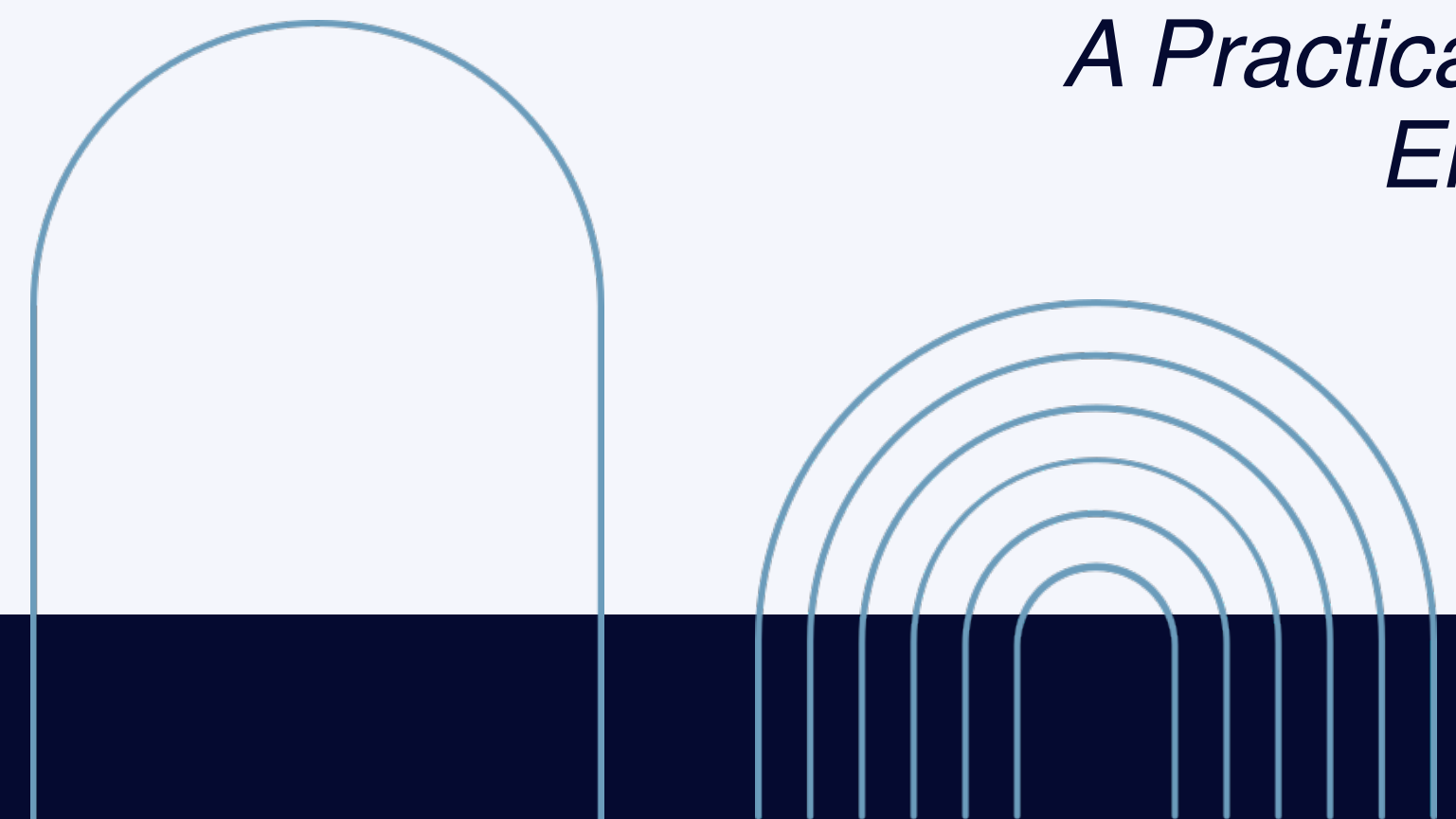


ENROLLMANIA MASTERCLASS 2.0

*A Practical Path to Lasting
Enrollment Growth*



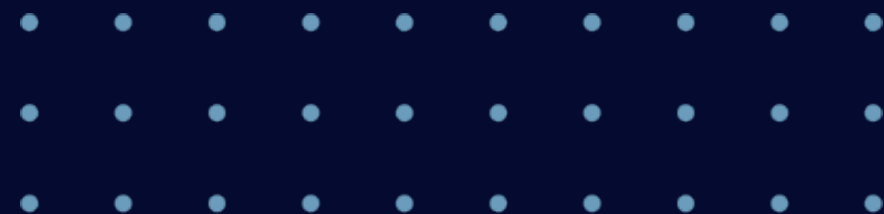
[ATLEARNING.ORG/ENROLLMANIA](https://atlearning.org/enrollmania)





- 01.** CURRENT FLORIDA AND U.S. ENROLLMENT TRENDS
- 02.** 5 BIGGEST FACTORS IN FAMILY CHOICE
- 03.** 3 STEPS TO GROWING YOUR ENROLLMENT
- 04.** FOUNDATIONS OF MARKETING AND BRANDING

WORKSHOP AGENDA





Lynn Norman-Tech
Executive Director
Florida Charter School Alliance



Travis Hostetter
President
atlearning



WORKSHOP NORMS

1. Actively Participate
2. Reflect and Share
3. Willingness to Act



PARTICIPANT GUIDE

Get your own guide by
scanning the QR code or
visiting the website below.



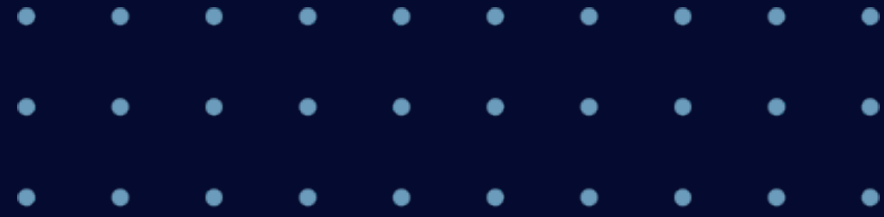
[ATLEARNING.ORG/ENROLLMANIA](https://atlearning.org/enrollmania)





TURN + TALK

Which emoji best represents how your school's enrollment is doing right now?



REFLECTION

In your guide, how would you rate your school on its current enrollment?

