



**ENROLL
INDY**  **2023
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 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.

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.

Dear Enroll Indy Community,

I am pleased to present the 2023 annual report on behalf of Enroll Indy.

I assumed the role of executive director in May. For the first four months of the year, Senior Director of Data and Policy, Kelsey Stack, provided leadership as interim executive director. I am grateful to Kelsey and our small but mighty team who did not miss a beat in providing families with an equitable and transparent enrollment system. I am honored to work with such talented and passionate individuals.

Additionally, it has been a privilege to meet and work alongside our school and community partners to fulfill our mission. This annual report encapsulates our collective efforts, highlighting the key factors that have contributed to our success.

2023 Highlights:

Operational Excellence: Our dedication to operational efficiency and continuous improvement provided the foundation for several product enhancements this year. The new Enroll Indy School Finder, which launched at the start of the first round of this year's enrollment cycle, helps families navigate the changes happening across Indianapolis Public Schools and learn about new and existing charter options.

Data Integrity: When students enter the Enroll Indy system, and are offered one seat across the Enroll Indy portfolio, schools can rest knowing there is a high degree of roster fidelity. Having more accurate enrollment data positively impacts school leaders' ability to plan for the upcoming school year, and may inform their teacher hiring decisions and programmatic offerings. Furthermore, Enroll Indy remains committed to providing data that informs school leaders and authorizers on enrollment trends.

Human Resources: Enroll Indy's greatest asset is our dedicated team. Their work has been instrumental in achieving our goals, including the highest number of applications received to date during last year's lotteries. Our team spent this year enhancing our overall application, updating our website, training school personnel on the new Finder, updating policies that better serve both schools and families, and answering hundreds of phone calls. By prioritizing a collaborative work environment, our team is better equipped to support our many stakeholders.

I extend my sincere gratitude to our Board of Directors who have worked together to ensure we are living out our core values. Looking ahead, we will continue to provide families and schools with a one-stop enrollment process, including easy-to-digest information and data that can inform school improvement in Indianapolis. Our organization has built a strong foundation that has led to shared success, and we are excited about the opportunities that lie ahead.

With Gratitude,



Lynn K. House

Lynn House,
Executive Director, Enroll Indy



The Enroll Indy Team (and newest babies)
Front Row, L-R: Kelsey and baby, Janett with her sons;
Back Row, L-R: J.R., Brandon, Hannah, Alicia, Nolan, and Lynn

▶ EMPOWERED FAMILIES

Rebuilding Stronger Impact on Enroll Indy

The Indianapolis Public Schools' Rebuilding Stronger Plan brought significant changes to Enroll Indy. The Enroll Indy team spent several months learning from IPS leaders how these changes would impact families and the application process. Our team revised the OneMatch application and reconstructed the School Finder to accommodate the shift from neighborhood schools to geographic zones, the reconfiguration of grade levels, and the change in program offerings at many of the IPS schools.

New School Finder

This year we launched a new innovative School Finder tool designed to translate the complexities of the Rebuilding Stronger initiative and help families navigate the vast landscape of Indianapolis school choices. Its user-friendly format allows families to access information about each school so they are better equipped to choose the school that best fits their child's needs.

Here are a few of the enhancements users will discover:



