



**TUCSON UNIFIED**  
SCHOOL DISTRICT

# **Summer Enrollment & Outreach: Reversing the Trend**

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## Past and Projected Enrollment

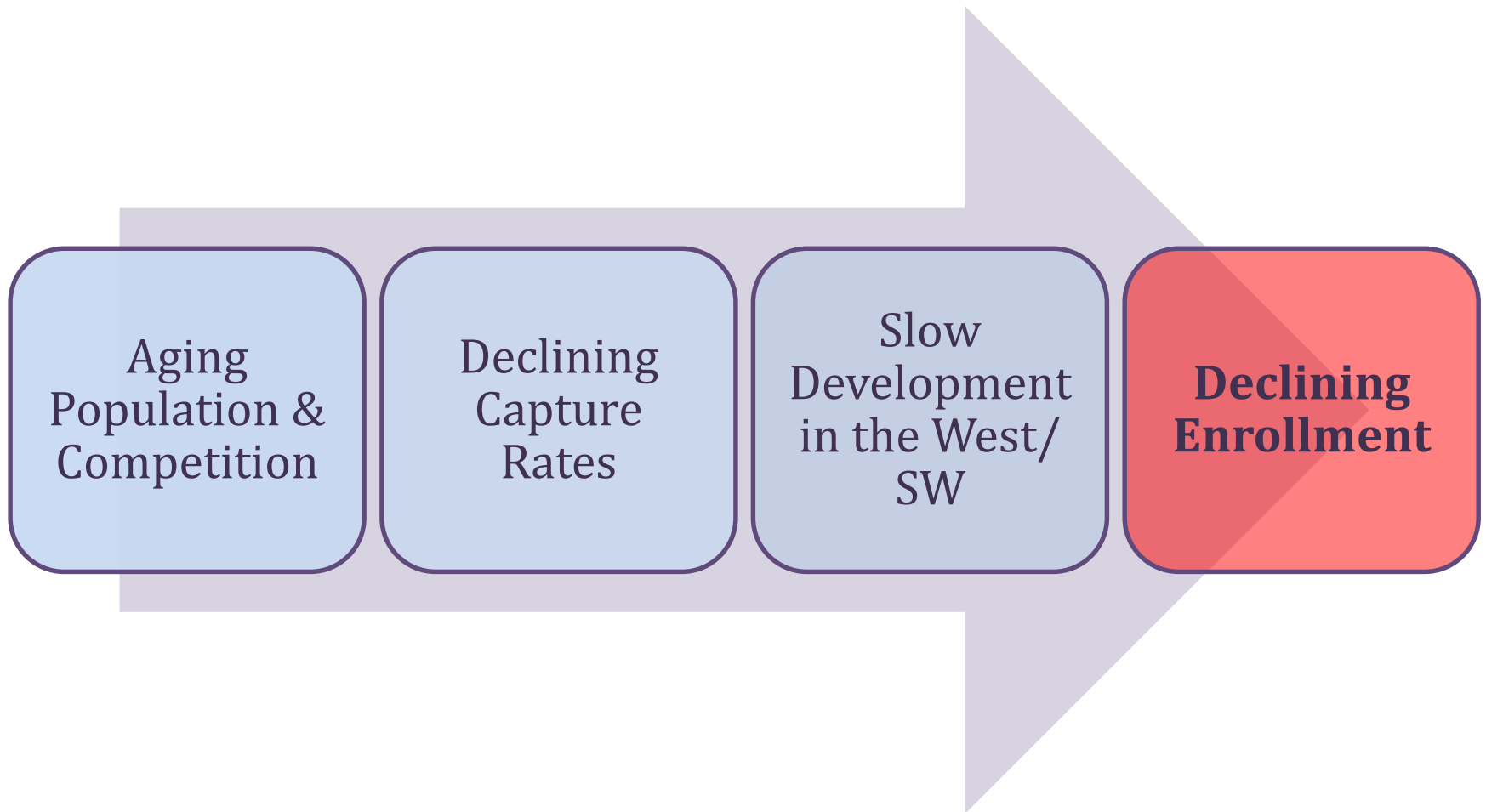


Projected

● 40th Day Enr.  
● 100th Day Enr.

