

SchoolAppKC

Year Two: Data Review



Why SchoolAppKC?

Each year it is essential to remind ourselves why we embarked on this monumental task; SchoolAppKC was created for families. Before 2019, the average parent applying to a Kindergarten in Kansas City had about 27 options for free public school education. Of those choices, there were 20+ different ways to apply for those seats. With varying deadlines of application, multiple ways to fill out applications, multiple different sets of rules, changing documents needed, and confusing messages, this system was not serving those who were most in need.

In 2019, SchoolAppKC and Show Me KC Schools partnered with parents, community leaders, and schools to give the families of Kansas City the tools they need to select the very best school for their unique child. SchoolAppKC provides families with engaging, data-based resources, 1:1 support, and a single accessible application process. As of 2019, we are grateful to have 16 of the 20 charter schools that agreed to participate in this more equitable, accessible application process.

How It Works

With SchoolAppKC, parents and guardians no longer have to manage multiple applications and deadlines or travel to several schools to complete lengthy paper applications. SchoolAppKC only requires basic information from families and the application can be completed in less than five minutes on a mobile device. Schools participating in SchoolAppKC also agreed to the same application deadline. Schools make offers to families on the same day (at the same time!) and families have two weeks to accept one offer. If families do not receive an offer from a school, they receive a waitlist number. Once families accept a school's offer, they complete the enrollment process with that school.

By creating one application, SchoolAppKC simplifies the process and increases the number of educational opportunities for students. It's a win for families and schools.

2019-2020 Participating SchoolAppKC Schools

Académie Lafayette | Academy for Integrated Arts | Brookside Charter School
Citizens of the World KC | Crossroads Charter Schools | DeLaSalle Education Center
Ewing Marion Kauffman School | Frontier School of Excellence | Genesis School |
Gordon Parks Elementary School | Guadalupe Centers Schools | Hogan Preparatory Academy |
Hope Leadership Academy | Kansas City International Academy |
Kansas City Girls Preparatory Academy | KIPP: Endeavor Academy

"As we are closing out a successful year two of the SchoolAppKC platform, I am grateful to see a system that I believe is working for families. Families reported ease of use, families applied to multiple schools in under five minutes, families were able to access the platform on mobile devices, and families felt engaged in the process of choosing their child's school. This is such a win for the kids and parents of our city.-

-Leslie Kohlmeyer, Director of SchoolAppKC

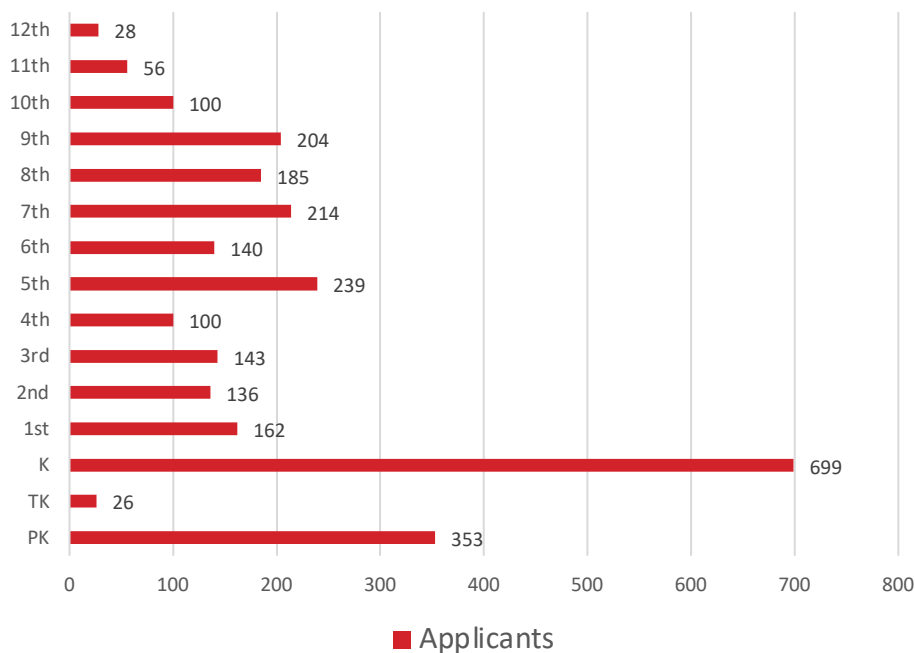
Year Two Application Results

November 9, 2019 – March 1, 2020

SchoolAppKC released the results for year two of this common application platform in March 1, 2020. Over 2,700 students applied citywide, with the majority of applications submitted in Kindergarten and Pre-school. This was a growth of more than 400 students over the 2019 application season. Applicants had a high rate of follow through with 80% of families accepting their SchoolAppKC school placement offer on, or before the deadline. This was also a growth of 5% over the year prior. This proves that a more straightforward system can have a drastic impact on parents' ability to make these critical decisions about their child's education.

