

SCHOOL RECRUITMENT AND ADMISSIONS SURVEY

Mathematica Policy Research is conducting a national study of the Magnet Schools Assistance Program (MSAP) for the U.S. Department of Education to learn more about whether magnet schools promote diversity and boost student achievement, and whether particular features of magnet schools are associated with greater success. As part of this effort, we are asking all schools that received a 2016 or 2017 MSAP grant from the U.S. Department of Education to answer a few questions about their student recruitment process. The questions below ask about student recruitment targets, strategies, and challenges specific to [SCHOOL NAME].

S1a. In the first column, please indicate which, if any, group(s) of students [SCHOOL NAME] is targeting for recruitment this year.

S1b. In the second column, please rank the top 3 highest-priority groups of students [SCHOOL NAME] targets for recruitment. Mark a “1” for the category that is your school’s highest priority group, a “2” for the next highest priority group, and a “3” for the third priority group.

	S1a	S1b
	MARK ALL THAT APPLY	MARK 3 ANSWERS ONLY
	Groups of students recruited	Rank the top 3 groups recruited
a. Students from a specific attendance zone or neighborhood(s) considered to have low socioeconomic status	1 <input type="checkbox"/>	_
b. Students from a specific attendance zone or neighborhood(s) considered to have high socioeconomic status	2 <input type="checkbox"/>	_
c. Students from a defined attendance zone or neighborhood targeted for other reasons (such as proximity to the school)	3 <input type="checkbox"/>	_
d. Students who might otherwise attend a crowded or overcrowded school	4 <input type="checkbox"/>	_
e. Students from families with high socioeconomic status	5 <input type="checkbox"/>	_
f. Students from families with low socioeconomic status	6 <input type="checkbox"/>	_
g. Black students	7 <input type="checkbox"/>	_
h. Hispanic students	8 <input type="checkbox"/>	_
i. White students	9 <input type="checkbox"/>	_
j. Students from other racial/ethnic groups (e.g. American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander)	10 <input type="checkbox"/>	_
k. Higher-achieving students	11 <input type="checkbox"/>	_
l. Lower-achieving students	12 <input type="checkbox"/>	_
m. Students who might otherwise attend a different choice school in the district (including charter schools or other magnet schools)	13 <input type="checkbox"/>	_
n. Students who might otherwise leave the district (to attend an out-of-district school or private school)	14 <input type="checkbox"/>	_
o. Other (<i>specify</i>)	15 <input type="checkbox"/>	_

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. The valid OMB control number for this information collection is xxxx-xxxx. We estimate that it will take about 10 minutes to read the instructions, gather the facts, and answer the questions. If you have any comments concerning the accuracy of the time estimates or suggestions for improving this form, please write to: U.S. Department of Education, Washington, D.C. 20202-4651. If you have comments or concerns regarding the status of your individual submission of this form, write directly to: [insert program sponsor/office], U.S. Department of Education, 600 Independence Avenue, S.W., [insert building/room number], Washington, D.C. 20202-xxxx.

S2a. In the first column, please indicate the practices or strategies [SCHOOL NAME] uses to recruit any of these targeted groups of students.

S2b. In the second column, for each recruitment practice used by [SCHOOL NAME], please indicate how successful you believe that strategy has been in recruiting targeted students over the past year: very successful, somewhat successful or not successful. If you have not used this strategy in the past, please mark 'N/A, new strategy'.

	S2a	S2b				
	MARK ALL THAT APPLY	MARK ONE PER ROW				
	Recruitment practice	Very successful	Somewhat successful	Not successful	N/A, new strategy	
SCHOOL VISITS AND TOURS						
a.	School visits are offered for prospective parents	1 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
b.	School visits are offered for prospective students	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
c.	School visits are offered during school hours	3 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
d.	School visits are offered after school hours	4 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
e.	Transportation is provided to/from school visits	5 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
f.	Child care is provided for interested parents during school visits	6 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
g.	Current school leaders make presentations during school visits	7 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
h.	Current school teachers make presentations during school visits	8 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
i.	Parents of current students make presentations during school visits	9 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
j.	Students make presentations during school visits	10 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
k.	Students help conduct school tours for prospective parents or students	11 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
PRESENTATIONS/VISITS OUTSIDE THE SCHOOL						
l.	Current school teachers/staff visit other district schools to recruit prospective students	12 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
m.	Current students visit other district schools to recruit prospective students	13 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
n.	District or school staff make presentations at churches or community organizations for prospective parents/students	14 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
o.	District or school staff make home visits to prospective parents/students	15 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
p.	District or school staff present information about the school at school fairs or other district-sponsored events	16 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
q.	District or school staff make telephone calls to prospective parents to provide information	17 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
r.	Parents of current students make telephone calls to prospective parents to provide information	18 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
ACCESS TO INFORMATION ABOUT THE SCHOOL						
s.	Print materials (such as brochures) about the school are available for prospective parents or students	19 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
t.	Digital materials (such as websites) for the school are available for prospective parents or students	20 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>

