

SCHOOLAPPKC YEAR THREE EXECUTIVE SUMMARY



A YEAR IMPACTED BY COVID

This report covers the third year of the SchoolAppKC application and lottery season for the 2021-2022 school year. It spanned fourteen weeks, from November 14, 2020 through February 22, 2021. As you think back on a year impacted by COVID, recall that March 2020 was when we, as a nation, went on lockdown. Our kids left school that Friday and switched to virtual learning for the remainder of that school year. The summer gave some reprieve but once August of 2020 came, there was still much fear about what a return to school would look like. The first day of school became a moving target. Families were reluctant to apply, and then finish enrollment for a school year that seemed uncertain. The application period for this third year launched and lotteries were performed before mass vaccinations were available. The 2020-2021 August start date was moved multiple times until schools eventually decided to open virtually. The deadline to apply for the 2021-2022 school year (February 22, 2021) came during what felt like the most desperate time of the pandemic. The third lottery season produced 1,505 fewer applications than the year two lottery season. This loss of applicants started a conversation in our city: "Where are the students?" This conversation still lingers today.

Thanks to SchoolAppKC's real-time data, Show Me KC Schools was able to act and rally community organizations, non-profits, churches, schools, our business community, and healthcare providers to create a city-wide task force to address this crisis. We called together the best minds in Kansas City to talk about how to reach kids and parents to get them needed services. We banded together with United Way, EAG marketing, Red Apple Education, and Turn the Page KC to create an award-winning, shared-marketing campaign about a safe return to school. Amazingly, by the start of the school year in August of 2021, we saw an almost complete recovery of applicants and students who ended up enrolling in SchoolAppKC schools.

As our school landscape continues to change, we remain vigilant. Our sister cities across the country are reporting trends of a loss of students in the urban core. According to an article written in the Stanford News Journal on February 8, 2023, Carrie Spector writes, "Using the available data, the researchers found that 14% of students who disenrolled from public school over a three-year period went to private schools, while 26% switched to homeschooling. Another 26% of the loss could simply be attributed to a declining school-age population."

Despite these trends, we are seeing in Kansas City some great numbers in our year five applications (launched in November of 2022). We hope that a steady and reliable system like SchoolAppKC, built for parents, can help curb some of this loss. We are grateful to the SchoolAppKC participating schools and their comradery during a very tough time. Their willingness to share best practices, ideas, concerns, and plans for their post-COVID return to school was an amazing thing to witness. In the end, SchoolAppKC continues to demonstrate what it looks like when a system that was built to work for parents, by parents, is dedicated to positive outcomes.

TIMELINE



SCHOOLAPPKC YEAR THREE PROCESSES



WHY SCHOOLAPPKC?

During the third year we were reminded why SchoolAppKC was created: we did this work for families. From the start, we considered the experience of parents. The process for applying to schools was frustrating, with over 25 different dates and deadlines and many different requirements for applying to free public school options. Between various ways to fill out applications (including in person during business hours), multiple different sets of rules, different documents needed, and confusing messaging. The previous system was not serving those it was meant to serve.

SchoolAppKC and Show Me KC Schools partnered with parents, community leaders, and schools to give Kansas City families the tools they needed to select the very best school for their unique child. SchoolAppKC provides families with engaging, data-based resources, 1:1 support, and a single, fast and easy application process. In year one, we were grateful to have 16 of the 20 Kansas City charter schools agree to participate. In year three (2021-2022 school year), we had 18 charters, 1 private, and 2 early childhood centers join in this more equitable, accessible application process.

HOW IT WORKS

Parents create their own account online. They can then apply to as many schools as they would like. They can receive multiple offers but ultimately can only accept one seat.

SchoolAppKC allows parents to see the status of the application anytime in their online portal. 68% of users used it on a mobile device and 94% reported the system was easy or very easy to use, with only 1% reporting an issue. 9% of applications were submitted in a language other than English and the software communicated important updates to parents instantly in the language in which they submitted their application. This is higher than the national average of 6%, showing that Kansas City is doing a great job of reaching and assisting families in other languages.