Intuitive Layout for Enhanced User Experience

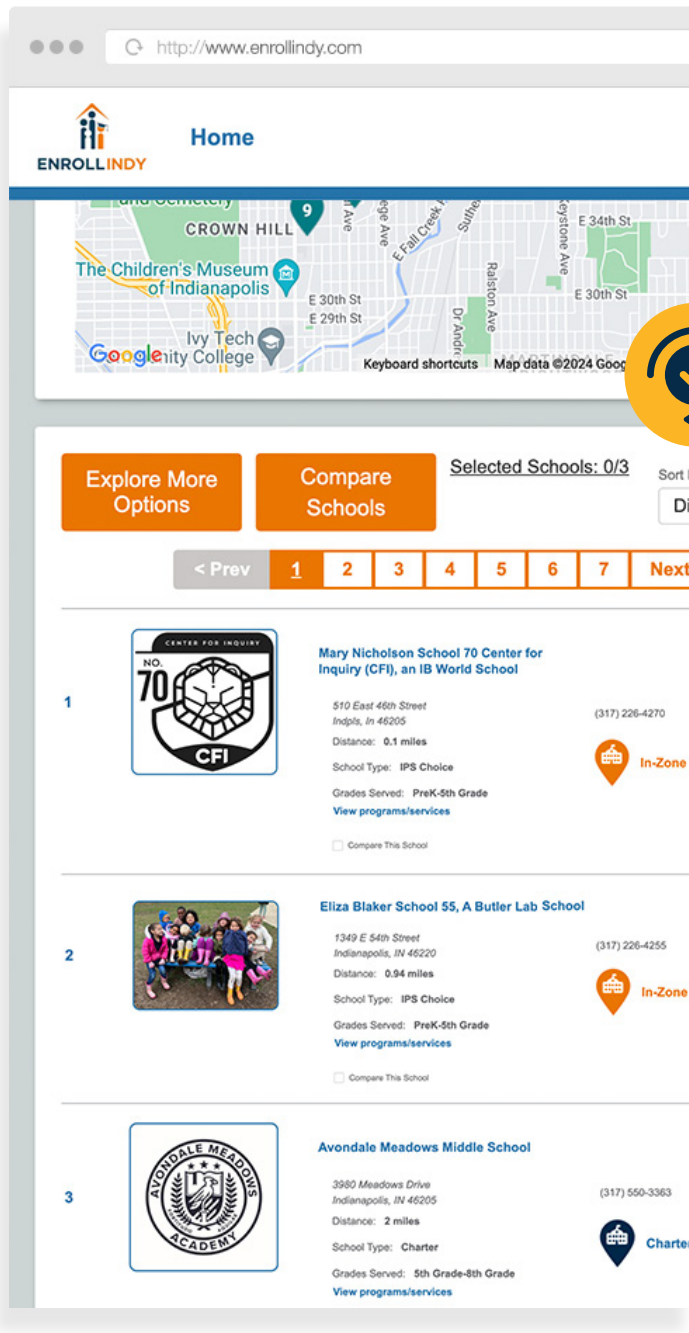
The intuitive design simplifies the search process, making it a smooth and stress-free experience for families.



Innovative Compare Schools Feature

The Enroll Indy School Finder's standout feature is its ability to compare schools. This tool empowers parents and guardians to make informed decisions by placing schools side by side to evaluate their offerings, facilities, and programs.

The screenshot displays the Enroll Indy website interface. At the top, the URL is <http://www.enrollindy.com>. The logo for ENROLLINDY is visible, along with a 'Home' link. A prominent blue banner features a magnifying glass icon and the text 'FIND YOUR SCHOOL'. Below this, a section titled 'Four Ways to Find a School' provides instructions for users. It lists four methods: 1. Search by Address (with a search input field), 2. Search by School Name (with a search input field), 3. Search for Schools That May Be A Good Fit for My Child (with a 'Guided Search - Go!' button), and 4. See All Schools (with a 'Browse' button). The interface is clean and user-friendly, designed to help families find the best school for their child.



Clarifying School Types with Visual Aids

Recognizing the common confusion between different types of schools, the Enroll Indy School Finder includes a key that clearly differentiates between IPS schools (including those with transportation options) and charter schools. This distinction is further enhanced by the use of visual icons making it easier for families to understand their options at a glance.



Adapting to Changes in Neighborhood Schools

In alignment with the changes for the 2024-25 school year, the School Finder adapts to the new landscape where neighborhood schools no longer exist. Instead, it allows users to view their in-zone and out-of-zone IPS schools, each labeled according to the user's address. It also shows which charter schools may be closest to a student's home.



