

# Student Recruitment PLC: Lottery Procedures and Best Practices

March 10, 2023

# Webinar Logistics

A recording, the slide deck, and other resources will be available after the webinar.



Chat with others and submit questions in the chat box.



# Agenda

- Open Meetings Law and Remote Lotteries
- Lottery Preparation
  - ◆ How many seats should I offer?
  - ◆ Preferences
  - ◆ Clean Your Data
- Lottery Execution
- Post Lottery: Student and Family Engagement

# Open Meetings Law

Mayor Adams extended NYC's COVID-19 State of Emergency until March 21. We are not sure if this will be extended further into April to cover the lottery. If there is no NYC State of Emergency in place, you may broadcast your lottery remotely, but there must be an in-person option available.

## **Checklist**

- ✓ Notices posted at least 72 hours in advance with links to the event, if virtual
- ✓ Language access for families whose primary language is not English
- ✓ Results, video recording, and transcription posted after the event

# Charter Schools Act – Lottery Preferences

## **Required Statutory Preferences** (must provide the first three)

1. Pupils returning to the charter school in the second or any subsequent year of operation;
2. Pupils residing in the school district in which the charter school is located,
3. Siblings of pupils already enrolled in the charter school.
4. **If applicable**, establishment of specific school design preferences

## ***Optional Statutory Preference***

5. Children of the employees of the charter school or charter management organization

Education Law Section 2854(2)(a) and (b)

# Sibling Applying Preference

The law states that a sibling preference can only be extended to a student that is enrolled in that school at the time of registration.

The NYC Charter School Center interprets that the spirit of the law is to keep families together.

# Lottery Preference Types

A lottery preference provides an increased likelihood of admission to students that are identified as a part of an identified group of students.

- **Weighted Preference:** Gives additional chances to one group of students, but does not reserve or set aside seats for those students (does not guarantee a seat).
- **Absolute Preference:** All students who are part of an “absolute” preference are prioritized above another set of students (still does not guarantee a seat).
- **Set-Aside:** A number of seats are reserved for students identified as part of a specified group (school may still have to run lottery to fill these seats).



# Lottery Preparation



# Do we need to run a lottery?

How many applications does it take to fill one seat at your school?

What if you have 150 applications and 75 seats available. Would you run a lottery?

# Clean Up Your Data

1. Clean Up Application Data
  - a. Duplicate Applications
  - b. Age / Grade Inconsistencies
  - c. Incorrect / Stale Addresses



**TIP: Run a test lottery!**

2. Validate Priorities
  - a. Common priorities
  - b. To confirm CSD, enter the student's address in the NYC DOE [Find A School](#) search query. You will see a search result for the local zoned school, which will be in the student's CSD.



**How do you validate priorities prior to the lottery?**



**What do you do if you mistakenly  
accept a student with an invalid preference?**

# Post-Lottery Communications

## → Make Offer

- ◆ Include date by which a family needs to accept the seat (e.g., 3 business days)

## → Accept Offer

- ◆ Include date by which the registration packet must be completed
- ◆ Mandatory information sessions

## → Reminders

- ◆ Offer not accepted
- ◆ Incomplete registrations



**TIP: Remender to translate!**



# Lottery Execution

# Create a Script



To include:

- Welcome/introduction
- Describe the lottery process, including the order of preferences
- Set expectations to communicate final results and next steps

[Lottery Script Template](#)

# Impartial Lottery Observer

## [Charter School Regulations 119.5](#)

*Random selection process for charter school student applicants*

### **(c) Procedures for conducting lottery.**

“(1) The person(s) conducting the selection of lottery applicants or acting as an impartial observer of the selection of lottery applicants shall not be a board member or employee of the school, or a parent, person in parental relationship, grandparent, sibling, aunt, uncle or first cousin of any applicant to the school or of any pupil enrolled in the school.”

## [Impartial Lottery Observer Template](#)

# Random.org

A few schools continue to use a **manual process**:

1. Placing names in a “hat”
2. Pulling lottery numbers from a spinner

## Random Sequence Generator

This form allows you to generate randomized sequences of integers. The randomness comes from atmospheric noise, which for many purposes is better than the pseudo-random number algorithms typically used in computer programs.