Thanks to SchoolAppKC, parents and guardians no longer have to manage multiple applications and deadlines or travel to individual 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 agreed to the same application deadline. Participating schools send their offers to families on the same day at the same time. Families then have a week 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.

SchoolAppKC successfully simplified the application process and increased the number of educational opportunities for students. Parents are now confident in their own abilities to enroll their children without help. We have received zero calls to our helpline for assistance using that platform.

"BECAUSE WE HAD A COMMON APPLICATION SYSTEM, WE WERE ABLE TO RECOGNIZE THE TREND IN DECLINING APPLICATIONS DURING THE PANDEMIC AS IT WAS HAPPENING. WE WERE ABLE TO WORK TOGETHER TO COME UP WITH SOLUTIONS TO ADDRESS THE PROBLEM AND SUPPORT OUR IDEAS WITH REAL-TIME DATA."

LESLIE KOHLMAYER, EXECUTIVE DIRECTOR OF SHOW ME KC SCHOOLS

YEAR THREE APPLICATION RESULTS

NOVEMBER 14, 2020 - FEBRUARY 22, 2021

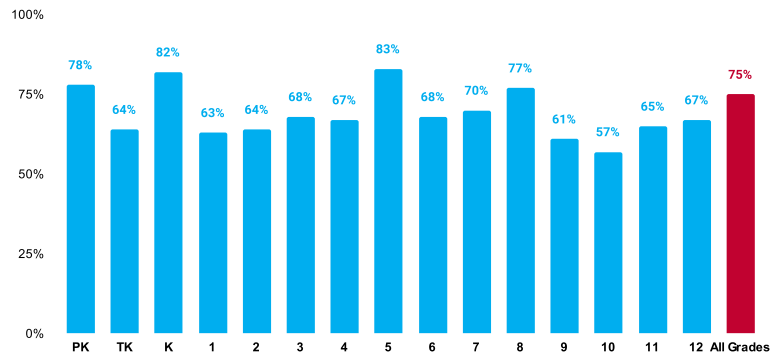


OFFER ACCEPTANCE BY GRADE LEVEL

Starting in mid-March of 2021, right after the lottery had taken place, Kansas Citians were finally given access to mass vaccinations starting with front line workers like teachers and school staff. The worldwide COVID pandemic continued in school year 2021-2022.

Prior to the pandemic, we had seen an 80% acceptance rate. That average dropped to 75% during the pandemic, a 5% decline compared to the previous year.

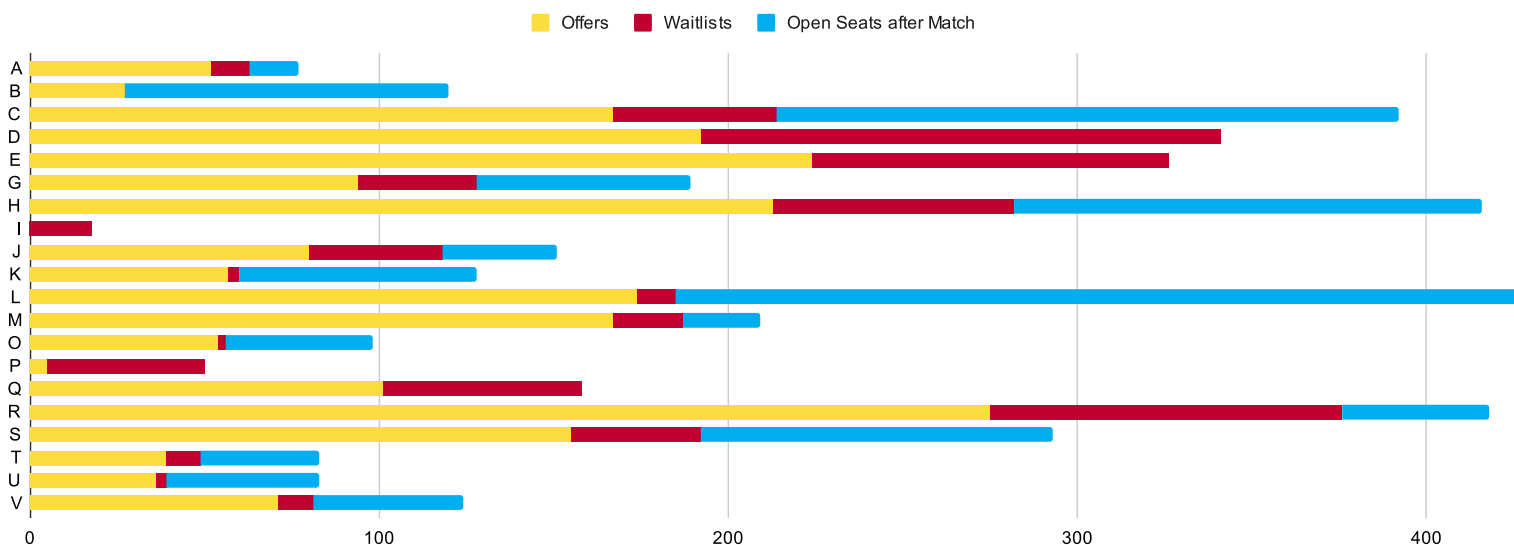
% OF APPLICANTS THAT ACCEPTED THEIR OFFER BY THE DEADLINE



