

Hartford Board of Education
Workshop Meeting – Tuesday, October 7, 2014

STEM Magnet School @ Annie Fisher, 280 Plainfield Street,
Hartford, Connecticut 06112

AGENDA

- I. Call to Order (5:30 p.m.)
- II. Roll Call
- III. Workshop Session
 1. Hartford Public Schools Choice Overview
- II. Adjournment

Upcoming Board of Education Meeting

- BOE Regular Meeting – Tuesday, October 21, 2014 at Parkville Community School, 1755 Park Street, Hartford, CT 06106
- BOE Workshop Meeting – Wednesday, November 5, 2014 at Dr. Frank T. Simpson-Waverly, 55 Waverly Street, Hartford, CT. 06112. Topic: Superintendent's Transition Plan.

Office of School CHOICE Overview

October 7, 2014

Enid M. Rey, Executive Director
Hartford Public Schools Office of School Choice

HPS School Choice Application Process Brief Overview & Facts

Common Questions & Basic Facts

What does it mean to be an “all Choice System of Schools”?

*Families access theme-based options city-wide

Who applies?

*All Hartford families and families in the Greater Hartford region can apply during the open application period.

What is the HPS District Choice Guarantee?

* Hartford resident families are guaranteed placement in the HPS District Choice Lottery in one of the four schools selected on their application.

When & How do families apply?

For both HPS & RSCO Applications:

Open: **November 15, 2014**

Close: **February 27, 2015**

HPS Choice Application: www.hpschoice.com

RSCO Application: www.choiceeducation.org

How many choices can a family can make?

A family can make up to 14 school selections if they complete both the HPS District & RSCO Lottery Applications.

HPS School Choice Application Process Brief Overview & Facts



Common Questions & Basic Facts

Are there preferences in the Lottery System and who runs the actual lottery?

Yes, for both lotteries general preferences include: Staff; Residential Zone; Sibling & Pathway Schools

HPS District Choice lottery is conducted by the HPS Office of School Choice

RSCO Lottery is conducted by the SDE (in collaboration with all Sheff partners, including HPS & CREC)

What is Sheff?

25 year effort to ensure Hartford region students an “equal, integrated educational opportunity.” Goal for Sheff III stipulation is met when 44% of Hartford resident minority students are in a reduced-isolation educational setting.

What happens if you miss or come after the lottery process? Do families still have Choice?

Once the application process is closed, families have to wait until the following year.

No, there is no Choice Guarantee for families that come outside of the lottery process—only a seat is guaranteed.

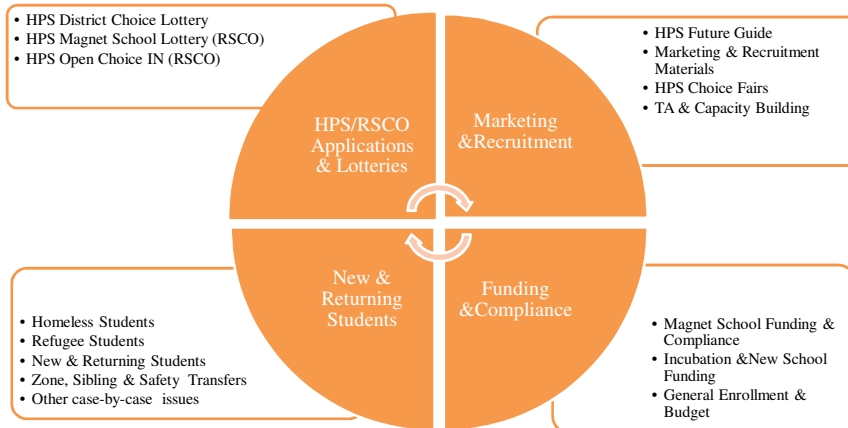
What is the difference between a Neighborhood & Community School?

HPS Neighborhood Schools are designated schools where only families who live within “walking distance = 1 Mile or less” can apply.

HPS Community Schools offer a comprehensive strategic approach for improving academic achievement by coordinating the services and supports that students need to be successful in school, while supporting the development of healthy families and communities.

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General Overview Hartford Public Schools Office of School Choice Operations



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HPS Office of School Choice
Applications, Lottery Placements & Acceptances



Year	Hartford- Resident RSCO Applicants (All Grades & Partners)					
	Total Applicants	Total Offers	Total First Choice Offers	Accepted First Choice Offers	% First Choice Offers	% Accepted First Choice Offers
SY 2012-13	5,679	2,150	1,730	1,373	80.5	79.4
SY 2013-14	6,360	2,160	1,819	1,474	84.2	81.0
SY 2014-15	6,380	2,984	2,237	1,817	75.0	81.2

Year	Hartford-HPS District Choice Applicants (All Grades)					
	Total Applicants	Total Offers	Total First Choice Offers	Accepted First Choice Offers	% First Choice Offers	% Accepted First Choice Offers
SY 2012-13	3,740	2,910	1,978	800	68.0	40.4
SY 2013-14	2,955	2,350	1,668	925	71.0	55.5
SY 2014-15	2,594	2,234	1,570	1,010	70.3	64.3