Guided Search for Tailored Education Choices

Another important feature is the guided search option, designed for families looking to narrow down choices based on specific interests like basketball or STEM programs. This personalized approach caters to the unique educational and extracurricular interests of each child.

Application Changes

Our updated application features easy-to-understand icons matching those found in the Enroll Indy School Finder tool. These icons help families easily see which schools are in-zone, out-of-zone, or charter schools. The icons change based on the student's home address, ensuring an accurate and personalized list of school options.

The application also keeps school choices in the order in which they are ranked instead of automatically alphabetizing the schools, which caused families to constantly reconfigure the order of their school choices. The core structure of the application remains largely unchanged, maintaining the familiarity and efficiency that families have come to expect.

By the Numbers

10,246 | Phone Calls Answered

By responding to over 10,000 phone calls, our staff demonstrated its commitment to directly engaging with families. This level of interaction provides personalized assistance, enabling families to make informed decisions about school selection.

502,285 | Social Media Impressions

This metric reflects the number of times Enroll Indy's social media content was viewed or received some sort of interaction. We raised awareness about school options, lottery timelines, and pertinent information about upcoming events.

743 | Website Visits

Families visited the Enroll Indy website seeking information about school options, the application process, and to find other resources. Much of the website had not been updated with current information and 2024 will see more changes that make searching for information even easier.

49 | Community and School Events Attended

Our Enrollment Specialists actively engaged with the community through events in all corners of the city. Families attending these events had the opportunity to interact with our staff, ask questions, and receive direct guidance. Our staff also gained insight into the needs of the community which helped us align our services with those needs.

“

I wanted to let you know how helpful and kind Jonathan (one of your enrollment guides) has been when I've called in everyday this summer. He always took the time to listen to me and I felt like he sympathized with my situation. I am very thankful for him through this process.”

– Email from IPS Parent, Emily H.



▶ EQUITABLE ACCESS

Our OneMatch application and lottery rounds reflect a commitment to providing equal access to quality school options for all families, regardless of their racial, ethnic, or socioeconomic background.

High Match Rates Across Rounds

There were 91.6% of students who matched to any of their choices and 83.36% who matched to their first choice school.

| MATCH RATE | These students matched to their top school choice. | | These students matched to one of their top three choices. | |
|------------|--|-----------|---|-----------|
| | 2022-2023 | 2023-2024 | 2022-2023 | 2023-2024 |
| ROUND ONE | 83% | 86% | 87% | 89% |
| ROUND TWO | 81% | 80% | 86% | 84% |
| TOTAL | 82% | 83% | 87% | 87% |

“Enroll Indy’s access to system-wide data has helped IPS better understand where students go from one year to the next when they change schools. This data insight has helped IPS adjust our offerings to better meet families’ needs.”

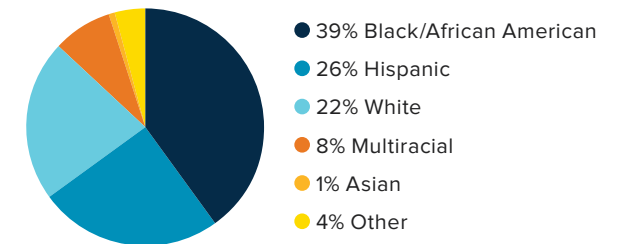


Patrick Herrel,
Director of Enrollment and Options, Indianapolis Public Schools

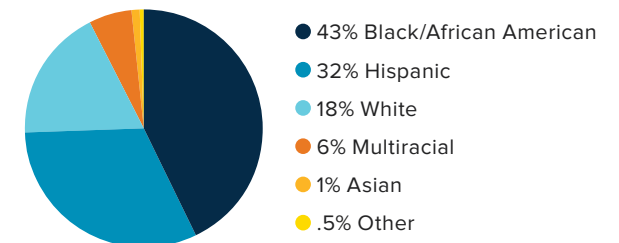
Diverse Applicant Pool

Our diverse applicant pool shows significant representation from various groups: 39% Black/African American, 22% White, 26% Hispanic, 8% Multiracial, 1% Asian, and 4% Other. This diversity mirrors the demographics of Center Township schools, showing that our OneMatch lottery reaches a broad cross-section of the community.