Unique Applicants by Grade Level

2,785 total applicants among all grade levels



80% of applicants
accepted their offer
by the deadline

"Our family has used SchoolAppKC for our young children for the last two years when applying to Kindergarten and Preschool. It is a vital source for information and gives us the ability to assess schools and apply with a few easy steps. If it were not for the SchoolAppKC team's support taking a personal and proactive interest, we would not have been this successful. We have since toured the schools that we applied to, and have been very impressed by the staff and curriculum at the school we choose."

James Crawford parent of 2 SchoolAppKC applicants

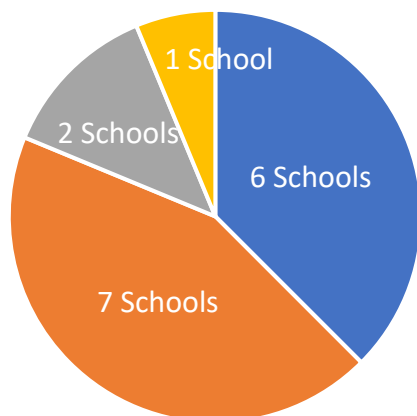


Mapping Choices

For the past two years, SchoolAppKC has strived to build and evolve a common application system that works for families, schools, and our community. The ability to match a child with an open seat at a high rate means that families most in need of educational options can successfully engage in the school choice landscape.

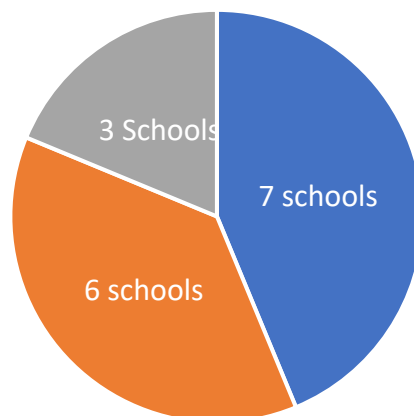
Schools are meanwhile equally supported in building healthy communities and making connections with parents earlier to ensure the longevity of their student populations. As of March 4th, when lottery offers were made, 75% of the SchoolAppKC schools had over 50% of their open seats filled.

Number of Schools by Percentage of Seats Filled
(year 1)



■ 76-100% of seats filled ■ 51-75% of seats filled
■ 26-50% of seats filled ■ 0-25% of seats filled

Number of Schools by Percentage of Seats Filled
(year 2)



■ 76-100% of seats filled ■ 51-75% of seats filled
■ 26-50% of seats filled ■ 0-25% of seats filled

"School App KC continues to be a collaborative space, allowing schools to partner for the best interest of Kansas City families. SchoolAppKC provides a collective voice for planning and decision making that makes all of our processes more fair and simple. The ability to partner with other schools through SchoolAppKC has allowed Crossroads to compare and contrast data assisting in our enrollment, recruitment, and strategic planning."

