

# VERTUS RECRUITING/UPDATE

## ACTIVE RECRUITING EFFORTS

**Cold Calls-** Reaching out to RCSD families (from FOIL list) to tell them about Vertus and asking if they would be interested in transferring.

### Promotional Table

*Setting up tables and speaking with prospective families at local places such...*

- **Barbershops:** on Saturday mornings (2-3 hours) (Felix, Taperz, and Joel's)
- **International plaza La Marketa:** Hispanic Heritage Month Finale on 10/17
- **Transfer Now campaign**

### Marketing and Advertising

- Social Media (post 5-7 times per week), pitching news stories to all local stations, updating our 30 sec ad on WROC, Man of the Month with News8

#### **Current Target Audience**

- Families unhappy with current school
- Parent who are frustrated with their student's current academic performance.

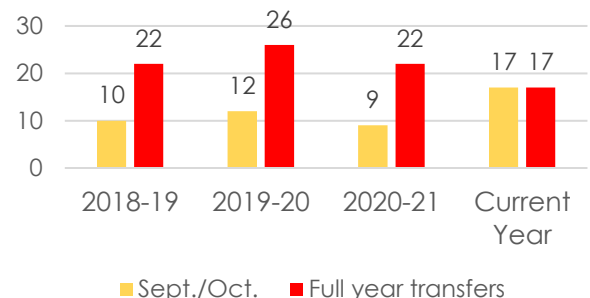
## TRANSFER NOW CAMPAIGN

- A strategy that aggressively pursues families; encouraging them to transfer to Vertus. (Will run from October 25<sup>th</sup>-December 1<sup>st</sup>)
- Will develop new flyers, highlighting what Vertus has to offer
- Flyers will be dropped off to the local R-Centers, libraries, and barbershops
- Will run radio ads. on WDKX

## WHY THE STUDENTS TRANSFERRED TO VERTUS

- **RCSD-** most parents are not happy with the school where the district placed them.
- **Bishop Kearney/Aquinas-**parent were not happy with schools performance during pandemic.
- **Pittsford/Fairport-** Lack of diversity

Students who transfer in the months of September and October



## Current Enrollment Numbers

- 270 Students currently enrolled
- 22 ELL students enrolled
- 65 SpEd Students enrolled