### Part 1: Sequence Boundaries

Smallest value  (limit -1,000,000,000)

Largest value  (limit +1,000,000,000)

Format in  column(s)

The length of the sequence (the largest minus the smallest value plus 1) can be no greater than 10,000.

### Part 2: Go!

Be patient! It may take a little while to generate your sequence...

Note: A randomized sequence does not contain duplicates (the numbers are like raffle tickets drawn from a hat). There is also the [Integer Generator](#) which generates the numbers independently of each other (like rolls of a die) and where each number can occur more than once.

In this process, each applicant receives a random number.

**Note:** It may not be their final “lottery number” as your school may rank students by random numbers then order them according to preference groups and only then assign them a “lottery rank”.



# Waitlist Management

NYSED regulations DO NOT cover lotteries or admissions procedures for waiting lists or grades for which a charter school may accept applications but for which no seats are available.

Waitlist management is determined by the admissions policy in your charter.

- Managing priorities on the waitlist
- Can a student “jump” the waitlist?
- Post lottery applications

# Recordkeeping

## [Charter School Regulations 119.5](#)

(d) Records shall be sufficiently detailed to enable the reviewer to identify the process used, compare the process used to the lottery procedures contained in the charter school's charter, and determine that the procedures used were consistent with those set forth in the charter.

### **Suggestions**

- ✓ Lottery results spreadsheet
- ✓ Recording
- ✓ Independent observer form



# Post-Lottery Family and Student Engagement

# Change your approach

Post lottery your approach should change from finding applications to building relationships.

# Post Lottery: It starts with strong DATA

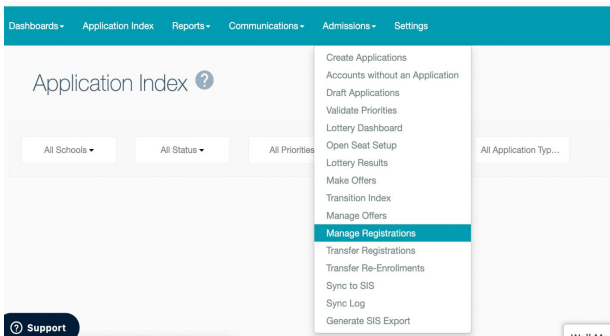
Track enrollment and registration on a regular basis using an enrollment dashboard.

| Grade        | Intent to Return<br>(Existing Students) | Registration Verified | Total Projected<br>Enrollment in FY24 | Budgeted Enrollment | Budgeted Enrollment<br>Variance | Over Enrollment Target<br>(by 15%) | Over Enrollment<br>Variance |
|--------------|---|-----------------------|---------------------------------------|---------------------|---------------------------------|------------------------------------|-----------------------------|
| Kindergarten |   | 62                    | 62                                    | 60                  | 2                               | 69                                 | -7                          |
| 1st Grade    | 54                                      | 7                     | 61                                    | 60                  | 1                               | 69                                 | -8                          |
| 2nd Grade    | 51                                      | 7                     | 58                                    | 60                  | -2                              | 69                                 | -11                         |
| 3rd Grade    | 49                                      | 3                     | 52                                    | 60                  | -8                              | 69                                 | -17                         |
| 4th Grade    | 49                                      | 9                     | 58                                    | 60                  | -2                              | 69                                 | -11                         |
| 5th Grade    | 49                                      | 8                     | 57                                    | 60                  | -3                              | 69                                 | -12                         |
| Total        | 252                                     | 96                    | 348                                   | 360                 | -12                             | 414                                | -66                         |

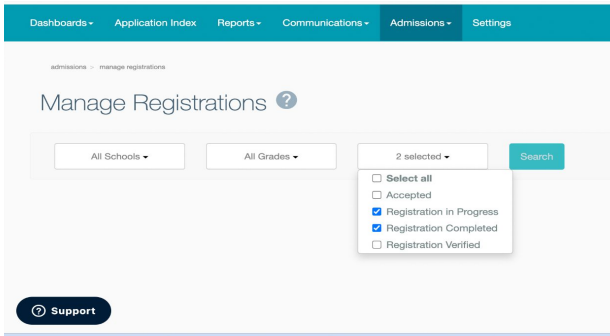
# Post Lottery: It starts with strong DATA

Track families through the registration process.

