



# Vertus HIGH SCHOOL

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## May 2021

### Recruiting Efforts:

- **Vertus Phone a thon:** We will be reaching out to students from RCSD, Private Parochial, Urban-Suburban, and Urban Choice Charter (once with preceptors and once with teachers) (**This brought seven new applicants**) Our latest phone-a-thon On Friday, June 11<sup>th</sup> brought in a possible 31 tours for the upcoming week.
- **Radio-** We ran ads on WDKX the weeks of May 23<sup>rd</sup> and May 30<sup>th</sup>
- **WROC & Causewave:** We are currently running Man of the Month ads on WROC (featuring Brandon Paulk) and created a press release about graduation to get media coverage.
- **Sponsorship:** We are sponsoring a baseball team in the Rochester Hispanic Youth Baseball League (RHYBL) [ELL effort]...Michael James and Andrew Colon are attending games to promote Vertus

### Historical Application Trends (*Applications Submitted*)

- *April:* 18'-19'= 4    19'-20'= 12    20'-21'= 2    This year= 7
- *May:* 18'-19'= 6    19'-20'= 7    20'-21'= 5    This year (*month of May*)= 20

### Applicants for the 2021-2022 School year:

- 21 have fully completed enrollment
- 24 more have either accepted our offer to attend Vertus or has begun the enrollment process
- 13 additional people have applied and were offered a spot at Vertus, but have yet to accept it.

The Performance Framework emphasizes Benchmark 9, enrollment of special populations, specifically Students with Disabilities and English Language Learners.

- **ELL SpEd Applicants for the 2021-22 School year:**
  - 8 ELL applicants
  - 15 SpEd applicants