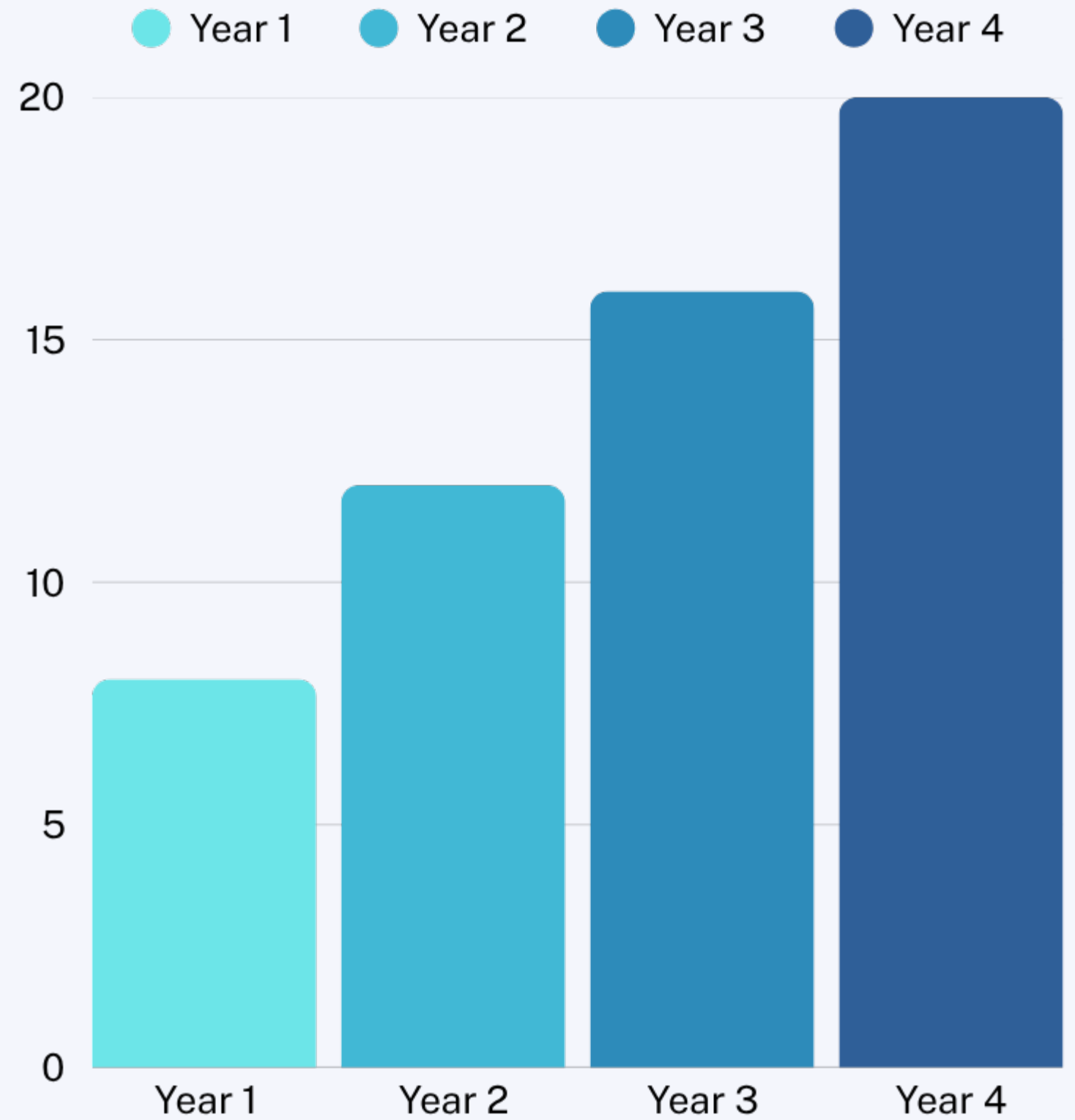


01.

CURRENT FLORIDA AND U.S. ENROLLMENT TRENDS



Why Emphasize Enrollment?





**FINANCIAL
STABILITY**

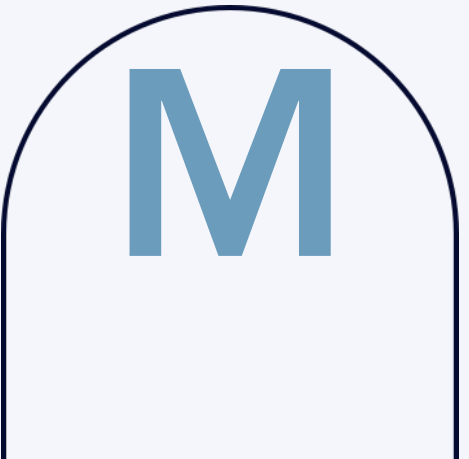
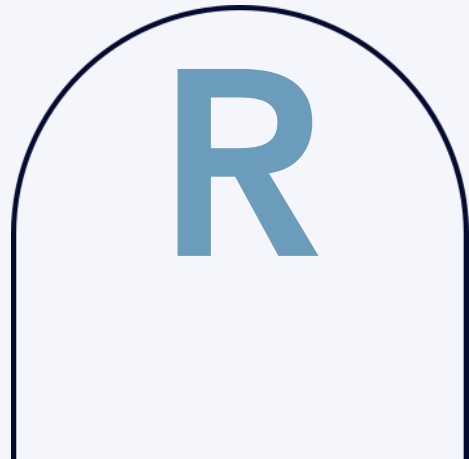


**STAFFING +
PROGRAMS**



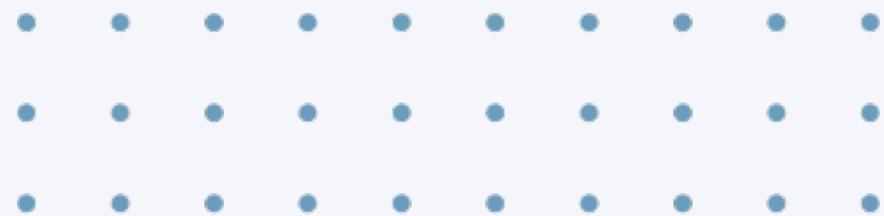
**TRUST +
REPUTATION**

**MISSION +
SUSTAINABILITY**



ENROLLMENT TRENDS IN FLORIDA

Florida continues to lead the U.S. in school choice. Over 50% of students are now attending a school of choice.



