

SchoolAppKC

YEAR ONE DATA REVIEW

December 3, 2018 - March 1, 2019



Why SchoolAppKC?

Show Me KC Schools is dedicated to empowering Kansas City families to become informed, inquisitive advocates for their child's education. Before Show Me KC Schools established SchoolAppKC, families struggled to navigate their school options. With varying application timelines, and no central resource to support making smart school choices, students had educational opportunities, but with barriers to meaningful access.

Show Me KC Schools has partnered with parents, community leaders, and schools to give families the tools they need to select the best school for their unique child. Show Me KC Schools provides families with engaging, data-based resources, 1:1 support, and a single, accessible, application process: SchoolAppKC. As of 2019, sixteen of twenty-two independent charter school LEAs have participated in the SchoolAppKC process.

16/22

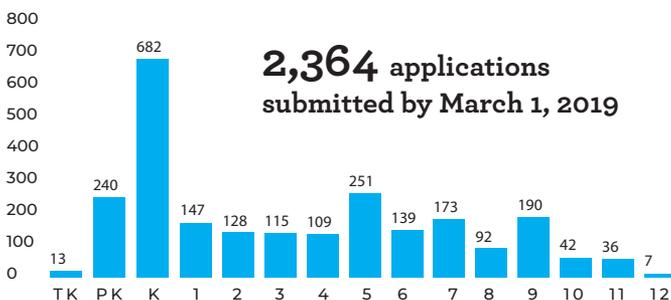
**charter school
LEAs participate**

Application Results

Show Me KC Schools released its first annual SchoolAppKC results in April 2019. Over 2,300 students applied by the application deadline of March 1, with the majority of applications submitted in kindergarten. Applicants had a

high-rate of follow through; seventy-five percent of families accepted their SchoolAppKC school placement offer by or before the offer deadline of March 22. These are positive indicators that families have success accessing the application and understanding associated deadlines.

Unique Applications, by Grade



2,364 applications
submitted by March 1, 2019

75%
of applicants
accepted their
offer by deadline



We got on board because of the assistance that would be provided to help families learn about and apply to the many schools in Kansas City. We've been so pleased with our experience. We've had more families apply to Hope Leadership Academy this year than any year prior.

- Hope Leadership Academy

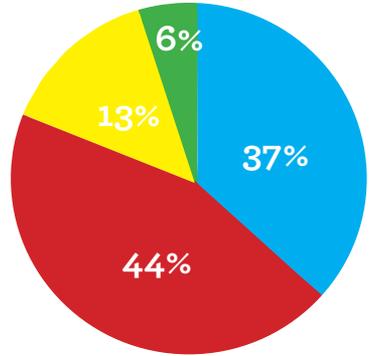
Mapping Choice

SchoolAppKC is a common application that works for families and schools. High match rates in entry-grades, such as kindergarten and fifth grade, indicate that families who are most in need of educational options and opportunities are successfully engaging in school choice.

Schools are supported in building strong communities and meeting their enrollment goals. Over eighty percent of schools closed the application season enrolled between fifty-one and one hundred percent of their enrollment targets.

Across all grades, participants applied to an average of just under two schools, suggesting most families are intentional with their applications. Families who strongly prefer to explore their options are given access to do so; one hundred percent of K-8 applicants who listed four or more choices were matched to a school on their application.

School Enrollment as of March 1, by Percentage of Seats Filled



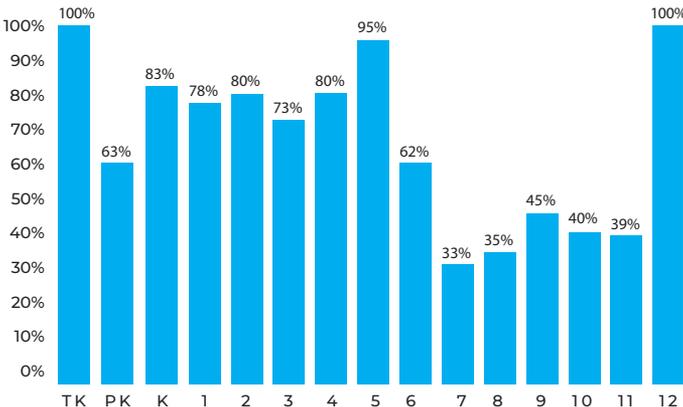
- 76-100% Enrollment, 37% (6)
- 51-75% Enrollment, 44% (7)
- 26-50% Enrollment, 13% (2)
- 0-25% Enrollment, 6% (1)



Thanks for all of your help in this process! You have been a ray of sunshine. My wife and I appreciate the positive assistance we have received from SchoolAppKC.

- Scott Beatie , KC Parent of a Kindergartener

Match Rate, by Grade



83%
of kindergarten
applicants
matched

7 minutes is the average time families needed to complete their SchoolAppKC

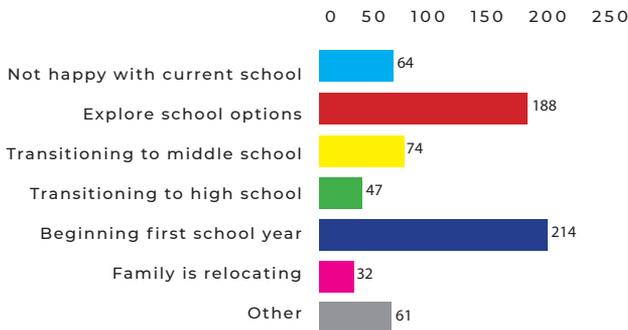
70% of parents surveyed listed SchoolAppKC and/or Show Me KC Schools as a resource to learn about their child’s future school

74% of parents surveyed indicated SchoolAppKC was “easy” or “very easy” to use

Family survey and application results data suggest SchoolAppKC is an accessible, convenient school choice process that helps families distinguish between their educational options. Of 550 families surveyed, over thirty percent of respondents reported they were using SchoolAppKC to explore school choices, and seventy percent included SchoolAppKC and/or Show Me KC Schools among resources they could use to find more information on a potential future school. The majority of parents surveyed reported they had submitted a SchoolAppKC application because their child was entering or transitioning schools, which is further supported by application results data.

