



ENROLL INDY

2021 ANNUAL REPORT



OUR VISION

All families in Indianapolis will have equitable access to a diverse set of school options, and all students will attend high-quality schools that meet their unique needs.

OUR CORE VALUES

Empowered Families

We believe families are best-suited to select the right schools for their children, and we work to remove barriers, provide families with information, and raise awareness of school options.

Equitable Access

We believe that all families deserve equal access to quality school options, and that opportunity gaps resulting from oppressive systemic practices and prejudices need to be addressed and rectified.

Efficiency & Efficacy

We believe in simplifying the school application and enrollment process in a way that serves families and schools accurately, easily, and in a timely fashion.

Engaged Partnership

We believe in building trust by communicating honestly and transparently with all of our stakeholders. Our community partners—schools, community organizations, government entities, and neighborhood groups—are critical to our success.

OUR MISSION

Enroll Indy helps families choose schools that meet their children's needs by providing a one-stop enrollment process, school information that is relevant and easy to understand, and data to inform school improvement in Indianapolis.



Dear Friends, Partners, and Community Members,

As we enter our fifth year, Enroll Indy remains committed to ensuring that all families in Indianapolis understand and have equal access to a diverse set of school options. In our fourth year, we processed more than 9,000 unique applications and executed a total of over 14,000 enrollment transactions. While we remain a small organization, we had more than 40,000 points of direct contact with families via texts, calls, and emails during the last 12 months.

We are also proud of the work done by our school and community partners to support families during the last two difficult years, when all have been called upon to take roles outside the norm. At Enroll Indy, we found ourselves providing families support and direction with everything from the usual business of school applications and transfers, to identifying where COVID-19 tests could be taken and meals could be acquired, to accessing information about child tax credits. We were particularly happy to work with so many organizations in providing students with the opportunity to access academic and social-emotional support through the Summer Learning Labs.

As a parent of three school-aged children, I have used the OneMatch application process each year since moving to Indianapolis, and my experience as a parent has only increased the respect and esteem in which I hold our school leaders and the teachers with whom they work. And it has increased my appreciation for the parents who entrust us with allocating seats to children in a manner that is fair, transparent, and equitable.

With respect,

Bill Murphy, Executive Director

HOW DID WE DO?

Our team set ambitious goals for Year 4. After much internal discussion, we identified that our most important goals were around financial stability for the organization, providing schools and our staff had the best data possible, ensuring parent satisfaction, and helping students who would need a new school the following year were prepared for that transition.

GOAL 1: Achieve and maintain a strong financial position.

Thanks to a funding increase through our district and authorizer contracts, as well as the continued support of several foundations, we ended our fiscal year far above our target fund balance, and received a clean bill of health from our auditors.

GOAL 2: Reduce data integration errors.

Each night, Enroll Indy's Salesforce system syncs with our partner schools' student information systems to align enrollment and registration records, and to identify possible or definitive data errors. These error reports can take hours to review and correct, and are often the result of exceedingly minor data entry errors (transposing first and last names, missing a hyphen in a student's name, etc.). After much effort by our data team in conjunction with our technology consultants, we were able to reduce the number of integration errors by 64%, improving the quality of our data and providing greater capacity to our staff.

GOAL 3: 85% or more of parents will rate their experience with the OneMatch application as Easy or Very Easy.

In the past we utilized a separate survey to evaluate not only parent satisfaction, but a long list of other metrics related to school choice. Worried that we were losing parent participation in the survey by sending a separate email at a later date, and requiring too much time to complete it, we integrated a very short survey at the end of the application to ask families how they felt immediately following their experience. 86% of families indicated that they felt the OneMatch lottery application was Easy or Very Easy to complete.

GOAL 4: 90% of all transition-grade students will participate in the OneMatch lottery.

We are disappointed to report that we did not achieve this goal. The increase in the volume of transfers, influx of calls related to other support services, and other factors meant that while phone banking still took place, our enrollment team was unable to make repeated calls across all transition grades as in the past. 55% of 8th graders who needed a high school and 50% of 6th graders who needed a middle school submitted OneMatch applications. 48% of IPS pre-K families submitted OneMatch applications; however, K-6 neighborhood school seats are guaranteed, and so many families did not feel a need to apply to choice programs.