FLORIDA

K-12 ENROLLMENT

PUBLIC

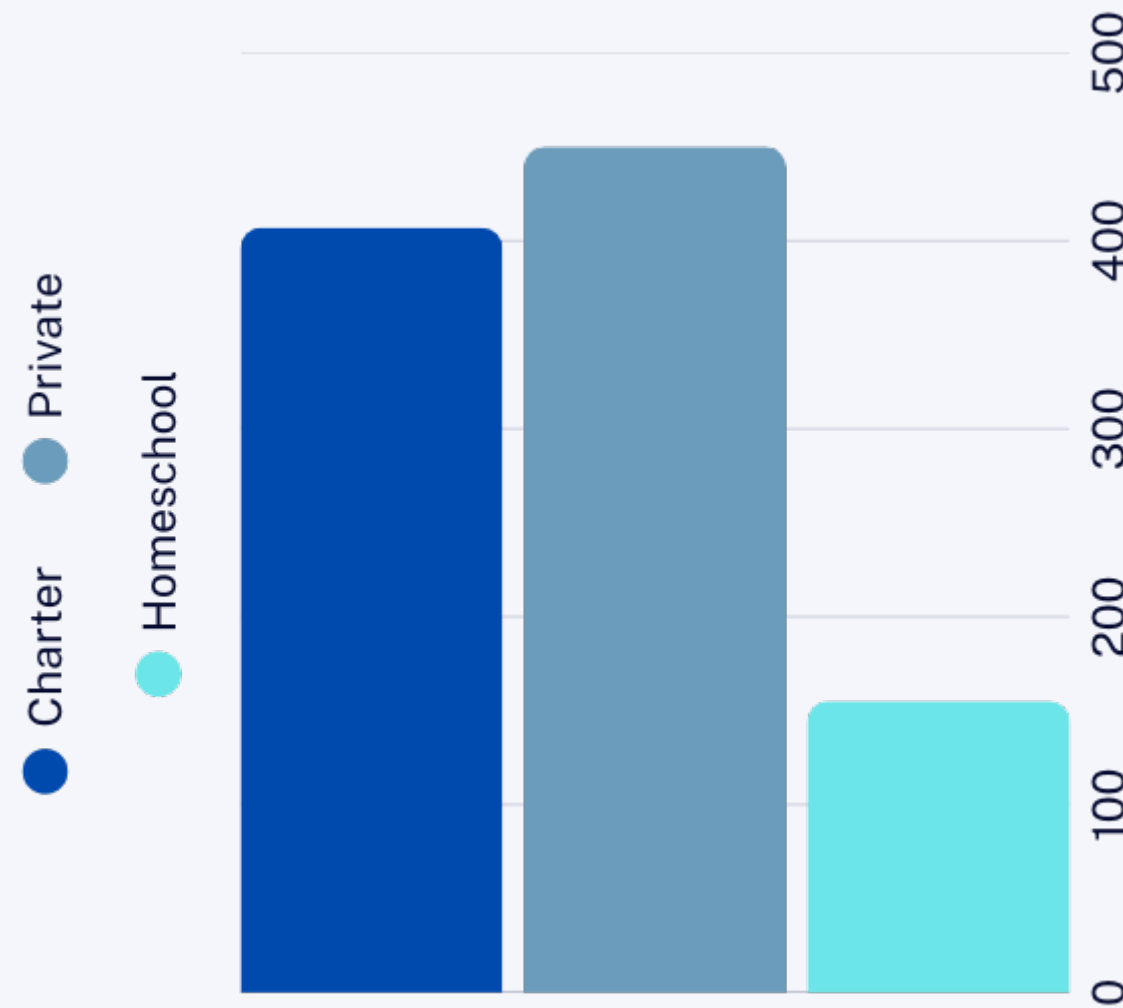
More than 3,000 public schools and shrinking. Over 50% of students are enrolled in a school they are not zoned for, i.e. school of choice.

CHARTER

Enrollment has increased by more than 7% over the previous year totaling over 407,000 students. There are now nearly 750 charter schools in Florida.

PRIVATE

At nearly 450,000 students, private school enrollment continues to be strong. More than 95% of private schools are in urban or suburban areas.



3.3 MILLION
Students in
Florida

42,000
Student choice
increase

155,000+
Homeschoolers,
a 15% increase



ENROLLMENT TRENDS IN THE U.S.

PROBLEM

There are more charter and private schools than ever and homeschooling is also projecting a 2.5x growth

Projections show a nearly 2.5x increase in enrollment for charter and private schools from 2024 to 2034



U.S.

PROJECTIONS FOR 2034

PUBLIC

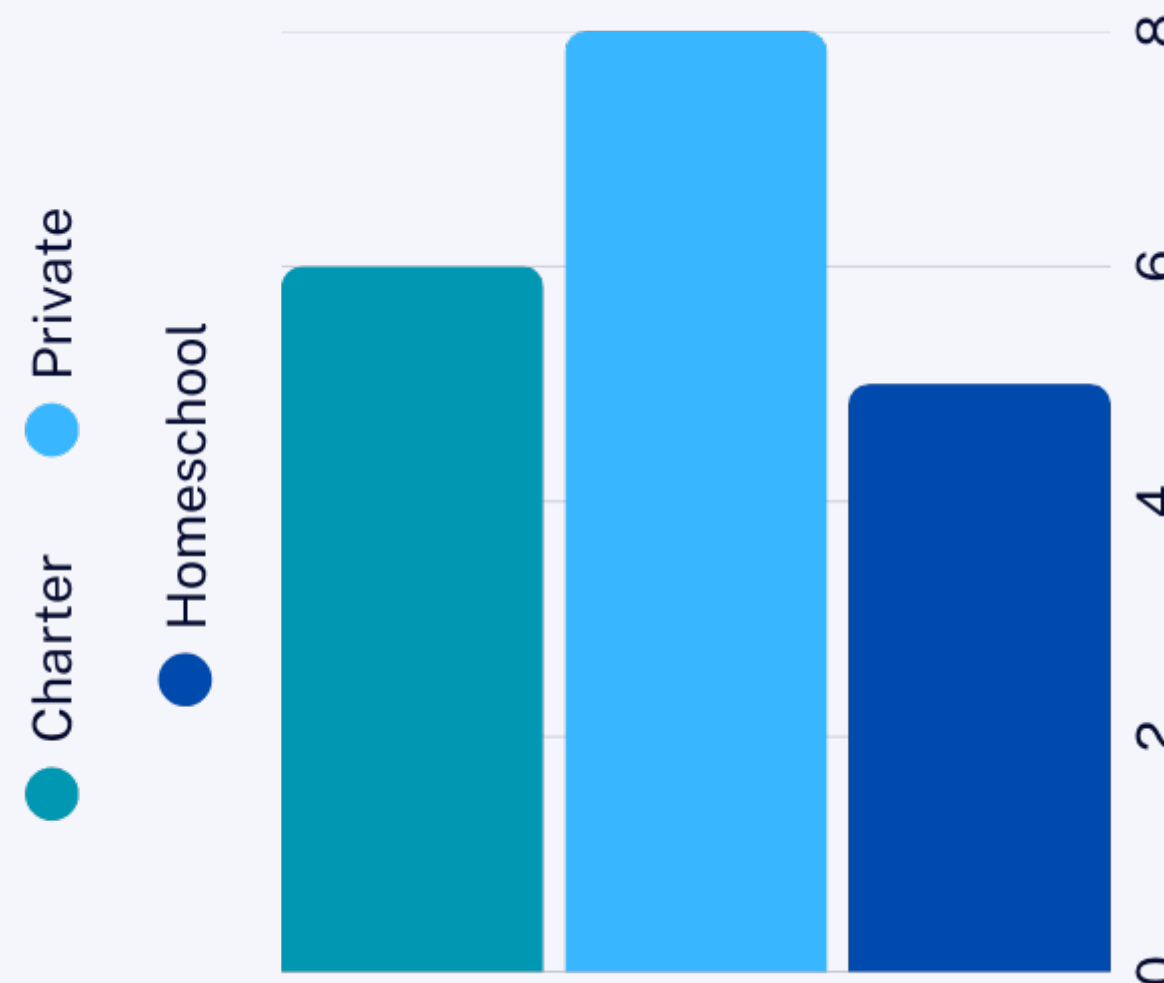
Public schools are projected to lose at least 10% of their enrollment by 2034. School closings will rapidly continue.

