

## SUMMARY APPLICATION DATA

### Comparison

Statistics comparing June 2015 applications to June 2016:

- 33% increase in district freshmen applications
- 21% increase in district female freshmen applications
- 29% increase in district total applications

6-06-16	In District	Out of District	Total
Total Applications All Classes	163	43	206
Total Freshmen Class of 2020	148	36	184
Freshmen Males	96	22	118
Freshmen Females	52	14	66

Note: An additional 148 out-of-district freshmen applications were received online but not processed due to changes in state regulations.

6-16-15	In District	Out of District	Total
Total Applications All Classes	126	115	241
Total Freshmen Class of 2019	111	86	197
Freshmen Males	68	53	121
Freshmen Females	43	14	57

### Admissions Strategic Goal

For the 2016 recruitment year, the Admissions Office and a team of faculty and administrators worked with national CTE Admissions Expert Mark Perna. Our strategic goal was to attract and enroll the right student, in the right program, for the right reason. We focused on 8<sup>th</sup> grade students from “In District.”

Mr. George Clement moved from teaching to begin his first full year as an Assistant Principal for Admissions. With Mr. Perna’s consultation, we modified our Admission Recruitment Program. We redesigned Showcase Days (Tour Days), Career Day (Open House), and New Student/Parent Orientation. We also provided new training for Student Ambassadors and revised the 8<sup>th</sup> Grade Minuteman Presentation. In addition, we added Accepted Students Welcome Visits at their middle school and Dinner with the Teachers Night.

Admissions became a high priority for everyone in the school. It became a ***school-wide*** effort, not the responsibility of a single individual. Professional development time was added to train and unify administrators, faculty, and staff.

### Internal Changes

Along with these changes, we overhauled internal office operations, converting to Go2 CTE Solutions online application management process. Doreen Lopes, co-owner of Go2, provided on-site training, consulted on best operational practices, and even helped make calls to prospective families. Responsive and collaborative, Go2 CTE Solutions created many features to support Minuteman, including an Event Registration module.

## **Challenges**

Over the past year, Admissions faced many challenges:

1. The traditional high schools in our region offer students and parents a comfortable route to a high-quality education. Many students and parents are reluctant to consider an alternate pathway (i.e., a career and technical education at Minuteman) even when its benefits have been outlined and its success has been demonstrated.
2. There is still some “stigma” associated with applying to a vocational-technical high school, both in the minds of the public at large and even within public education. However, a survey by the Education Alliance found that middle school guidance counselors in the Minuteman district have seen increased acceptance of the value of vocational-technical education by both parents and students. Further, those guidance counselors expected that more eighth-graders would be applying to vocational-technical high schools within the next five years.
3. Despite plenty of interest from eighth graders from outside the Minuteman district, new state regulations blocked us from processing out-of-district applications for most students wishing to join the Minuteman freshman class. (It remains unclear how Superintendents and DESE will interpret the regulations regarding out-of-district freshmen students who seek an immediate transfer to Minuteman.)
4. The ongoing discussion and debate over a new Regional Agreement created much uncertainty for students and parents about which towns would continue to be members and the rules surrounding who could apply for admission.
5. The ongoing discussion and debate about construction of a new school – and the lack of a clear, unified resolution of the issue – created doubts about Minuteman’s future. While some families asked questions and we addressed their concerns, we simply don’t know how many students didn’t even bother to enter our admissions process because of the loud public debate and uncertainty over the fate of the new school.

## **Summary**

Despite the multiple challenges we faced and the fact that this was only our first year implementing a brand new system, our programming and operational efforts yielded some good results.

We focused on incoming, in-district freshmen and we experienced a 33% increase in those applications. Female in-district freshmen applicants also increased 21%. Our total in-district application pool, which includes 3 years of graduation, saw a 29% increase.

Of note, our simple online application process allowed students -- 138 potential freshmen and 10 upperclassmen from Boston, Billerica, Waltham and other out of district towns – to apply. However, new state regulations prevented us from working to admit them.

Minuteman’s strength is that we offer students a competitive advantage by preparing them for college and career. Improved communication of that message, new programming, and enhanced operations nudged us in a positive direction. Admissions will continue to need resources to advance its successes and bolster enrollment through the coming years.