REACHING THE COMMUNITY

Like so many of our partner schools and client families, Enroll Indy remained almost entirely virtual through the 2020-2021 school year. Despite this, we continued to co-host information sessions about school options and the enrollment process throughout the year, and supported families directly by phone and email, primarily those in transition grades. Transition-grade families are defined as those aging out of pre-K into Kindergarten, from elementary to middle school, and from middle to high school.

Each year, Enroll Indy works with school and district staff to phone bank families with students in IPS pre-K programs, 6th grade, and 8th grade. To do this we often work directly in schools or from the IPS call center. However, due to the COVID-19 pandemic, we were unable to enter facilities for much of the year, including the downtown IPS/Enroll Indy office, hindering our outreach efforts for the 2021-22 school year.

Thanks to the schools and community organizations who hosted enrollment events or information sessions with our team:

Pathway Resource Center

Covering Kids and Families

DayStar Childcare Center

The Children's Museum of Indianapolis

Enlace Academy

Meridian Hills Pre-K Co-Op

Brookside School 54

Harshman Middle School

William McKinley School 39

The PATH School @ Stephen Foster 67

School on Wheels

GEO Next Generation High School

Hawthorne Community Center

RISE Indy

Arlington Middle School

Invent Learning Hub

Northwest Middle School

BELIEVE Circle City High School

HIM by HER

Christel House Academies



23

School and community events attended

97K+

Social media impressions

3.6M+

Impressions delivered through digital campaign

27K+

Unique visitors to our site

ONEMATCH TIMING AND PARTICIPATION

In an effort to maintain some consistency and normalcy for families, Enroll Indy kept the two-round application structure for SY2021-22 lottery. Despite the uncertainty surrounding the pandemic and its impact on the classroom, we only saw a 4% overall decrease in the number of applications from the prior year, and in fact saw an increase of 19% in Round 2 from the prior cycle, which was cut short by the shutdown in March 2020.