CHARTER

Overall enrollment is expected to grow by 2.5x with a significant increase in the number of charter schools.

PRIVATE

Enrollment growth should hit nearly 2.4x while also increasing the number of private schools, although not as rapidly as charter schools.



8 MILLION
Private school
students by 2034

6 MILLION
Charter school
students by 2034

5 MILLION
Home school
students by 2034

REFLECTION

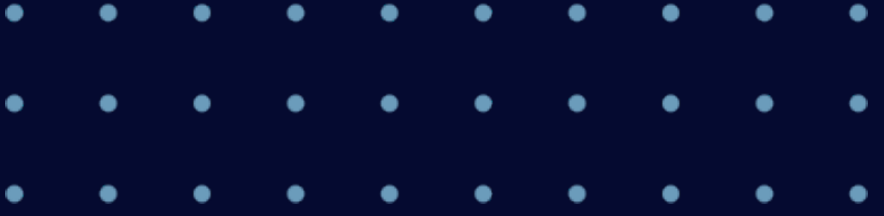
How does your school's enrollment compare with state-wide or national trends?



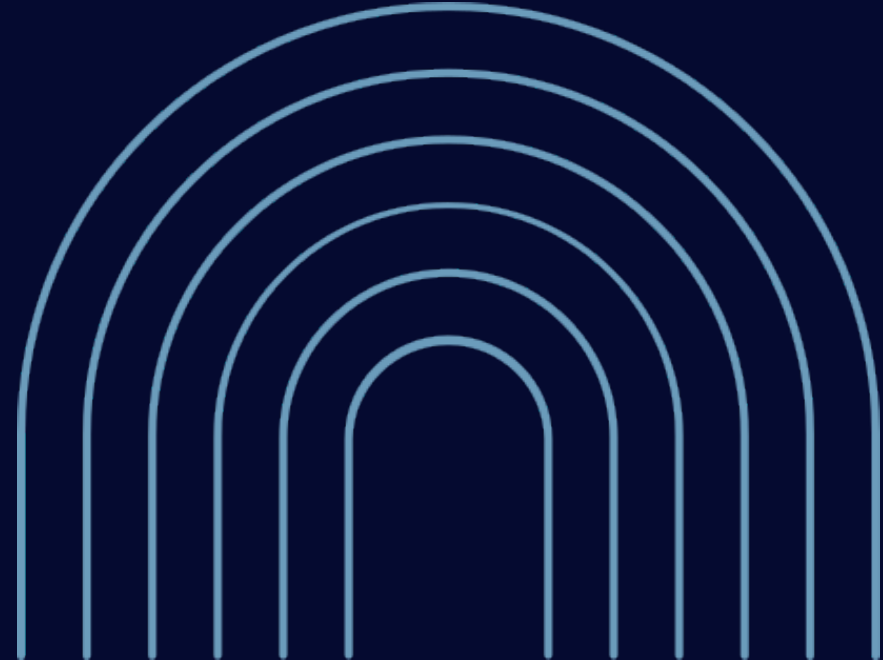
02.

5 BIGGEST FACTORS IN FAMILY CHOICE





**“FAMILIES CHOOSE
THE SCHOOL THAT IS
BEST FOR THEM AND
THEIR CHILD”**



#5 Practical Fit

- Location of your school
- Annual costs
- Facilities
- Accessible



#4 Programs + Student Services

- Special education
- Gifted
- ELL
- Sports
- Extracurriculars
- STEAM



#3 Reputation, Communication, and Trust

- What families say about your school
- Messaging style and platforms
- Transparency
- Community voice





#2 Safe and Supportive Environment



- Physical safety
- Emotional well-being
- Positive culture
- Everyone feels valued

#1 Strong Teaching and Academic Results

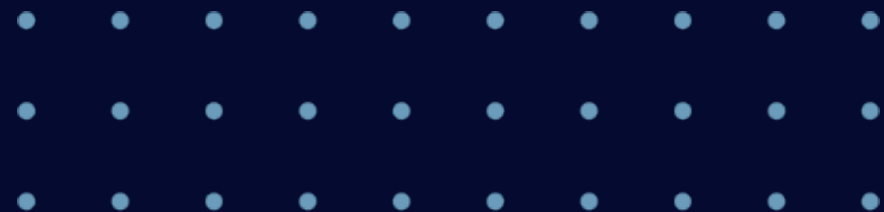
- Talented and caring teachers
- Positive learning results
- Strong staff retention
- Great recruitment





TURN + TALK

Which of these 5 factors is your school the strongest at?
Which one weakest?



REFLECTION

How would you and your community rate your school on these 5 biggest factors?



03.

3 STEPS TO GROWING YOUR ENROLLMENT





**“BEFORE YOU CAN
GROW, YOU HAVE
TO FIRST KNOW
WHERE YOU ARE”**

STEP 1: SELF-STUDY



REVIEW ALL OF YOUR CURRENT DATA

1 3

Data is your starting point. Review data from attendance, enrollment, grades, testing, teacher turnover, etc.

HOST FOCUS GROUPS FOR DEEPER UNDERSTANDINGS

Review your results and ask great questions to trusted people. Get the right voices in the room for feedback.