OneMatch Applicants



All Center Township Schools



Source: Indiana Department of Education (IDOE)

Consistency in Transition Grades

The lottery outcomes in transitional grades, shown below, demonstrates Enroll Indy's commitment to helping families at crucial educational stages.

| | 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 | 93% | 97% | 99% |
| ROUND TWO | 91% | 90% | 95% |
| OVERALL | 92% | 94% | 98% |

Pre-kindergarten Results

Pre-K seats are in high demand in Indianapolis. Enroll Indy received 725 applications for pre-k, and the overall match rate was 65%. In round 1, 61% of the applications resulted in a match, while round 2 results were higher at 68%.

87% OF ALL RISING 9TH GRADERS (TRANSITIONING FROM 8TH TO 9TH) PARTICIPATED IN ONEMATCH.



2 AVERAGE NUMBER OF SCHOOLS RANKED BY FAMILIES ON ONEMATCH APPS

► EFFICIENCY AND EFFECTIVENESS

Support through Late Enrollment

Enroll Indy served a significant number of families after the two rounds of the lottery: 10,246 by phone and 1,834 through the late enrollment portal, totaling 12,080 families served.

Support to Participating Schools

School rosters fluctuate continuously. Therefore, our team places a high priority on working quickly to open seats when a family decides to transfer their student from one school to another. By communicating with our school partners, and completing changes in our system as efficiently as possible, more families can enroll for open seats in real time.

“Kudos to Enroll Indy for elevating the customer service experience to unparalleled heights! The prompt responses and decisive actions have proven invaluable to our school. The proactive approach consistently surpasses all expectations, embodying a level of dedication that truly makes my job easier! I appreciate the commitment to communication and transparency and also going above and beyond. Thank you for consistently turning each interaction into a remarkably positive experience!”



Penny Guthrie,
*Director of Development and Enrollment,
Edison School of the Arts*



▶ ENGAGED PARTNERSHIPS



Diverse Portfolio of 109 Schools

Enroll Indy continues to show a commitment to working with a wide range of educational institutions. By serving both traditional public schools, innovation schools, and charter schools, our inclusive approach benefits our community and allows us to better cater to their needs.



School Training Sessions

Enroll Indy held several training sessions for school leaders covering the basics of Enroll Indy, the new School Finder and OneMatch application, and how to ensure data consistency across all schools. These training sessions allowed us to continue our efforts to educate and align all partners, providing a cohesive approach to enrollment and education.



Marketing Highlights

This year marked the beginning of a social media initiative where Enroll Indy highlights our school partners so families can learn about school offerings and the different models that exist in our city. Schools have shared open house flyers, tour information, and other fun events they are hosting.



Victory College Prep Interns

This year, Enroll Indy hosted high school interns from Victory College Prep. These enthusiastic students immersed themselves in various aspects of Enroll Indy, gaining hands-on experience that extended far beyond the confines of a traditional classroom. This comprehensive experience not only enhanced their practical skills but also provided them with a deeper understanding of the inner workings of a successful non-profit organization.

“

I remember when I was new in my new position, I was told we use Enroll Indy. Of course, with anything new comes a level of anxiety. Kelsey and the team were extremely supportive and patient with the same questions being asked, multiple times. I am a strong believer of being self-sufficient; I have been in my position for a little over 2 years now and about 70% of the things I would lean on the team for, I am more comfortable doing on my own now. They answered just about every curve ball that I threw their way and we have successfully grown to four locations which means they are training new staff, all without hesitation.”



Tanisha Adams,
*Director of Graduate Services,
Purdue Polytechnic High Schools*



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