Total Applications

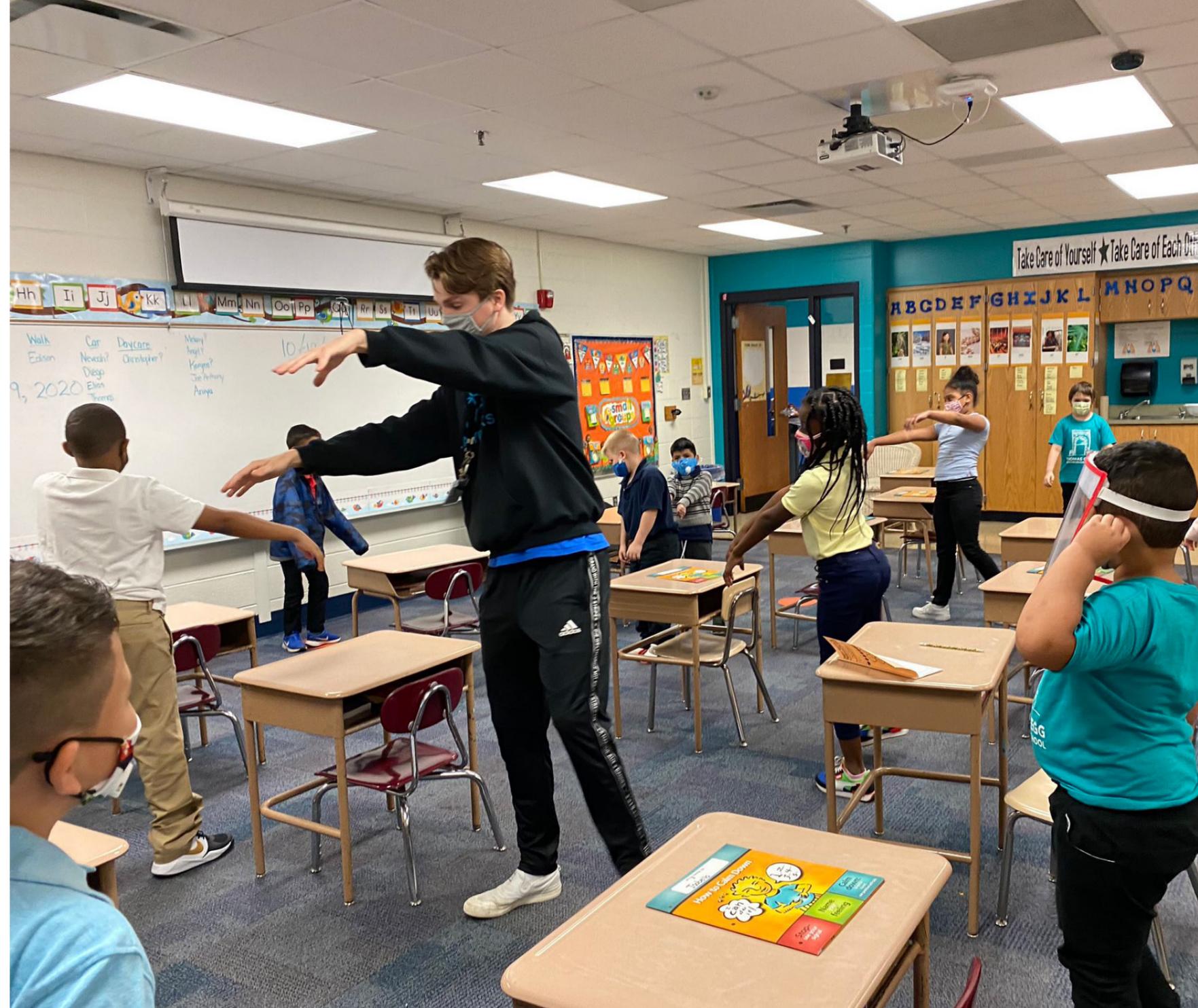
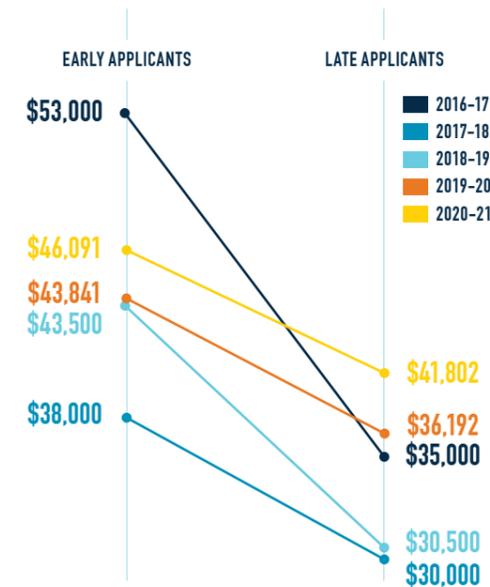
	Year Three	Year Four	% Change
ROUND ONE	5,086	4,196	-18%
ROUND TWO	2,777	3,315	+19%
TOTAL	7,863	7,511	-4%

Total Unique Applicants

	Year Two	Year Three	% Change
ROUND ONE	5,086	4,196	-18%
ROUND TWO	2,061	2,714	+32%
TOTAL	7,147	6,910	-3%

CLOSING THE GAP

The income gap between early and late applicants continues to drop significantly. The gap for the Year 4 OneMatch application plummeted to \$4,289, down from \$8,000 in Year 3. The median income for all applicants this year was \$44,198.

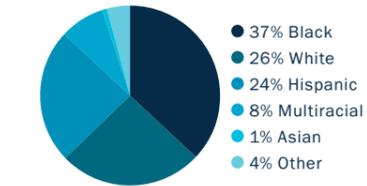


Applicants by Race

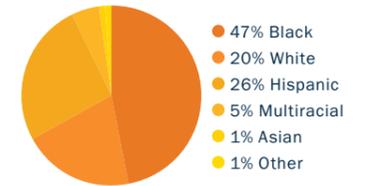
Ideally, the racial demographics of OneMatch applicants should mirror the demographics of the schools participating in the Enroll Indy system. In Year 4 - our third year of collecting this data - we saw very little shift in the demographics of our applicants relative to the prior year. The demographics of Center Township students, however, continue to trend toward a larger Hispanic population, though this may be due to Black/African-American families moving to or enrolling in townships, and the overall greater diversity of Center Township residents.