COLLECT DATA FROM ALL STAKEHOLDERS

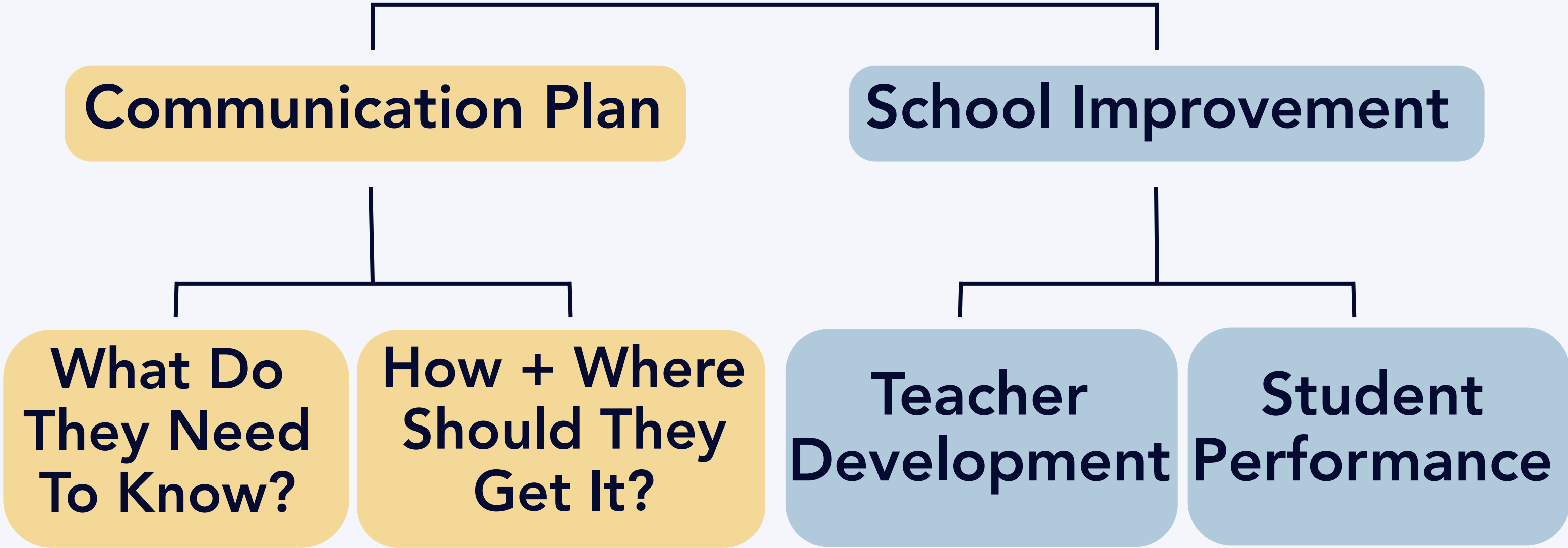
2 4

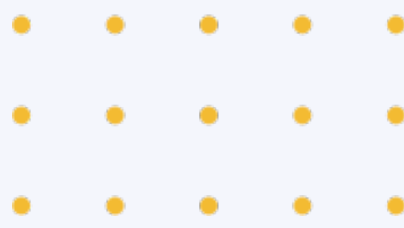
Ask the right questions to the right people. Give them all a voice and allow them to share their perspective.

ANALYZE + SHARE YOUR RESULTS

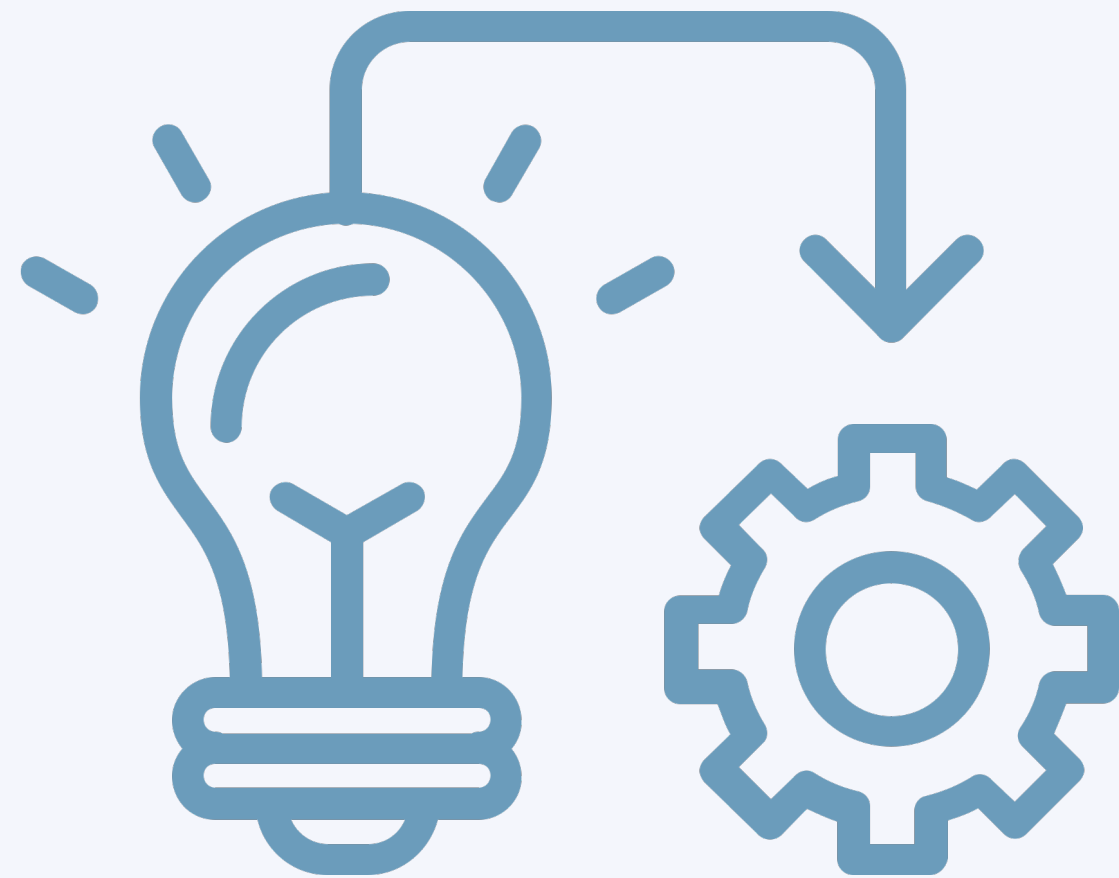
Doing so builds trust, stakeholder buy-in, and leads to building your enrollment growth strategy.