LOTTERY RESULTS BY SCHOOL

All SchoolAppKC schools are represented below. In the first round of offers, all but one school saw a waitlist in one or more grades while still having open seats in other grades. This shows the demand is unequal and varies depending on the grade level. Grade levels like preschool, kindergarten, and 9th grade fill up more quickly but 5th grade and 6th grade had many available openings. Despite lower application numbers and acceptances, most schools still saw a waitlist in one grade or more.

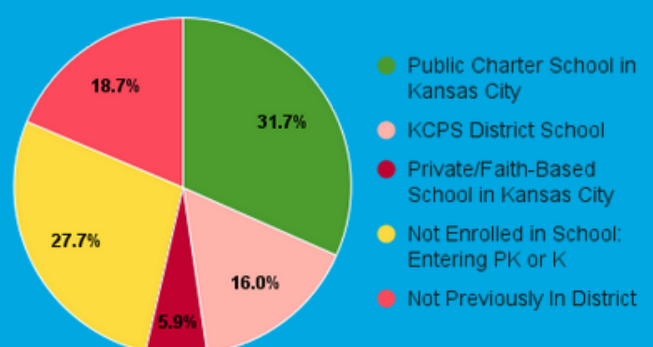
TOTAL MAIN ROUND OFFERS, WAITLISTS, AND SEATS AVAILABLE AT EACH SCHOOL AFTER MATCH



"WE PUT THE POWER BACK INTO THE HANDS OF THE PARENTS/GUARDIANS, CAREGIVERS. IN A PANDEMIC PARENTS DIDN'T NEED TO LEAVE HOME OR PROVIDE UPLOADS. THEY WERE SIMPLY ABLE TO APPLY FROM A MOBILE DEVICE WITHOUT LEAVING HOME."

ROBYN KING, DIRECTOR OF SCHOOLAPPKC

WHERE DO APPLICANTS COME FROM?



SCHOOLAPPKC

YEAR THREE APPLICATION RESULTS

NOVEMBER 14, 2020 - FEBRUARY 22, 2021



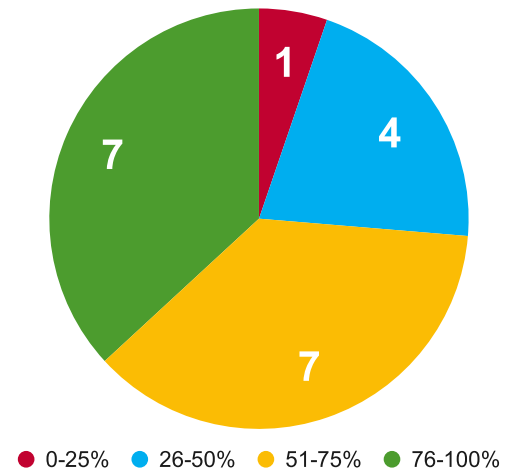
OUR SCHOOLS REACH ENROLLMENT GOALS

SchoolAppKC schools reported their seats filling up prior to the start of the school year.