Year 3 Applicants

OneMatch Applicants

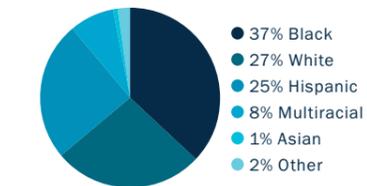


All Center Township Schools

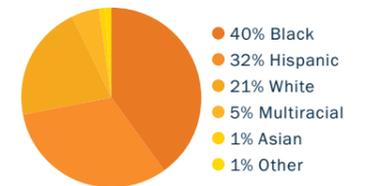


Year 4 Applicants

OneMatch Applicants



All Center Township Schools



ONEMATCH PARTICIPATION AND RESULTS

In Year 4, the percentage of applicants matching to their top-ranked school choice increased, while the percentage of students matched to one of their top three ranked schools remained stable. Because of the increase in the number of overall applicants in Round 2, the percentage of students matched to any of their choices decreased relative to Year 3.

	These students matched to any of their choices.				These students matched to their top school choice.				These students matched to one of their top three choices.			
	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR
ROUND ONE	94%	89%	90%	91%	94%	89%	90%	TBD	94%	89%	90%	90%
ROUND TWO	81%	89%	91%	88%	81%	89%	91%	TBD	81%	89%	91%	88%
ROUND THREE	75%	N/A	N/A	N/A	75%	N/A	N/A	N/A	75%	N/A	N/A	N/A
TOTAL	85%	89%	90%	90%	85%	89%	90%	83%	85%	89%	90%	89%

2.7

AVERAGE NUMBER OF SCHOOLS RANKED BY FAMILIES ON ONEMATCH APPS

TRANSITION GRADE MATCH RATES

The term “transition grades” refers to students entering school for the first time, or transitioning out of an elementary or middle school into the next grade band. We pay particular attention to match rates at these grades, because they are the grades where we receive the highest number of applications and make up the majority of our outreach efforts. Despite the circumstances surrounding the pandemic, we saw the number of transition-grade applications received increase by 2%. Students who had a guaranteed 7th or 9th grade seat in a feeder school are not included in this table.

	These students matched to one of their Kindergarten choices.	These students matched to one of their 7th grade choices.	These students matched to one of their 9th grade choices.	
	MATCH RATE	KINDERGARTEN	7TH GRADE	9TH GRADE
ROUND ONE	86%	93%	99%	
ROUND TWO	93%	86%	97%	
OVERALL	89%	91%	99%	

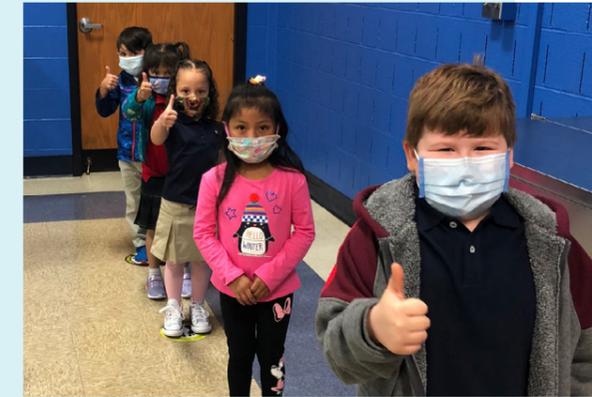
Transition Grade Participation

50%

of all rising 7th graders (transitioning from 6th to 7th) participated in OneMatch

90%

of all rising 9th graders (transitioning from 8th to 9th) participated in OneMatch



IPS PRE-K APPLICATIONS

Round 1



Round 2



SUMMER LEARNING LABS

The impact of the COVID-19 pandemic on education cannot be overstated. Parents were abruptly required to determine whether their current schools met their needs, and gain access to and utilize technology they may not have been familiar with. Teachers were required to pivot to new learning platforms and modify lesson plans. Most importantly, students missed out on lunches with friends, access to counselors and social workers, and sometimes their academic lessons due to circumstances of housing, finance, and illness.