Years	40th Day Enr.	100th Day Enr.
SY2010-11	52683	51440
SY2011-12	51349	50412
SY2012-13	50506	49718
SY2013-14	49013	48270
SY2014-15	48024	47503
SY2015-16	47340	46735
SY2016-17	47056	46360

# Applied Economics: Demographic & Enrollment Analysis (March 2014)



# Enrollment Success



## Recruitment

School Based  
Programs Sell  
Early & Often

## Registration

User Friendly  
Customer Service  
Systems for  
Follow Up

## Retention

**Outreach Initiatives**

**Exit Procedures/  
Tracking**

**Alternative Options**

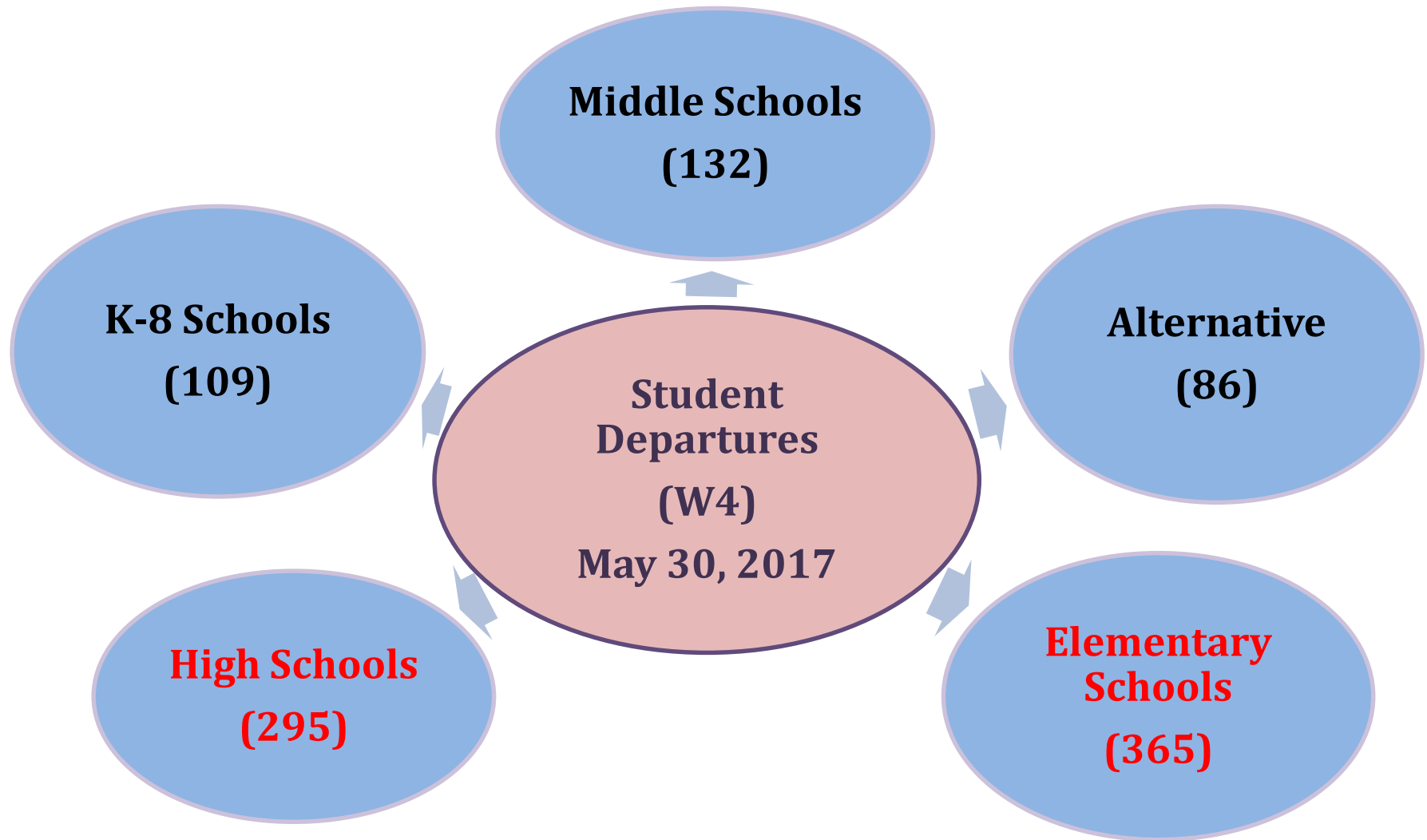
**Intervention  
Structures**

# The W4 Student: Our Most Serious Concern

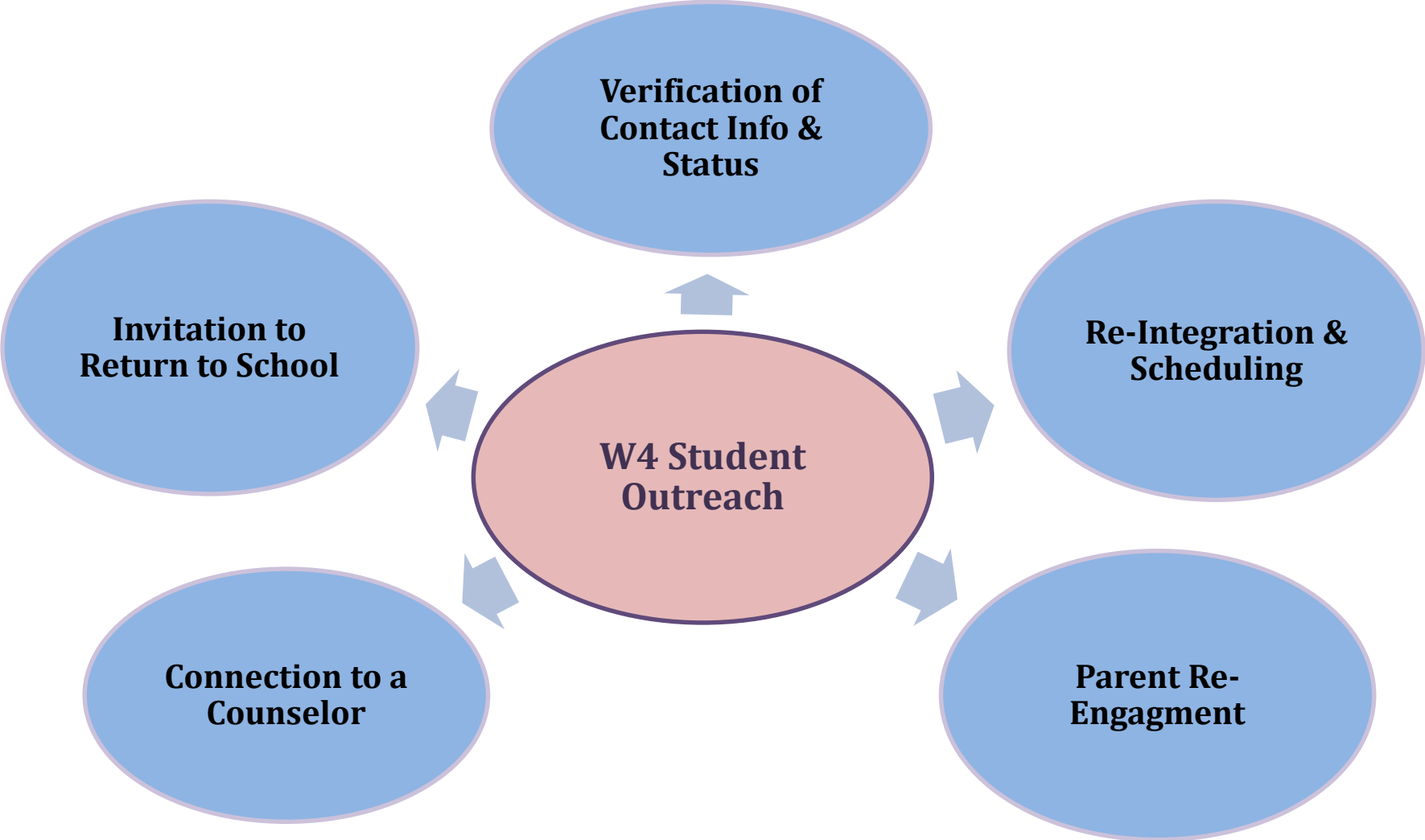
## W4: Status Unknown

- 10 day drop student
- Disengaged from School
- Probable Dropout
- Uninformed of Options
- Has Not Chosen Another School
- **Still Our Kid**