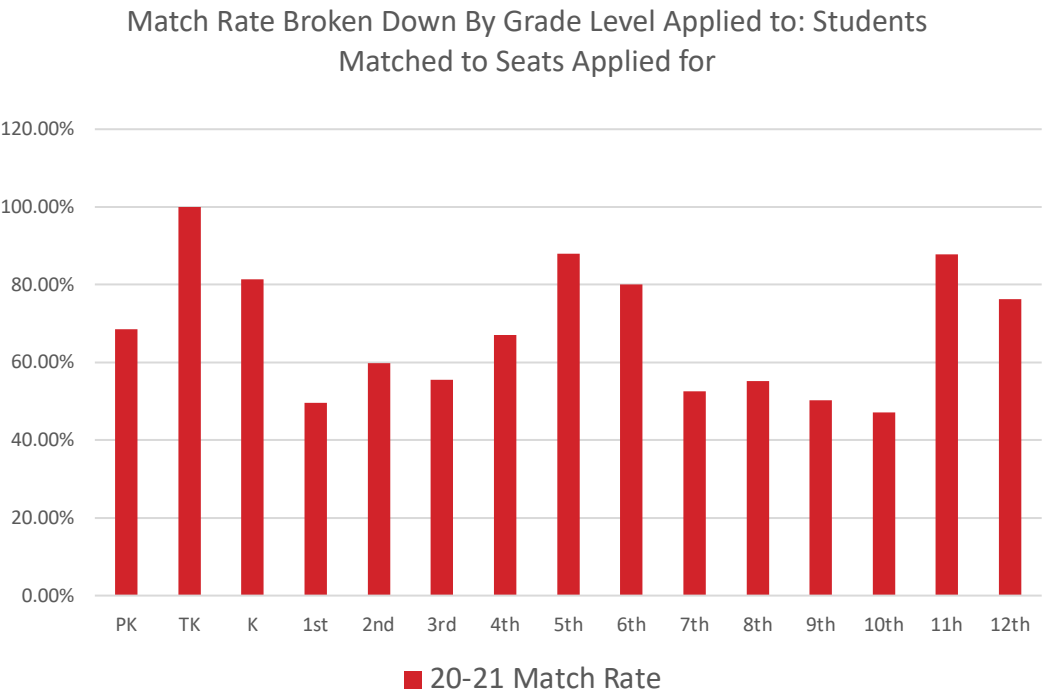
-Crossroads Academy



Mapping Choices

Choices Broken Down by Grade

Across all grades, participants in SchoolAppKC applied to an average of 2 schools per student. This suggests that families are deliberate and well-informed when making choices. Families who strongly prefer to explore their options are given the access and ability to do so; one hundred percent of the K-8 applicants who listed four or more choices were matched to a school to which they applied.



19% increase
from year one of
match rate for
applicants in
middle school

We did see a slight drop in year two for the matches for seats in K through 5th grades. This is due to the significant increase we saw in the number of applications for those grade levels. We saw a major increase in the matches for seats in the 6th through 11th-grade seats. This is due to an increased number of seats available in those grade levels and the growth of several schools that participate in SchoolAppKC. This was also the case for Preschool seats.



SchoolAppKC: What we learned in year 2

We believe that SchoolAppKC has proven success and staying power. Year two saw an addition of 2 new schools; Frontier School of Excellence and Kansas City International Academy. Year two also saw an increase of 421 new students and families using the application platform. With the confidence in their ability to reach and serve the families of Kansas City, these sixteen schools were able to increase the number of high-quality seats available to our community. 217 newly opened seats in grades 5 through 9 were added in the 2019-2020 school year.

With the addition of new and more diverse schools, we increased the number of languages used to fill out the application. When we launched, we made the application available in eight languages. Our first-year families used SchoolAppKC's application in Spanish, English and in French. As we began the second year, families also filled out applications in four additional languages; Somali, Swahili, Burmese, and Arabic.

SchoolAppKC was also able to increase outreach in historically low socioeconomic communities. Our first year, 70% of the applications that came into the platform came from zip codes that contained a majority of students who would qualify for free and reduced lunch programs. This year we have been able to increase that number to 74%. The ongoing commitment of the 16 schools in the app to serve all populations is a continued highlight.

SchoolAppKC is also committed to the continued service of the families who use the platform. In year two, we saw enormous success with the ease of use for families. 90% of the families who answered an immediate follow-up survey said they felt the application was "easy or very easy" to use and navigate. Only 1% said they had any issues. With the ability of our staff to hop on and assist families as needed, we found very few families left struggling with the application process. 76% of the families surveyed said that they wished all schools were on this one easy application dashboard and 60% were repeat users. 72% said they only applied to a SchoolAppKC school and no others, due in part to the ease of the application.



90%

of applicants said...

"SchoolAppKC was easy or very easy to use."