Results for the 19 schools in SchoolAppKC after the lottery:

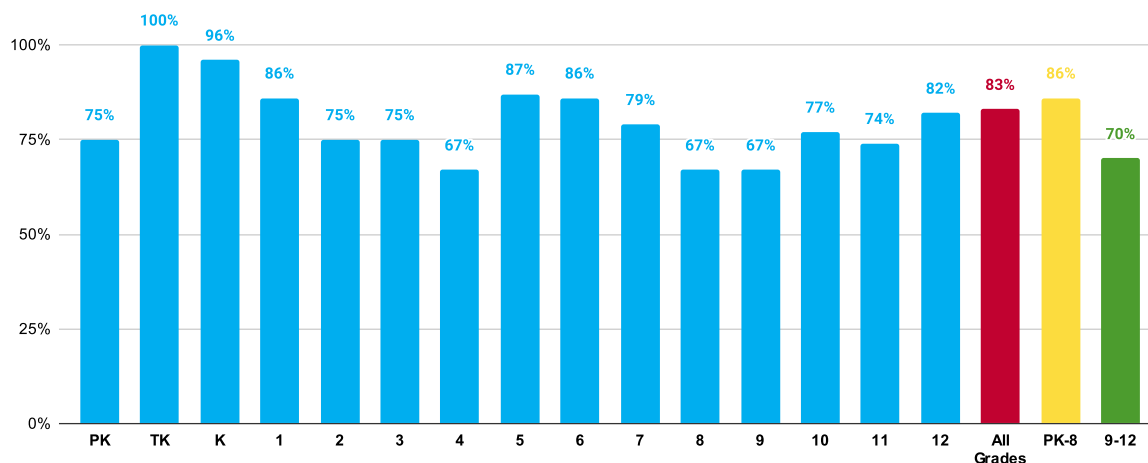
- 7 were 76-100% full from the lottery
- 7 were 51-75% full from the lottery
- 4 were 26-50% full from the lottery
- 1 was 0-25% full from the lottery
- 2 early childhood sites did not need to run lotteries

SCHOOLS GROUPED BY % OF SEATS FILLED



WHAT IS A MATCH RATE?

A match rate is when a student is made an offer to an open seat. In the chart below you can see that grades 4th, 8th, and 9th have lower match rates. This indicates more applicants than seats reported available by schools. In grades 5th and kindergarten, a high match rate can be observed, indicating plenty of seats available for the students applying. Overall, we saw a match rate average of 83%. This is a good rate, based on the national average, and shows that we are working to match kids to open seats in the city. The system does the work so parents don't have to.



83%
MATCH RATE
FOR APPLICANTS
IN ALL GRADES

"IN KANSAS CITY, PARENTS HAVE THE UNIQUE GIFT OF SCHOOL CHOICE. PARENTS CAN CHOOSE THE SCHOOL THAT BEST MEETS THE NEEDS OF THEIR CHILDREN. ONCE PARENTS MAKE THAT CHOICE, SCHOOLAPPKC STREAMLINES THE APPLICATION PROCESS. ONE APPLICATION WITH JUST 10 QUESTIONS FOR NEARLY ALL CHARTER SCHOOLS IN THE KC PUBLIC SCHOOL BOUNDARIES MAKES APPLYING FOR THE RIGHT SCHOOL EASY!"