About fifty percent of applicants accessed SchoolAppKC from their mobile device; the average family needed just seven minutes to successfully submit their application. Seventy-four percent of survey respondents indicated that SchoolAppKC was “easy” or “very easy” to use.

Why Did You Submit Your SchoolAppKC Application?



The SchoolAppKC is a WIN for parents, students, and schools. I'm so grateful for this tool, which is very easy to use and saves time. In less than 5 minutes, I was able to apply for the Kansas City schools our family was considering... This process also seems far more equitable for families, as submitting paper applications by waiting in line all day outside a school to be "first on the list" is just not an option for everyone. Knowing that our application was submitted and received allowed us to breathe easy.

- Virginia Blanton, KC Parent of a Future Kindergartener



Educational Equity and Access

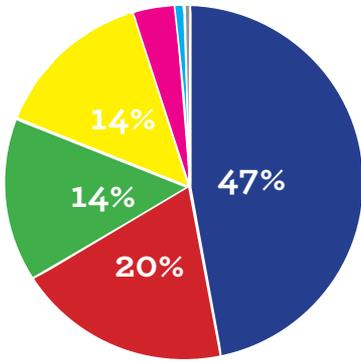
Students of all backgrounds deserve equitable access to educational opportunities. Show Me KC Schools strives to give all families the information and access they need to apply to the best school for their child's needs, through SchoolAppKC.

8%

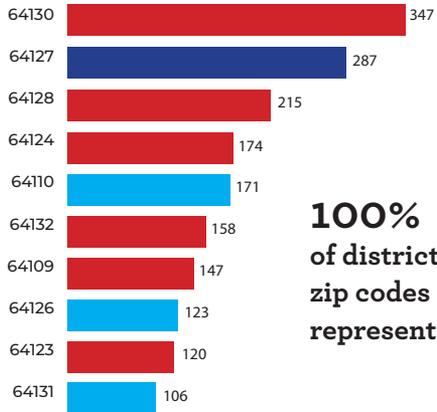
**of applications
submitted
in Spanish**

In its first year, SchoolAppKC cut across racial and economic boundaries, and reached a diverse applicant pool, representative of the greater Kansas City public school boundaries. Applications were submitted from all over the district, with the highest rates of submission coming from low-income zip codes. The application was also available in Spanish; two hundred, or eight percent, of applications were submitted in Spanish.

Unique Applicant Ethnicities

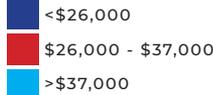


Unique Applicants, by Zip Code*



100%
of district
zip codes
represented

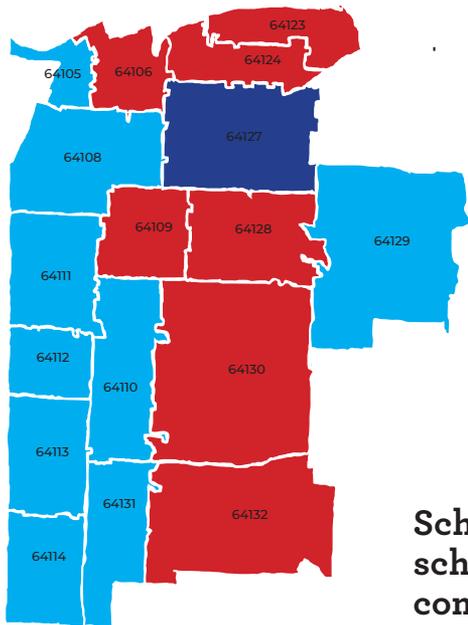
Zip Code Median Income



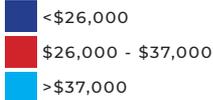
*Only zip codes with greater than or equal to one hundred unique applications are displayed graphically. All zip codes with fewer than one hundred applications had a median income of >\$37,000.

Show Me KC Schools is a non-profit organization designed by and for Kansas City families, and dedicated to empowering parents with the tools they need to be experts in their child's education. SchoolAppKC is one way Show Me KC Schools supports families in accessing school options. SchoolAppKC allows Kansas City families to apply to an array of schools, all through a convenient single application process and timeline.

In Spring 2019, SchoolAppKC released its first year of offers. How did we do?



Zip Code Median Income



SchoolAppKC gives families meaningful access to school choice.

Over 2,300 students applied by the application deadline of March 1, including over six hundred kindergarten applicants. Seventy-five percent of participants accepted an offer by or before the offer deadline of March 22. Eighty-two percent of sibling-applicants were matched together; sixty-seven percent of applicants received an offer to a school in their neighborhood.

SchoolAppKC works for schools, students, and the community.

One hundred percent of applicants who listed four or more choices received an offer, as did eighty-three percent of kindergarten applicants. Over eighty percent of participating schools filled between fifty-one and one hundred percent of their open seats through the application cycle.

SchoolAppKC is reflective of the community it serves.

Eight percent of applications were submitted in Spanish, and the top four submission zip codes are from median low-income neighborhoods. SchoolAppKC gives families from all backgrounds access to school choice.



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