421

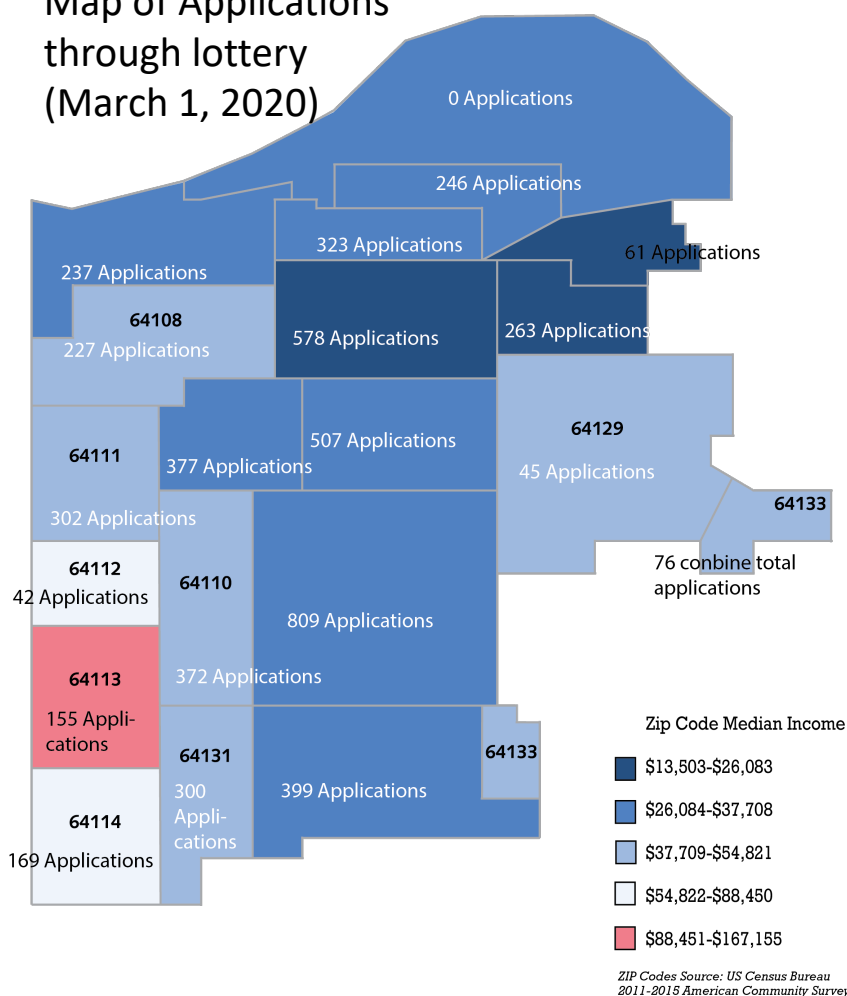
More applications in year two than in year one

Executive Summary

SchoolAppKC began as a special project of Show Me KC Schools, a non profit organization created by and committed to serving the families of Kansas City. SchoolAppKC empowers families from all backgrounds with the tools they need to become experts in their child's education. One day we hope that all schools will see the value of this collaborative effort. SchoolAppKC will continue to offer objective, supportive, guidance on Kansas City's diverse school choice landscape through this convenient and equitable single application process and cohesive timeline.

In the Spring of 2020 SchoolAppKC completed its second year of applications, lottery, and enrollment for 16 of KC's premier charter schools. We saw students from all over the city respond.

Map of Applications through lottery (March 1, 2020)



SchoolAppKC gives families equitable access to school choice.

Over 2,700 students filled out more than 5,500 applications to these 16 schools by the deadline for the lottery process. Nearly 1,000 of those applicants were in grades K and PreK. 74% of families who have used the application to date come from neighborhoods signifying they qualify for free and reduced lunch. 90% of people who used the application system felt their experience was simple and easy. The application was accessed and translated into seven different languages. 83% of the families who used the application were minorities—over 60% of applicants filled out the application on a phone or mobile device. The average time it took an applicant to complete their application was under 7 minutes which included time to research schools using links provided in the application. In conjunction with our community partners, the KC Parks Department which helped us host workshops, and the Kansas City Public Library system who helps host our School Fair and who graciously post links to the SchoolAppKC application on all of their public computers, we were able to reach more families before the deadline than ever before. We are excited to see what we can accomplish in year three, which will launch in the fall of 2020.

Again, we want to thank all 16 of the charter schools that have put aside their autonomy and who have collaborated to make a more accessible system for our families. Without their sacrifice and continued commitment to equity, this would not be possible.