KELLY SALES, BROOKSIDE CHARTER SCHOOL

YEAR THREE APPLICATION RESULTS

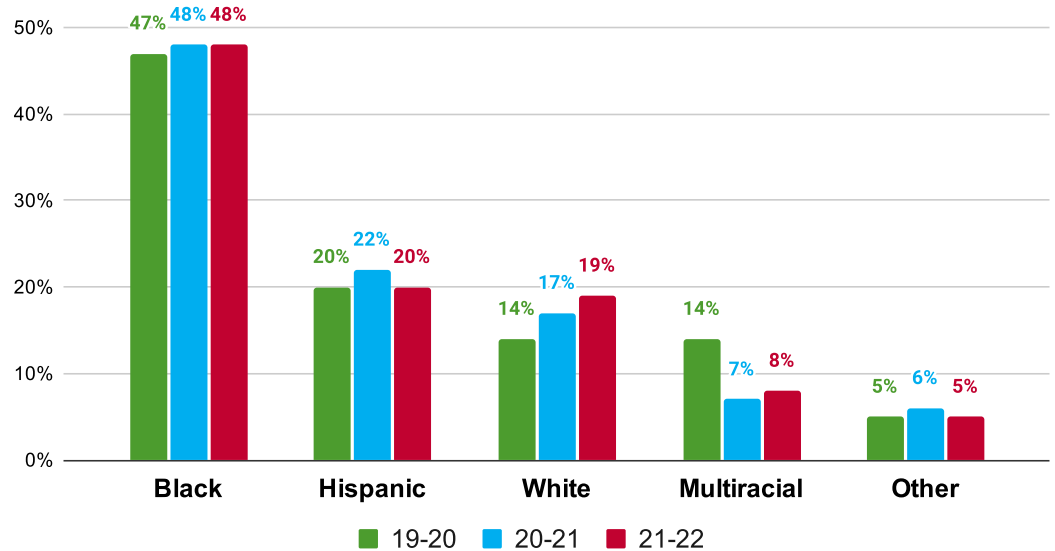
NOVEMBER 14, 2020 - FEBRUARY 22, 2021



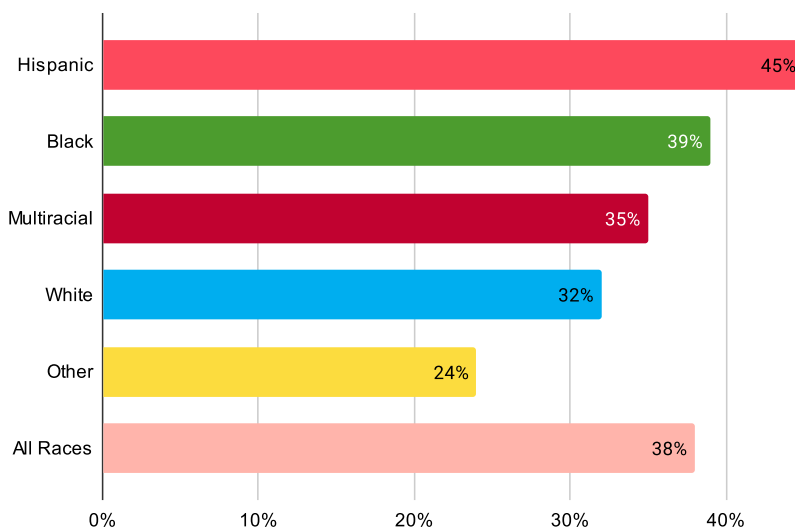
APPLICANTS ETHNICITY

Longitudinal data since 2019 shows that SchoolAppKC applicants continue to match the demographics of the Kansas City public school system, as shown in the chart to the right.

TOTAL APPLICANTS BY ETHNICITY OVER TIME



OVERALL YEAR THREE ENROLLMENT RATE



APPLICANTS ETHNICITY:

ENROLLMENT COMPLETION

In the graph to the left, we show year three totals for applicants in the SchoolAppKC System who went on to accept their offer and complete enrollment with their school by the deadline.

