

Magnet Application and Recruitment 2021 Update

WHAT 
STARTS
 HERE
CHANGES
 EVERYTHING.

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Magnet Principles

WCPSS Magnet Programs are an important and critical mechanism helping to:

- Reduce high concentrations of poverty;
- Promote diversity (school integration);
- Maximize use of school facilities; and
- Provide innovative and/or expanded educational opportunities.

Magnet Application and Selection

- Selection priorities aligned with Magnet Objectives
wcpss.net/priorities
- Entry-grade siblings (K,6,9) of returning magnet students are guaranteed selection
- Priority for students with magnet status and base students following their program pathway
- Priority for students assigned to schools and living in areas considered high or medium SES
- 5%-10% of seats at each magnet school do not use priorities - selection based on lottery number

Application Data for 2021-2022

October 15 - December 31, 2020*

- Magnet/YR Schools 3,889 (-319 *from '19*)
- Early Colleges 1,289 (-512 *from '19*)
Deadline extended: Added 458 during extension

*Data from same time frame: 10/15/19 - 12/31/19 v. 10/15/20 - 12/31/20

Application Numbers

Compared for 20-21* and 21-22* School Years

	Number Applied: 2021-22	*Siblings Added:	Total: 2021-22	Number Applied 2020-21:	Number Increase/ Decrease:	Percent Increase/ Decrease:
Elementary	1,433	0	1,433	1,487	-54	-3.6%
Middle	1,595	165	1,760	2,055	-295	-14.4%
High	861	203	1,064	1,034	+30	+2.9%
TOTAL	3,889	368	4,257	4,576	-319	-7.0%
Early Colleges	1,289	0	1,289	1,801	-512	-28.5%

*Data from same time frame: 10/15/19 - 12/31/19 v. 10/15/20 - 12/31/20

Virtual Recruitment Events

Magnet, Early College & Mini Fair Attendance

Event	Date	Registration	Attendance
Early College Fair	October 17	1330	683
Magnet, EC, YR Fair	November 7	2471	1320
Magnet Elementary Mini Fair (am)	December 1	139	79
Magnet Middle Mini Fair (pm)	December 3	492	355
Magnet Elementary Mini Fair (am)	January 12	629	380
Magnet Middle Mini Fair (am)	January 14	514 (1/13/21)	
TOTAL			2,817+

Virtual Recruitment Events

Parent Support Sessions

Event	Date	Attendance
Parent 1:1 meetings (total)	As of 1/13/21	83
magnetcenter@wcpss.net parent emails (daily correspondence)	Since 09/2020	20-30+/daily
Virtual Monthly Parent info Sessions	October 15	224
	November 5	174
	November 19	99
	December 3	56
	January 7	64
TOTAL		697+

Virtual Recruitment Events

Parent Facebook Live

Event	Date	Attendance
FB live @ Powell	September 11	8000 views
FB Live @ Millbrook ES	October 11	6000 views
FB live @ Bugg	November 5	6000 views
FB live @ Southeast	December 4	4,000 views
FB Live @ Brentwood	January 22	TBD
FB Live with Family Academy	December 10	209 views
Total		24,000+ views

District-based Recruitment

- Led virtual PLTs for magnet coordinators to support transition to virtual recruitment
- Coordinated multiple trainings for magnet coordinators on how to navigate Booth Central (the virtual platform used for magnet recruitment events)
- Individualized outreach to daycares/preschools re: virtual PreK family events
- Created a “How To Apply” video & shared the video with counselors
- Hosted Facebook Live & Google Meets with families
- Targeted outreach for Early College 1st Gen families

District-based Recruitment

- Mailed recruitment postcards to all rising 6th & 9th graders, previous year Magnet families, and families with preschool age children
- Created ads, flyers, email-blasts, social media posts for all events
- Shared Event Flyers electronically with district ES & MS counselors
- Presented theme and recruitment info to staff at new magnet schools
- Trained magnet coordinators how to use digital district maps to target recruit
- Supported new magnet coordinators with virtual recruitment, developing marketing materials and outreach efforts

School-based Recruitment

- Created a magnet page on school website with theme and recruitment information
- Created virtual tours & videos to highlight magnet theme
- Hosted virtual tours and virtual information sessions
- ES Magnets: Targeted outreach to daycares/preschools
- MS & HS Magnets: Sent direct mailings to rising 6th & rising 9th graders, present/attend PTA meetings of ES & MS
- Presented at district-level magnet events
- Engaged with families and community via Social Media posts, Facebook Live & Google Meets
- Targeted outreach for Early College 1st Gen families

Additional Recruitment Supports:

Media Advertising (magnet events and application period)

- WUNC - 91.5 (event announcements on NPR)
- Cary Magazine (ads and social media)
- WRAL - (articles, email-blasts, Go Ask Mom ads, social media)
- News and Observer - (email blast and direct mail to families with preschoolers)
- Carolina Parent Magazine (articles, ads, email-blasts)
- Triangle Relocation Guide (ads, targeted emails to newcomers)

Public Relations Firm

- Social media training (2017-22 MSAP schools)

Videographer

- Created virtual tours for some magnet schools



Questions?