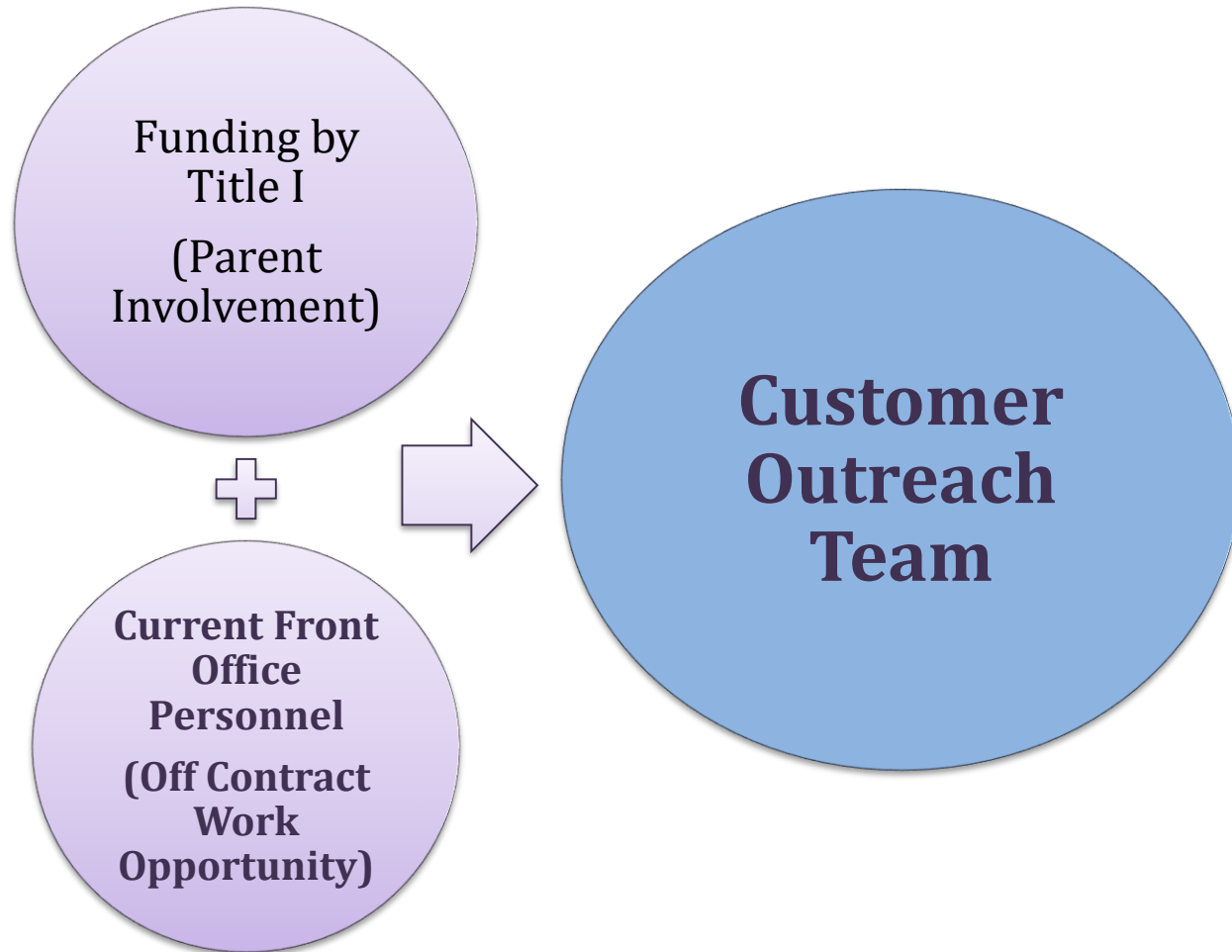
# We Know Who Left in 2016-2017



# Phase 1: 30 Day Call Teams on Each Campus



# 30 Days of Action





## Phase 2: Customer Care Teams on Each Campus for 17-18