"YOU CAN DOWNLOAD THE APPLICATION ON YOUR PHONE, AND IT SENDS REMINDERS TO LET YOU KNOW, 'HEY, IT'S TIME TO APPLY FOR SCHOOL', OR 'HEY, THE DEADLINES ARE COMING UP'. I DON'T CARE HOW BUSY YOU ARE, OR WHAT YOU ARE FACING, IT REMINDS YOU THAT IT'S TIME TO TAKE CARE OF YOUR KIDS."

CARLA LEE, PARENT OF TWO SCHOOLAPPKC APPLICANTS

YEAR THREE APPLICATION RESULTS

NOVEMBER 14, 2020 - FEBRUARY 22, 2021



COVID IMPACT ON APPLICATIONS

The drastic decrease in applications received prior to the 2021-2022 lottery deadline was offset by a large increase in post-lottery applicants.

We believe this was due to the feeling of uncertainty pertaining to how schools would approach pandemic learning. Many schools had postponed start dates and had not yet solidified online or in person learning.

We encourage all families to apply in the pre-lottery as this gives them the best opportunity to get the seat of their choice.

EQUITY CONCERNS FROM COVID

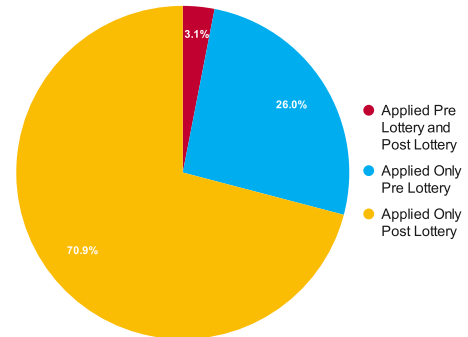
Applicants from the lowest income zip codes applied less in the lottery round. This was exacerbated due to the uncertainty COVID caused.

EXCESS VERSUS DEMAND

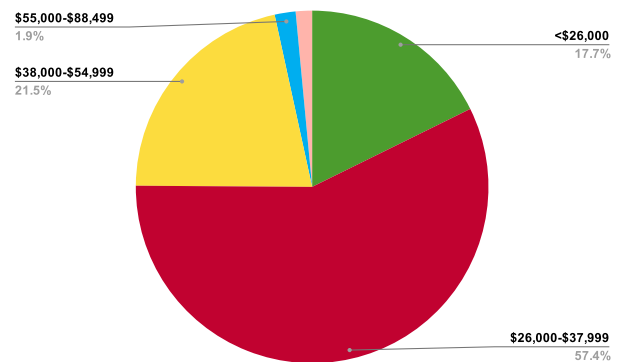
Despite receiving fewer applications before the lottery deadline, data shows that in 2021-2022 there were once again more students applying to SchoolAppKC schools than reported seats available. COVID only impacted the lottery, not the overall applications received for 2021-2022.

In this chart, a negative number means more seats than applicants and a positive number indicates more applicants than seats.

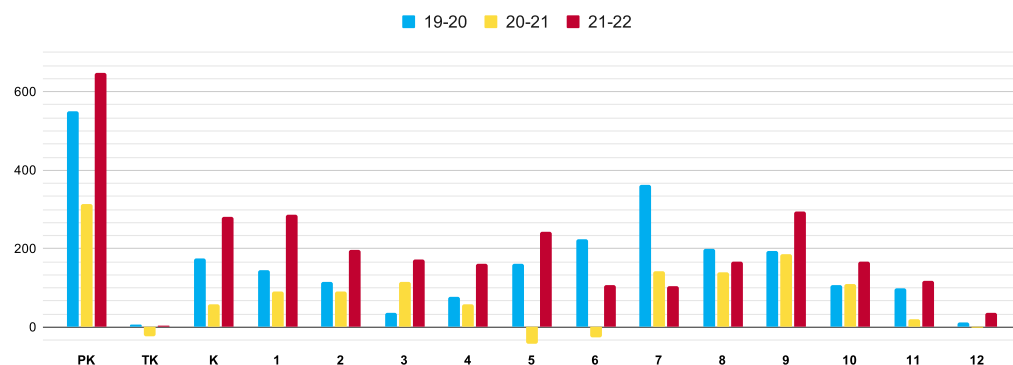
UNIQUE APPLICATIONS PRE LOTTERY & POST LOTTERY



