

# Increasing 6<sup>th</sup> Grade Magnet Student Yield

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# ORGANIZATION

- Title 1 urban Magnet middle school
- 6-8<sup>th</sup> grade, 414 approximate enrollment
- 97.9% low SES
- 5<sup>th</sup> grade families
- Targeted elementary schools



# STATEMENT OF THE PROBLEM

## PROBLEM OF PRACTICE

- No policies & procedures in place
- Technology barrier

## JUSTIFICATION OF PROBLEM

- Staffing
- Resources



# RESEARCH QUESTION

How will a strategic procedural recruitment process affect school choice yield?

- Why did families choose OMS in the school choice process?
- To what extent does a parent information session contribute to students yield at OMS?
- How does marketing material and promotional items impact families accepting



# RESEARCH DESIGN

- Action research
  - Community empowerment
- Critical Theory
  - Power and privilege
- Qualitative Study
  - Interviews



# DATA COLLECTION & ANALYSIS

## DATA COLLECTION METHOD

- Family interviews

## DATA ANALYSIS

- Interview-explanation of-perceptions, attitudes of school choice and potential/final acceptance of magnet seat.



# STRATEGIC RECRUITMENT PROCESS

- School Visit
  - 5th grade students at 9 schools
- Parent information session
- Brochure and informational flyer sent home to parents
- Social media graphics/information sent to schools
- 3 Learning Labs at OMS



# FINDINGS

## Initial Common Findings

Participants	Student presentation at school	Parent knew about presentation	Parent received/saw TMA marketing material	Parent attended zoom information session or in person event
Erika	No	-	No	No
Jason	No	-	No	No
Haley	Yes	Yes	Yes	No
Olivia	No	-	No	No
Lauren	Yes	No	No	No
Earl	Yes	No	No	No
Caroline	Yes	Yes	Yes	No
Tina	Yes	-	Yes	Yes
Gwen	No	-	No	No

## Themes & Subthemes

### Main themes

Students impact in decision making process

Communication confusion in process/next steps

Word of mouth marketing

### Subthemes

Reasons for participation

Print material vs social media/website

### Events





# DESCRIPTION OF ACTION/ CHANGE PROCESS

- Marketing
  - student centered
  - informal, community forward
- Digital Communication
  - social media
- Events
  - student centered



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