In the spring, several community partners came together to create the Summer Learning Labs. Students who experienced the most serious academic challenges attended traditional summer school programs as assigned by their schools. For students who may not have struggled quite as much academically, but whose families still felt they could use additional support, caregivers could opt in their students to attend a Summer Learning Lab location that worked best for them.

Given the number of organizations that signed up to serve as locations, and the number of students projected to participate, it only made sense for Enroll Indy to serve as the enrollment agency and database for the project. We worked to gather and organize the information most critical to families, and were able to enroll each student in under five minutes, with around 3,000 students ultimately participating. Our team is proud to have supported these efforts to help students make up academic and social-emotional ground.

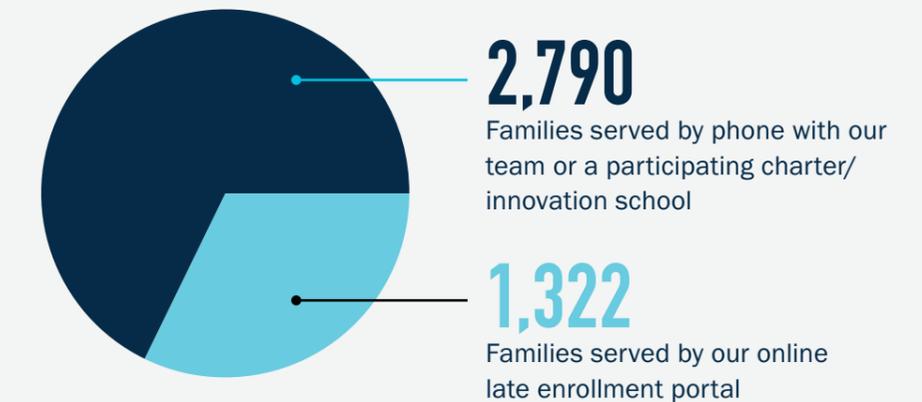
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LATE ENROLLMENT

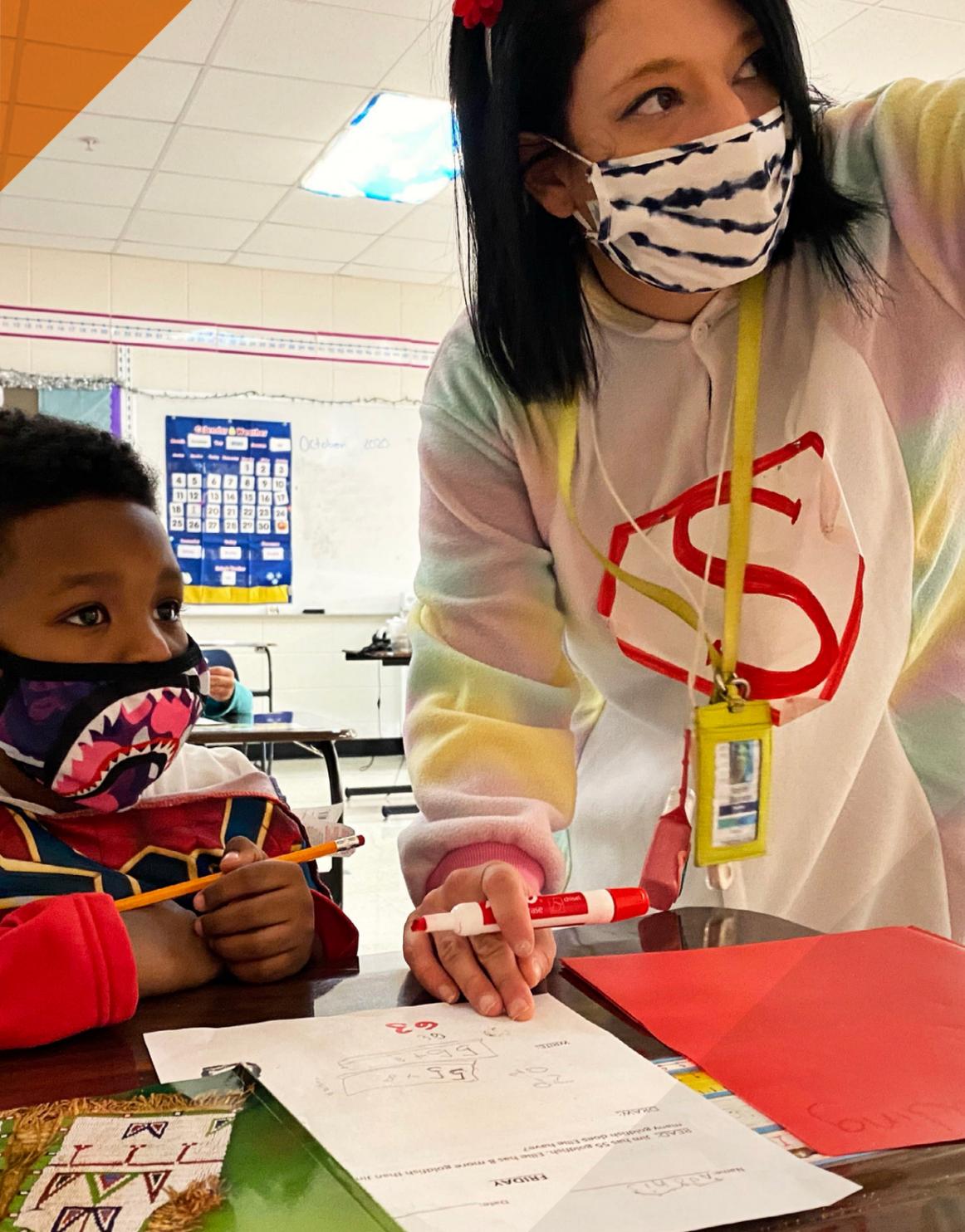
Out of an abundance of caution, Enroll Indy elected to conduct late enrollment entirely remotely again in Year 4. Thanks to the expansion of grades and programs offered via the Late Enrollment Portal and the bilingual queuing function of the Amazon phone system, we were able to seamlessly serve families without requiring them to come to a physical location.