Step 1: Admissions > Manage Registrations



Step 2: Apply the Appropriate Filters



Critical documents: proof of residency, birth certificate or passport, and health records

Look out for families not making progress and reach out frequently.

| first_name | last_name | grade_level | contact_email | contact_phone | COMPLETE REGISTRATION | Ethnic Survey Form | Photo Release Form | Student Record Release Form | Emergency Card | Housing Questionnaire | Home Language Survey Questionnaire | Age Verification Upload (Birth Certificate) | Upload Scan of Birth Certificate or Passport | Proof of Address Upload | Proof of Residency File #1 | Proof of Residency File #2 | Most Recent Report Card Upload | Upload Scan of Most Recent Year Report Card (Optional) | Immunization - Upload | Upload Scan of Authorized Immunization Record | IEP Upload (optional/not applicable) | Scan of Student IEP/504 Plan |
|------------|-----------|-------------|---------------|---------------|-----------------------|--------------------|--------------------|-----------------------------|----------------|-----------------------|------------------------------------|---|--|-------------------------|----------------------------|----------------------------|--------------------------------|--|-----------------------|---|--------------------------------------|------------------------------|
|            |           |             |               |               | Unstarted             | Completed          | Completed          | Completed                   | Completed      | Completed             | Completed                          | Incomplete                                  | No Upload                                    | Incomplete              | No Upload                  | No Upload                  | Incomplete                     | No Upload  | Incomplete            | No Upload                                     | Incomplete                           | Verified                     |
|            |           |             |               |               | Unstarted             | Unstarted          | Unstarted          | Unstarted                   | Unstarted      | Unstarted             | Unstarted                          | Unstarted                                   | No Upload                                    | Unstarted               | No Upload                  | No Upload                  | Unstarted                      | No Upload  | Unstarted             | No Upload                                     | Unstarted                            | Verified                     |
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|            |           |             |               |               | Unstarted             | Completed          | Completed          | Completed                   | Completed      | Completed             | Completed                          | Completed                                   | Uploaded                                     | Completed               | Uploaded                   | Uploaded                   | Completed                      | Uploaded   | Completed             | Completed                                     | Completed                            | No Upload                    |
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# Access for All

According to the Civil Rights Act, parents are entitled to:

- Meaningful communication with the school in their preferred language so that they can fully participate in their child's education
- Adequate notice of programs, services, or activities that was also given to English speaking parents



# Free Language Access

Charter schools have access to the DOE's interpretation services.

- **Phone:** 1-800-889-5921
- **Access code:** School's Full DBN
- Available 24/7 for school staff

[Translation and interpretation resources](#)





# Language Access

- Enrollment and all communication materials are available in other languages
- Handbook is in multiple languages and includes:
  - Discipline policy
- Staff is on hand to answer questions in other languages
  - Phone interpretation facilitation

# Post Lottery Meetings

## Enrollment Meetings

(Immediately following the lottery)

- Meet the leadership team
- Build an emotional connection to the school
- Finalize enrollment paperwork
- Allow families to ask questions
- SWAG
- Offer incentives

## Student Orientation

(Right before the start of the school year)

- Integrate into school culture
- Overview of school handbook and policies
- Meet the teachers
- Technology distribution



**Tip:** Separate students and families, if possible. Run an event simultaneously just for students.

# How to Connect with Families



## How do you connect with families over the summer?

- Movie night
- Ice cream social
- Block party
- Meet up in the park
- Meet the teacher event
- Home visits
- Parent workshops

The left side of the slide features several overlapping, rounded rectangular shapes in two shades of orange. A darker orange shape is in the foreground, while lighter orange shapes are behind it, creating a layered effect.

# Updates

# Updates

DOE high school offers were announced on 3/9

- DOE open house [calendar](#)

[Twelve catholic schools to close across NYC](#)

Lottery survey next month!



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