HPS Office of School Choice
New & Returning Students (Year Round)



SY 2013-2014			SY 2014-2015		
Months	All students	New students	Months	All students	New students
June*	22	16	June*	395	273
July	535	430	July	672	462
August	1,140	679	August	1,127	792
September	331	229	September	388	270
*Year Round Placemen	1,352	993	*Year Round Placemen	1	1
Total	3,380	2,347	Total	2,583	1,798

*Lottery ran in April-2013 *Placement timeframe (10/2013-5/2014) *Lottery ran in May-2014 *Placement timeframe (10/2014-5/2015)

HPS Office of School Choice Funding & Compliance



Funding & Resources:

- Support Magnet Schools in operations and reporting: Annual Magnet Grant Reports, Operations Plans, Enrollment Plans and Marketing Plans
- Oversee submission of Magnet Operational Grants for 21 schools (\$64 Million)
- Submitted additional requests for funding totaling **\$16,661,378** (2012-2014)
- Work Finance/Budget to ensure school enrollment and revenue

Compliance Standard for Reduced Isolation Defined:

The Phase III Stipulation redefines diversity to include additional racial populations as contributing to reduced isolation. Phase III defines reduced isolation as an educational environment in which the percentage of enrolled students who identify as any part Black/African American or any part Hispanic does not exceed **75%** of total school enrollment. Under this new standard, a school meets the compliance requirement if the aggregate White, Asian, American Indian, Alaska Native, Native Hawaiian or Other Pacific Islander school enrollment is at least 25% of total school enrollment. In contrast, under Phase II and its extension, reduced isolation required White enrollment of at least 25% of total school enrollment.

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HPS Office of School Choice Marketing & Recruitment Activities



New Approach :

- **Unified focus on All Schools & All Families:** previous efforts targeted either Hartford resident families or suburban families with different messages focused only on recruitment
- **New Branding**—creating a distinct, identifiable HPS CHOICE brand and messaging focused on telling the HPS story, positive connections and educational options for families
- **New Messaging**—Access & Opportunities, your child “Future begins here at HPS!”
- **New Materials**—redesigned, standard suite of informational materials for ALL Schools that include a new Future Guide, website and HPS District application site
- **Unified Application/Information Campaign**—Magnet/District schools focus on assisting families to navigate the systems of Choice (Process Map)

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HPS Office of School Choice Marketing & Recruitment Activities



Focus for 2014:

- Continue Choice 3.0 “branding” with a focus on tell the “HPS Story of Success”
- Simplify information to make it more accessible for families to be systems “Choice” users
- Target underrepresented populations (ELL & SPED) through “Boots on the Ground” strategy
- Greater Presence in Hartford Region pre and post application season (October through May)
- Aggressively work with non-compliant schools to increase marketing to target populations
- Build capacity of All School to market & recruit students
- All consumer engagement strategy to use Choice “gateway” for families to learn more about HPS as a whole and the school options available

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HPS School Choice Process General Success



Successes:

- HPS has the largest array of theme-based school options in the Greater Hartford Region
- The new Reduced Isolation Standard has served to increase compliance of HPS Magnets
- Greater number of Hartford families are applying to Hartford Magnets and using all options
- 100% application completion rate for 8th grade transitional students (2 consecutive years!)
- Increasing number of HPS theme-based Academies and Early College Education Magnets
- HPS Magnet Schools have grown since 2011 from 13 to 21 schools
- Schools getting families/students who “choose them” positively impacts school climate
- Strong working partnership between Choice Staff and the Welcome Center Staff to serve families

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HPS School Choice Process General Challenges



Challenges:

- Changes/delays at RSCO impact the execution of the HPS Lottery
- Early engagement of PreK & Kindergarten families is needed to increase timely applications
- Sheff compliance in HPS Magnets can make it difficult to maintain the (50/50) seat distribution
- Growth in one area—may negatively impact another (enrollment, theme replication, finance)
- Zone Transportation and availability of seats impacts choice options, selection & placement
- Some of the challenges/complaints attributed to Choice are system level challenges and issues
- Variability of school performance affects the equity principle of choice
- Post lottery placement needs greater examination and review
- Not all families are accessing choice at the same level (ELL & SPED)
- Choice Process must be implemented within a continuous process improvement framework

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HPS Office of School Choice Next Steps



- Address issues of equity, access and varying school performance as important next level focus for the district as a whole—not just for Choice Office and Choice application process
- Pilot the “Choice Navigator Team” at each HPS school to assist with Choice related matters and as a strategy to reach ELL & SPED families
- Address the planning needs of the influx of new students in August and the various impact on schools
- Develop a system strategy in partnership with other departments (Finance, Teaching & Learning, Welcome Center) to address “post lottery” placement concerns
- Continued work on simplifying the Choice process to increase access for families and examine the Choice process as a whole to reframe/reposition in the context of the next phase of reform efforts
- Prekindergarten & Kindergarten application initiative collaboration with other partners including the Department of Child, Youth, and Families (DCYF)
- Consumer Education Building (all partners) for a well-resourced base within Hartford Public Schools

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