STEP 2: BUILD A STRATEGY





STEP 3: IMPLEMENT AND ADJUST



- Invest in your school's improvement
- Put your communication plan into action
- Collect data and feedback along the way
- Adjust your practices and goals





BONUS STEP: SUPERCHARGE YOUR ENROLLMENT GROWTH

- Marketing and advertising can rapidly grow your enrollment
- Marketing is simply telling your school's story in clear, consistent, and compelling ways so families understand the value you offer and why they should choose you
- You will not know how to do that without first completing Steps 1-3





TURN + TALK

Which of the 3 Steps would be the most challenging for your school? Why?



REFLECTION

Take 1-2 minutes to answer the questions in your guide



04.

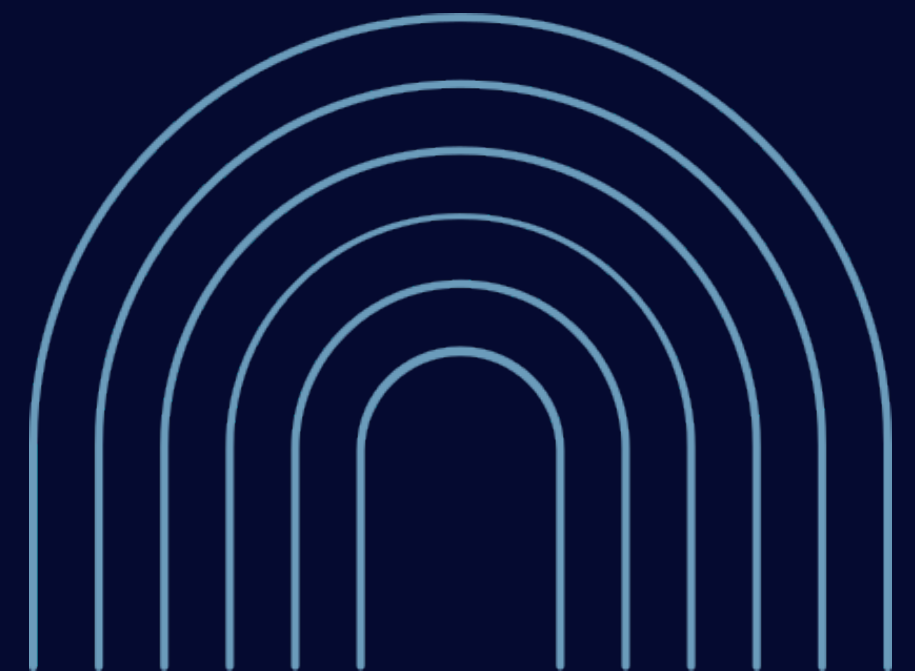
FOUNDATIONS OF MARKETING + BRANDING





**"YOUR BRAND IS WHAT
OTHER PEOPLE SAY
ABOUT YOU WHEN
YOU'RE NOT IN THE
ROOM"**

-JEFF BEZOS



BUILDING A BETTER BRAND

STORY

Data doesn't stick, but stories do. Create an emotional connection with your community.



MISSION

You are what you celebrate. Create and communicate on what your school values most and its impact on students.



ALIGNMENT

Branding must be consistent, including messaging, format, color and brand identity, and school values.



Website Must-Haves

Why does it matter?

- 80% of parents start researching schools online
- Your website is your front door

Website essentials

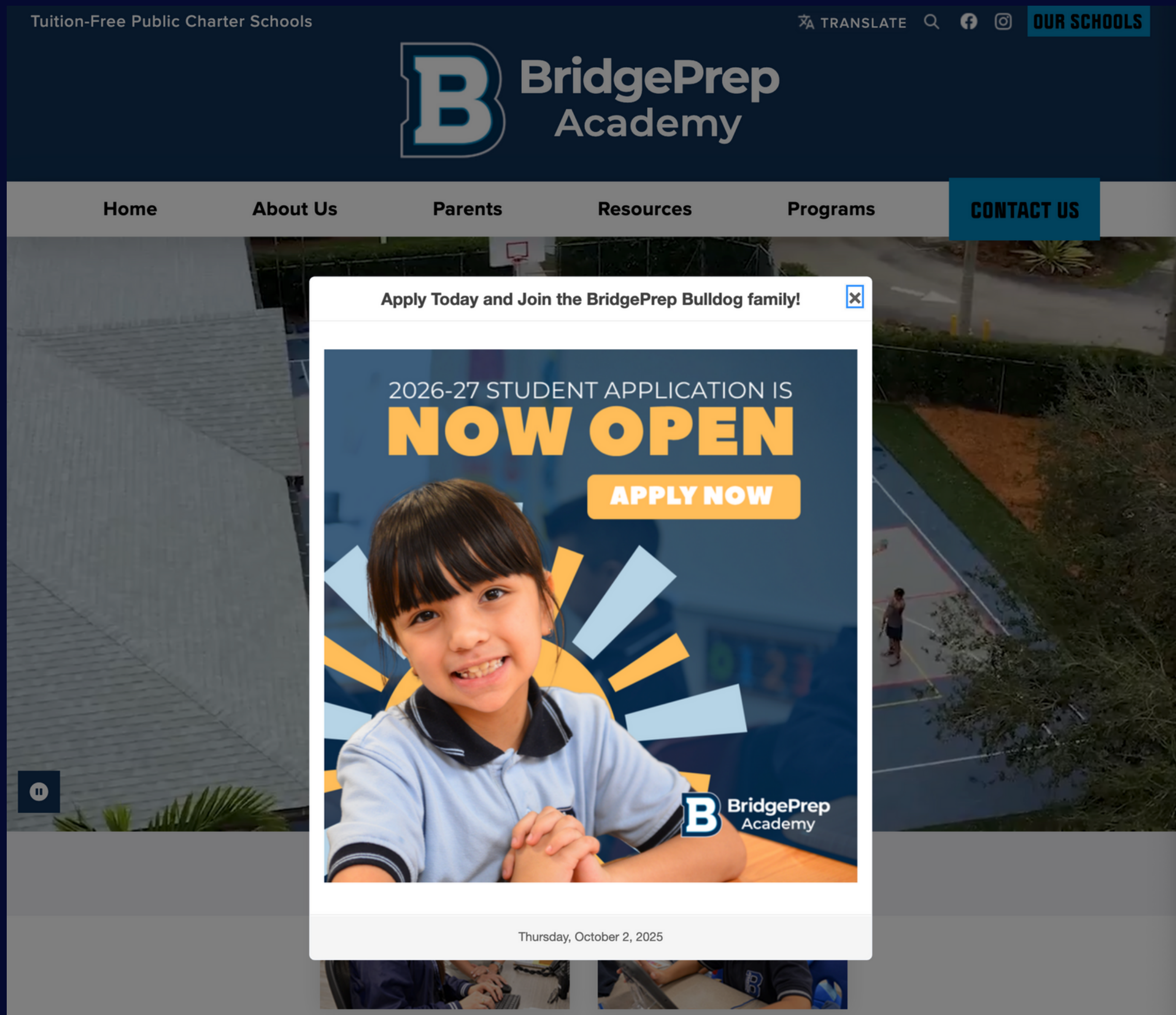
- School address, grades served, how to apply
- Programs in parent-friendly language
- Easy "Apply Now" or "Schedule a Tour" button
- Testimonials, pictures of students, achievement