		S2a	S2b			
		MARK ALL THAT APPLY	MARK ONE PER ROW			
		Recruitment practice	Very successful	Somewhat successful	Not successful	N/A, new strategy
u.	Information (print or digital) is provided directly to prospective students	21 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
v.	Information (print or digital) is provided to parents who request it	22 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
w.	Information (print or digital) is provided to all parents of prospective students	23 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
x.	School promotes itself on social media	24 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
y.	District promotes school on social media	25 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
z.	School promotes itself in print, television or radio advertisements	26 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
aa.	District promotes school in print, television or radio advertisements	27 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>
bb.	Other (specify)	28 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	d <input type="checkbox"/>

S2c. Who is primarily responsible for implementing the student outreach and recruitment activities listed above for [SCHOOL NAME]?

- 1 All student recruitment is conducted by current school staff, parents, and students
- 2 Most student recruitment is conducted by current school staff, parents, and students, with some support from district staff
- 3 Student recruitment is conducted equally by district staff and current school staff, parents, and students
- 4 Most student recruitment is conducted by district staff, with some support from current school staff, parents, and students
- 5 All student recruitment is conducted by district staff

S2d. Are any of [SCHOOL NAME]'s recruitment activities carried out by entities other than district staff, school staff, parents and students?

- 1 No
- 2 Yes – please describe:

S3a. Many magnet schools find it difficult to achieve all of their recruitment goals. In the first column, please mark the challenges you perceive in recruiting the groups of students targeted by [SCHOOL NAME].

S3b. In the second column, please rank [SCHOOL NAME]'s top 3 recruiting challenges. Mark a "1" for the category that is your school's biggest recruiting challenge, a "2" for the next biggest challenge, and a "3" for the third biggest recruiting challenge.

	S3a	S3b
	MARK ALL THAT APPLY	MARK 3 ANSWERS ONLY
	Recruiting challenges	Top 3 recruiting challenges
a. The school's theme or specialty focus is not attractive to applicants	1 <input type="checkbox"/>	<input type="checkbox"/>
b. The school's academic performance is considered low	2 <input type="checkbox"/>	<input type="checkbox"/>
c. The school is considered too academically rigorous	3 <input type="checkbox"/>	<input type="checkbox"/>
d. The school climate is considered to be poor	4 <input type="checkbox"/>	<input type="checkbox"/>
e. The school is considered to be located in an unsafe neighborhood	5 <input type="checkbox"/>	<input type="checkbox"/>
f. The student body is considered to be insufficiently diverse	6 <input type="checkbox"/>	<input type="checkbox"/>
g. Students in recruited groups believe this school does not enroll enough students who are similar to themselves	7 <input type="checkbox"/>	<input type="checkbox"/>
h. The school is farther than parents or students are willing to travel	8 <input type="checkbox"/>	<input type="checkbox"/>
i. Transportation options to school are limited or costly	9 <input type="checkbox"/>	<input type="checkbox"/>
j. Charter schools are more popular	10 <input type="checkbox"/>	<input type="checkbox"/>
k. Private schools are more popular	11 <input type="checkbox"/>	<input type="checkbox"/>
l. Not enough staff time available to effectively recruit students	12 <input type="checkbox"/>	<input type="checkbox"/>
m. Staff don't have the right qualifications to recruit students	13 <input type="checkbox"/>	<input type="checkbox"/>
n. Staff have difficulty getting into other schools to recruit students	14 <input type="checkbox"/>	<input type="checkbox"/>
o. Insufficient or inaccurate description of school options in district materials for potential students and their parents	15 <input type="checkbox"/>	<input type="checkbox"/>
p. Other (<i>specify</i>) _____	16 <input type="checkbox"/>	<input type="checkbox"/>
q. Other (<i>specify</i>) _____	17 <input type="checkbox"/>	<input type="checkbox"/>
r. Other (<i>specify</i>) _____	18 <input type="checkbox"/>	<input type="checkbox"/>

S4a. Does the district provide transportation services for students enrolled in [SCHOOL NAME]? If so, are these services offered to all enrolled students or only to those residing a certain distance from school (such as those living outside an attendance zone)?

- 0 No
- 1 Yes, for students residing a specified distance from school
- 2 Yes, for all students

S4b. (IF YES) Please specify what types of transportation services the district provides for [SCHOOL NAME]:

- 1 School district managed transportation (yellow buses)
- 2 City bus pass, metro subway pass, or light rail pass
- 3 Another type of transportation (*specify*)

Thank you very much for completing this survey.

Mathematica Policy Research and its subcontractor SPR follow the confidentiality and data protection requirements of the Institute of Education Sciences at the Department of Education (Education Sciences Reform Act of 2002, Title I, Part E, Section 183). Responses to this data collection will be used only for research purposes. The reports prepared for the study will summarize findings across the sample and will not associate responses with a specific district, school, or individual. We will not provide information that identifies respondents to anyone outside the study team, except as required by law.