Total Served



📉 30% decrease from previous year

4,112 TOTAL FAMILIES SERVED



EXPANDING EQUITY AND OUR FOOTPRINT

While Enroll Indy was not the first unified enrollment system in the country, we were the first to launch in the state of Indiana, and were able to do so by virtue of scale, both in number of participating schools and resources allocated. Other Indiana cities of varying sizes also have increasingly diverse education landscapes and may wish to implement lotteries to achieve greater equity, but the investments of time and funding required to launch an independent system can be enormous.



Several months ago, Enroll Indy met with the South Bend Community School Corporation about the possibility of utilizing our team and systems to manage a lottery. We were ultimately

awarded a contract to manage the early childhood lottery. Following this success, this means that our team can begin consulting and offering services to other regions or corporations, bringing not only greater equity to other schools, but also an additional funding opportunity to support our financial stability and growth.

If other large metropolitan areas around the country find that their own landscapes offer too many barriers to launch their own unified enrollment systems, we would be well-positioned to implement and manage lotteries there as well.

SCHOOL AND PARENT FEEDBACK

We know that our work could not succeed without the buy-in and insights provided by the schools we serve. Our School Advisory, which generally meets on a monthly basis, is made up of some of our most supportive choice program leaders who bring to the table important enrollment issues, and workshop solutions that frequently become implemented policies. In our most recently survey distributed to all our schools' leaders:

94%

indicated that they find the Enroll Indy staff helpful and responsive

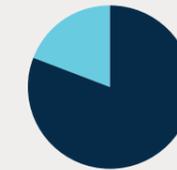
88%

indicated that they feel Enroll Indy implemented their policies correctly and with fidelity

87%

indicated the Enroll Indy trainings were helpful

Parent Feedback



86%

of families rated their OneMatch application experience as **“Easy”** or **“Very Easy”**



While the overwhelming majority of family comments were either “N/A” or “no changes needed,” we did note several who asked that our site and application be made more mobile-friendly, and asked that the link to the application itself be found in more places across the website. Others noted confusion around application language, such as the distinction between sibling priority, the Family Match function, and the purpose of asking about twins/multiples. This helps us make quick fixes in-house, and estimate the cost and scope of larger technological changes with our software developers.