BridgePrep

Home page essentials:

- Clear and consistent color design
- Immediate pop-up
- Call to action
- "Tuition-Free"
- Clean and easy design for navigation



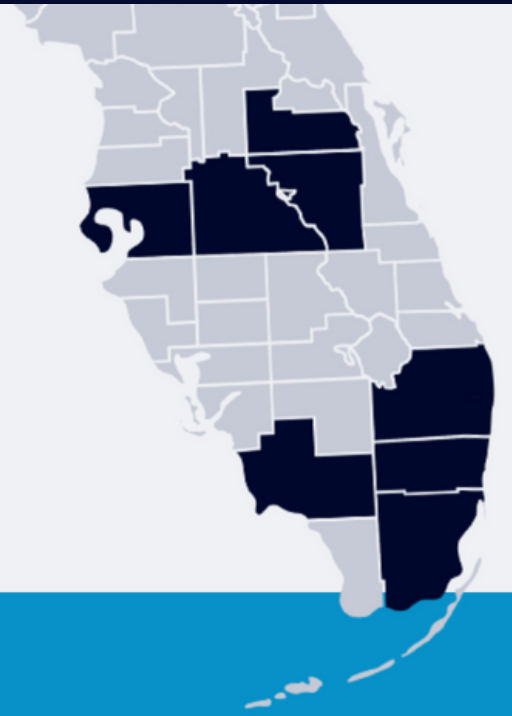
BridgePrep

Home page essentials:

- Location(s)
- Powerful facts and figures
- Scrolling testimonials
- Instantly builds trust and reputation

A Successful Network of Cognia Accredited Charter Schools

BridgePrep Academy's mission is to provide a challenging academic curriculum that will encompass an enriched Spanish language program, technology and experiences that will enable students to develop in all areas.



Our Network



9

Counties



19

Schools



10k+

Students



1k+

Staff



What Our Families are Saying

BridgePrep is a challenging, rigorous, and safe environment where students can have fun while learning essential skills. All staff members are friendly and willing to go the extra mile to ensure student success.


BridgePrep will always hold a special place in my heart.

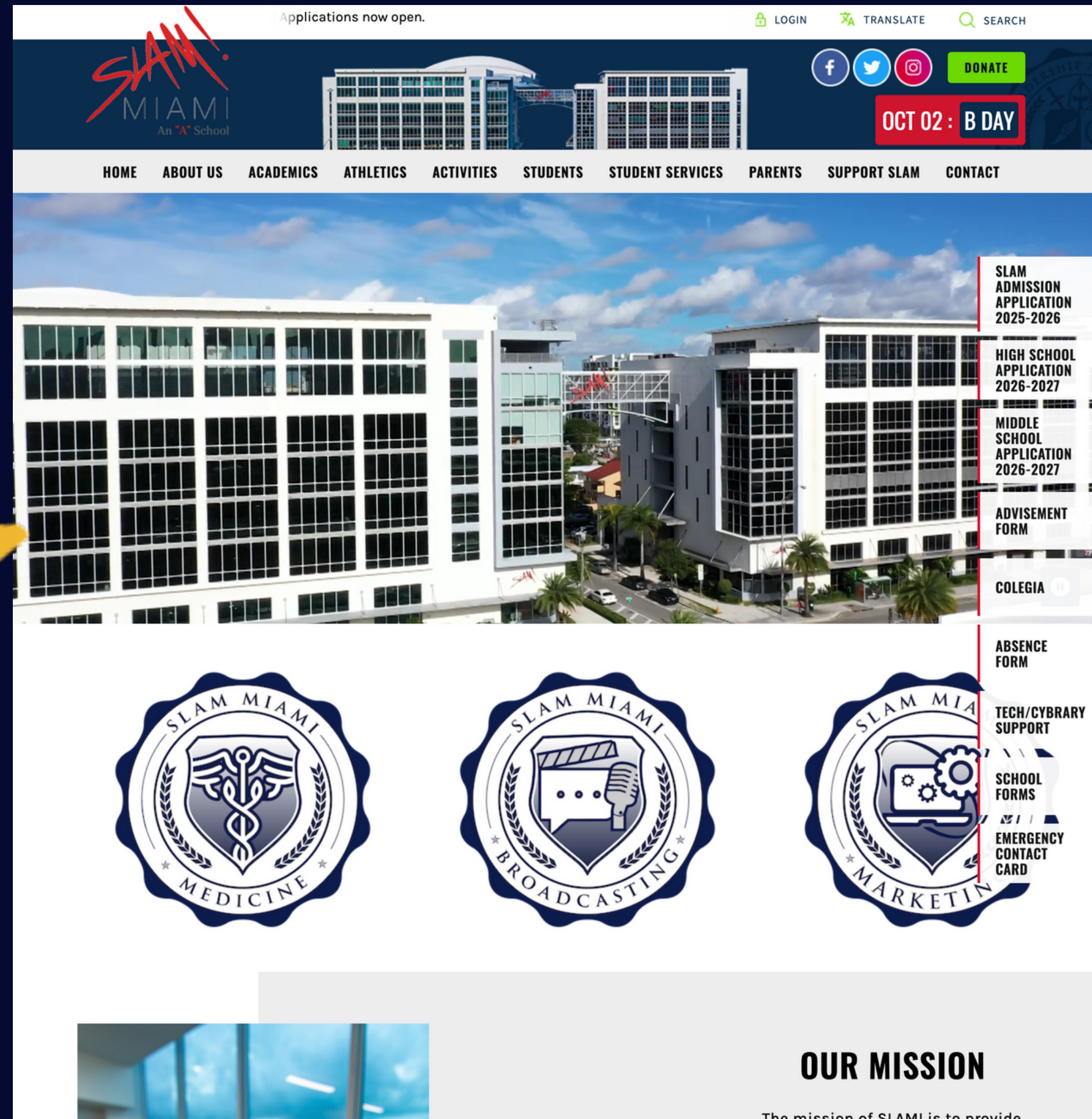
— STUDENT, CLASS OF '23



SLAM Miami

Home page essentials:

- Clear and consistent color design
- Immediate video 
- Call to action
- "Tuition-Free"
- Clean and easy design for navigation



SLAM Miami

Home page essentials:

- Introduction to the principal
- Highlights
- Scrolling student achievements
- Signals excitement, prestige, success

MEET PRINCIPAL CARLOS ALVAREZ

PHOTO ALBUM

VIDEO HIGHLIGHTS

STAY CONNECTED

Senior Spotlight 2025

TITAN SENIORS

Senior Spotlight 2025.mp4

COLLEGE ACCEPTANCES

UNIVERSITY of WEST FLORIDA

FIU FLORIDA INTERNATIONAL UNIVERSITY

FNU

UF UNIVERSITY of FLORIDA

FLORIDA STATE UNIVERSITY 1851

Public School

Home page concerns:

- Unprofessional color design
- No clear call to action
- Lack of focus, poor mobile resizing
- Feels like an aquarium ad



Public School

Home page concerns:

- Moderately happy students
- No student achievements
- Low ceiling, no universities
- Signals low design, low trust

The screenshot shows a website header with navigation links: Admissions, Resources, Schools, News, Portal, and English. A search icon is in the top right. Below the header is a large banner image showing a diverse group of students, including young children at a table and high school graduates in caps and gowns. The text 'GRADES K-12' is centered above the banner. Below the banner are three white boxes with blue headers: 'MAGNET SCHOOLS', 'NON-MAGNET CHOICE', and 'CAREER ACADEMIES'. Each box contains a short paragraph of text. A blue 'Learn More' button is centered below these boxes. Below the button is the text 'TECHNICAL COLLEGES' above another banner image showing students in a technical classroom, including a chef and a student with a dog. The footer contains links: Business Opportunities, Calendars, Careers, Directories, District, School Board, and Superintendent, followed by an accessibility icon.

Admissions Resources Schools News Portal English

GRADES K-12

MAGNET SCHOOLS
These programs offer specialized courses of study that satisfy student educational interests and mandated learning goals while promoting diversity.

NON-MAGNET CHOICE
Choice programs are different from Magnet programs in that Choice Programs are designed for and first offered to students who are assigned to the school site boundary.

CAREER ACADEMIES
Career academies blend college-preparatory academics with career-focused technical programs that can lead to industry certification, college credit, and scholarships.

[Learn More](#)

TECHNICAL COLLEGES

Business Opportunities Calendars Careers Directories District School Board Superintendent

School Messaging



Social Media Posts

- Quality over quantity
- Show, don't just tell
- Add a call to action
- Consistent branding (logo, colors, tone)
- Share testimonials from parents, staff, students, alumni



School Messaging

Family Communication

- Segment and personalize
- Keep it short and visual
- Highlight wins and success
- Two-way communication
- Align with mission and brand promise



MARKETING + BRANDING GOAL

- Build trust and rapport
- Keep current families informed and engaged
- Attract new families



REFLECTION

Take 1-2 minutes to answer the questions in your guide



GROWING YOUR ENROLLMENT



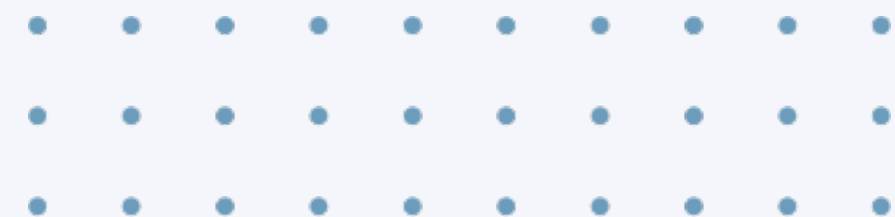


01. CURRENT FLORIDA AND U.S.
ENROLLMENT TRENDS

02. 5 BIGGEST FACTORS IN FAMILY
CHOICE

03. 3 STEPS TO GROWING YOUR
ENROLLMENT

04. FOUNDATIONS OF
MARKETING AND BRANDING



WORKSHOP AGENDA

NEXT STEPS

- Set a goal for your enrollment
- Analyze state-wide trends and compare them with your school
- Follow the 3 steps
- Review your branding and messaging
- Build a strategy that grows

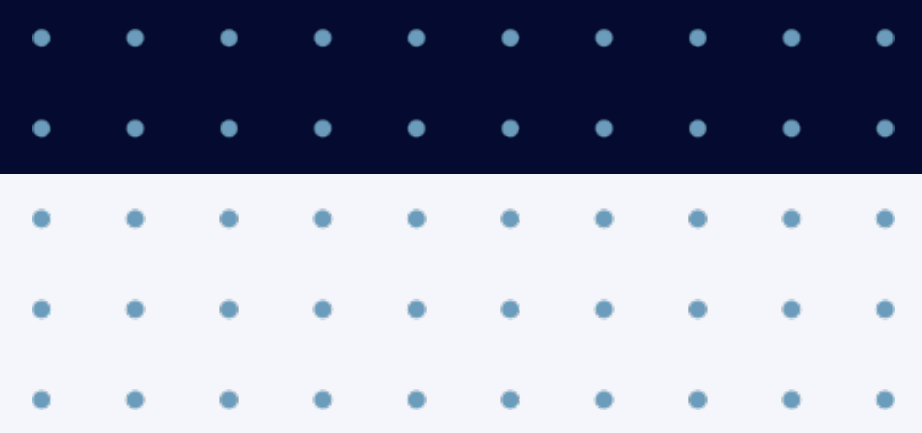


CONNECT WITH US

Meet with Lynn at the FCSEA booth or email at lynn@flcharteralliance.org

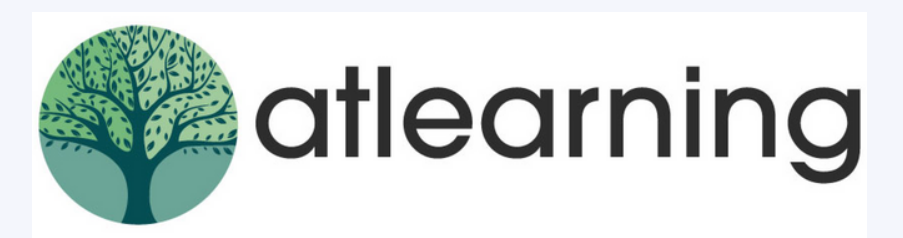
Meet with Travis at the FCSEA booth, email at travis.hostetter@atlearning.org, or schedule a call here:





ENROLLMANIA MASTERCLASS 2.0

*A Practical Path to Lasting
Enrollment Growth*



ATLEARNING.ORG/ENROLLMANIA