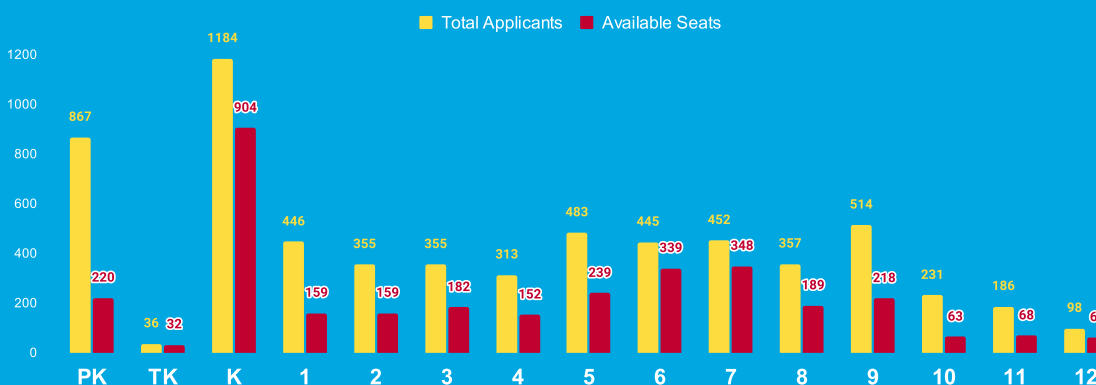
UNIQUE APPLICANTS BY ZIP-CODE & INCOME



YEAR OVER YEAR EXCESS VERSUS DEMAND



YEAR 3: TOTAL APPLICATIONS VERSUS AVAILABLE SEATS



In year 3 (2021-2022), the largest application increase we saw was in preschool. We had nearly four applicants for every available seat.

This is in part due to the addition of preschool options in SchoolAppKC and because of the increase of available seats in preschool in charter schools.

YEAR THREE APPLICATION RESULTS

NOVEMBER 14, 2020 - FEBRUARY 22, 2021

APPLICATION NUMBERS

Over 1,700 students filled out more than 3,500 applications to 21 SchoolAppKC schools by the lottery deadline. Over 700 of those applicants were in grades K and PreK.