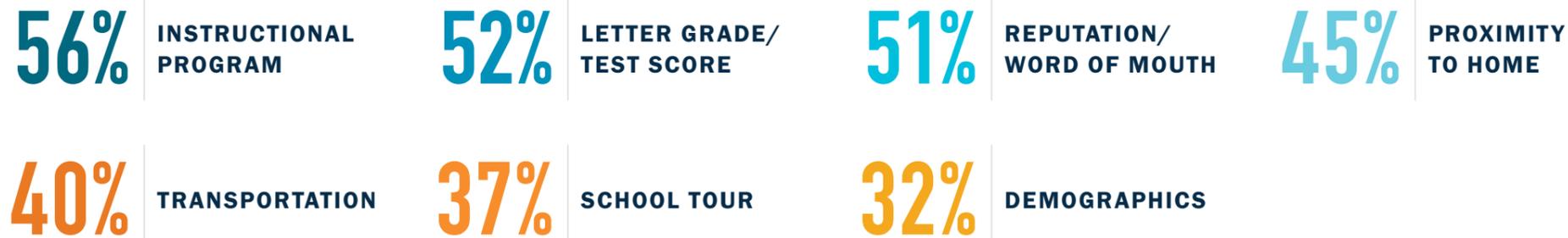
WHY PARENTS SAY THEY CHOOSE

Over the last four years, Enroll Indy has accumulated significant qualitative and quantitative data regarding what drives families' choice-making behaviors. This allows us to advise charter authorizers and the schools they approve to carefully consider in which neighborhoods there is likely to be demand for the program they plan to offer. We are also able to inform district, state, and local officials about demographic trends and the needs expressed by the families we serve. Similarly, when schools wish to implement programs and policies that are more equitable or wish to ensure better student outcomes across populations, we are able to give them much-needed insights.

Recently, a coalition of families at one high-performing, in-demand school has set the admirable goal of creating a more diverse student population that more closely reflects the population of Indianapolis. Enroll Indy has been glad to provide local education champions and administrators with the data that helps them understand the likely effects of policies under consideration. We are excited to continue working in close partnership with leaders from the district and charter sectors, as well as other education nonprofits, to help them craft policies that realize our common goal of education equity.

As we move into 2022, we look forward to deepening this work. The Enroll Indy team will begin an ambitious analysis of the factors that drive parent choice across the city. Specifically, we will seek to determine which aspects of a school's program and performance make it a desirable choice and which factors precipitate student attrition. We also hope to examine how parents understand their opportunities for choice and what factors they believe are driving those choices. As part of this endeavor, we are continuing our participation in The Bridges Collaborative, a coalition of school districts, charter schools, housing agencies, and nonprofits who are examining school desegregation policy.

Very Important Factors



SPOTLIGHT

Partnership with Ball State

From our inception, Enroll Indy has worked closely with the Indianapolis Mayor's Office of Education Innovation and the Indiana Charter School Board. We are excited that in 2021 we partnered with Ball State University and the school they authorized here in Indianapolis, HIM by HER Collegiate School for the Arts. Working with other charter authorizers allows us to not only broaden the opportunity for families to access a variety of school choices, but to make sure the systems for school enrollment are fair across the board.



WHAT'S NEXT

Including Neighborhood Schools in OneMatch

One of the key drivers for Enroll Indy's development was to allow schools more time to plan. By having a stronger sense of projected enrollment for the upcoming year, school leaders can hire the needed number of staff, purchase more or fewer curriculum materials, and so forth. Neighborhood schools have long been excluded from this process, with registration opening between March and June prior to the start of the next school year, but for the SY2022-23 application cycle, they will appear as options on the OneMatch application. While K-8 students living within their catchment areas will still have a legal right to their neighborhood schools at any time, this will allow those families to notify the school that they plan to attend, and also provide a sense of demand for out-of-boundary seats.



BIG THANKS

Enroll Indy would like to thank the following schools for providing images for this report:

Adelante Schools/Emma Donnan, Frances Bellamy 102, Francis W Parker Montessori 56, George Washington Carver Montessori 87, Purdue Polytechnic High School North, Thomas Gregg Neighborhood School, Tindley Schools

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