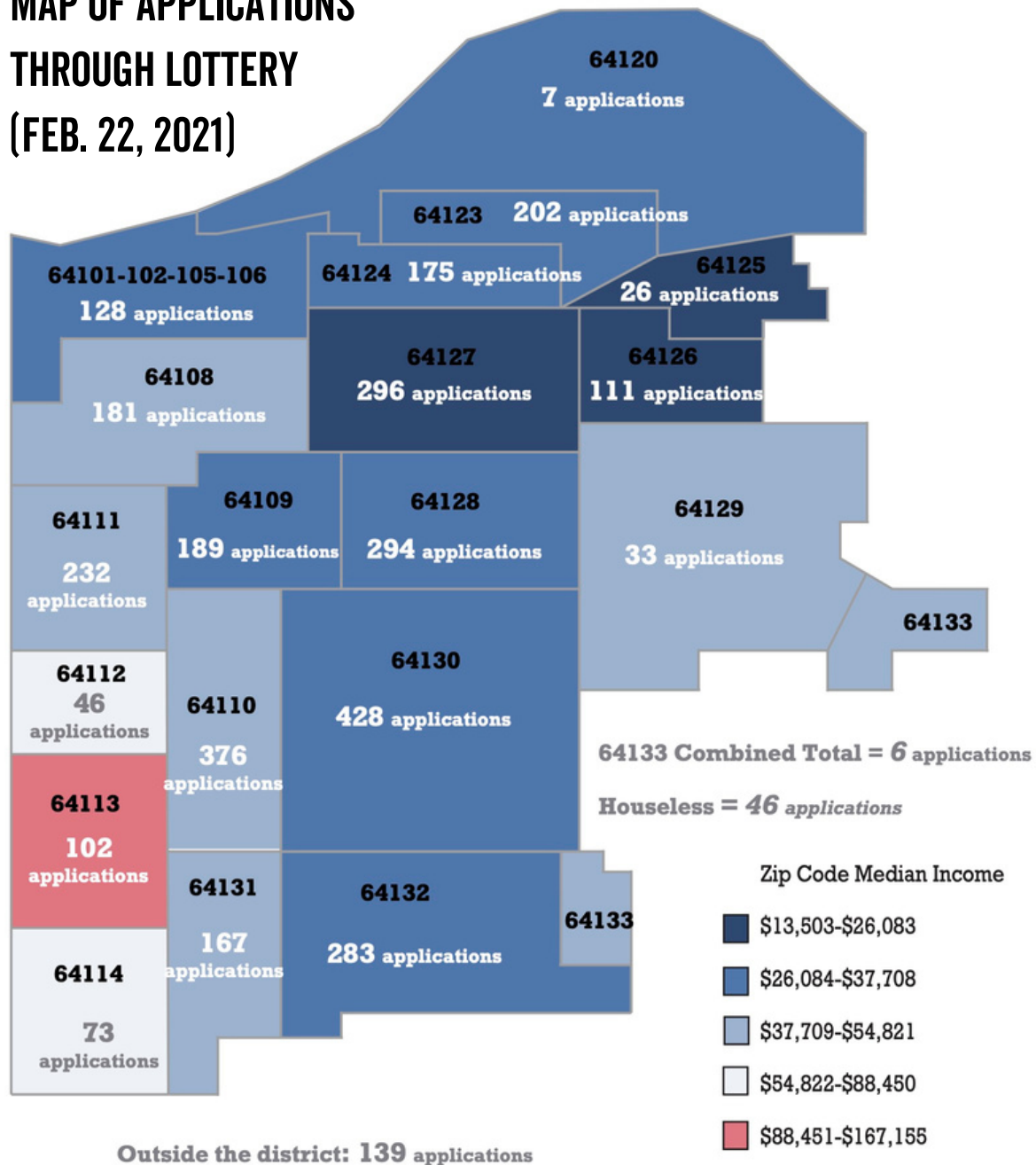
64% of families who have used the application to date come from neighborhoods signifying they may qualify for free and reduced lunch according to census data.

80% of the families who used the application were minorities.

More than 60% of applications were submitted using a mobile device.

94% of the families who used the application stated that it was easy or very easy to use.

MAP OF APPLICATIONS THROUGH LOTTERY (FEB. 22, 2021)



SCHOOLAPPKC STREAMLINES THE SCHOOL APPLICATION PROCESS FOR FAMILIES IN THE KANSAS CITY PUBLIC SCHOOL BOUNDARIES.

IT IS A SPECIAL PROJECT OF SHOW ME KC SCHOOLS, A NONPROFIT WITH A MISSION TO HELP PARENTS UNDERSTAND THEIR SCHOOL OPTIONS, IN PARTNERSHIP WITH A NUMBER OF LOCAL KANSAS CITY ORGANIZATIONS COMMITTED TO EDUCATIONAL EQUITY.

THANK YOU TO OUR SUPPORTERS



TEACHFORAMERICA



2021-2022 PARTICIPATING SCHOOLAPPKC SCHOOLS

ACADÉMIE LAFAYETTE | ACADEMY FOR INTEGRATED ARTS | BROOKSIDE CHARTER SCHOOL CITIZENS OF THE WORLD KC | CRISTO REY | CROSSROADS CHARTER SCHOOLS | DELASALLE EDUCATION CENTER EARLYSTART | EMMANUEL FAMILY CHILD DEVELOPMENT 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 LEE A. TOLBERT COMMUNITY ACADEMY | UNIVERSITY ACADEMY

SCHOOLAPPKC