

**COMMON LOTTERY BOARD MEETING  
 JULY 26, 2018  
 1050 First Street NE  
 6<sup>th</sup> Floor, Charles Drew Conference Room  
 2:30PM – 4:00PM**

**MINUTES**

**I. Call to Order at 2:35PM**

Board Member (Designee)	Organization	Voting Status	Roll	April Min	2019 Policy
Ahna Smith	DME	Voting Member	X	Y	Y
Susan Schaeffler	KIPP DC	Voting Member	X	Y	Y
Claudia Lujan	DCPS	Voting Member	X	Y	Y
Colin Taylor	DCPS	Voting Member			
Hilary Darilek	E.L. Haynes	Voting Member	X	Y	Y
Juliana Herman	DCPS	Voting Member	X	Y	Y
Daniela Anello	DC Bilingual	Voting Member	X	Y	Y
Lenora Robinson Mills	DC PCSB	Non-Voting Member	X	N/A	N/A
Hanseul Kang	OSSE	Non-Voting Member	X	N/A	N/A
Catherine Peretti	MSDC	Non-Voting Member	X	N/A	N/A

**II. Introduction of New Members**

Daniela Anello from DC Bilingual, Hilary Darilek from E.L. Haynes and Juliana Herman from DCPS all joined the Board for two-year terms. All members have now signed a Code of Ethics.

**III. April Minutes**

April minutes were approved unanimously.

#### **IV. Mock Lottery Exercise**

Board members simulated the lottery application experience by reading family scenarios and submitting a rank-ordered application. Aaron from the My School DC team then executed a mock lottery to deliver results at the end of the meeting.

Board member Peretti asked for reflections on the exercise and what information they wish they'd had to inform their choices. Board members Lujan and Anello reflected that that school visits are really important and they had to assume that the family had visited during the mock search to find out in-person about safety and school culture. Board members Schaeffler, Smith and Robinson Mills noted that it would have been helpful to be able to navigate to odds information and waitlist data more easily right on school profiles or in the Finder. Board members Kang, Herman and Darilek would have been liked to see the percentage of students with disabilities at a school on the school profile since they were looking on behalf of a student with disabilities.

#### **V. Year 6 Policy Guide**

The Board discussed key changes to policies for the upcoming cycle of the common lottery.

##### Mid-Year Applications

Starting on October 5, 2018, MSDC will refine the centralized mid-year transfer process piloted in 2017. For all participating LEAs, the MSDC application for 18-19 will stay open through March 22, 2019. In-boundary students in grades K-12 can enroll directly at the school without a MSDC application. All participating schools that would like to make offers in the mid-year period should use the CWMS as in the lottery and post-lottery periods.

##### Unsecured School Locations

MSDC will not advertise location or match students to schools that have not acquired a title or otherwise secured (e.g., through a signed lease) a physical facility to serve as the school's campus. A school with an uncertain facility remains invited to participate and to collect applications through MSDC, but a waitlist will be created for the school rather than a match list, if the facility remains unsecured by February 1, 2019. Once a facility is secured, the ability to make offers will be turned on.

Board member Schaeffler asked why February 1<sup>st</sup> vs. March 1<sup>st</sup>. Board member Peretti said that it was aligned with the deadline that PCSB typically sets for charters that are conditional upon securing a location by February 1<sup>st</sup>. March 1<sup>st</sup> would be too late, as a parent needs time to research other choices and swap out a school in the application before the deadline of March 1<sup>st</sup>.

Board member Kang asked to clarify what happens if school doesn't have location? MSDC will create a waitlist and as soon as the location is secured, offers can be made immediately.

Board member Schaeffler thinks MSDC should make the date as late possible. Board member Lujan agrees. Board member Peretti says we could go later, but still need to give a reasonable amount of time to contact families.

Board Member Darilek worries about signaling instability in the school when the delay in lease signing may be out of their control and a building could still be secured well in advance of the school year. Board member Peretti agrees and to date MSDC has been cautious about that signal. The change in policy is a compromise – newly opening schools can still participate, but the change seeks to ensure families are not left without opportunities because something happened outside of the school’s control and they are no longer opening.

Board Member Schaeffler asked if MSDC communicates that there is no location? Yes, there is pop-up text in the application itself and on the school profile that no location has been secured. That language is updated with an address as soon as possible. Board Member Lujan said this policy could also impact DCPS schools

Board Member Robinson Mills explained that PCSB has not historically been strict on the Feb 1<sup>st</sup> deadline since real estate deals can be difficult and it hasn’t typically affected families adversely – but will be pushing to enforce it more in the future because of 2018 experiences.

Board Member Schaeffler moved to amend the February 1<sup>st</sup> deadline to February 8<sup>th</sup> for newly opening campuses to secure a location, seconded by Board Member Darilek. All present were in favor.

#### Better Guidance on Non-Residents Matched in the Lottery

The policy guide now contains better guidance for the LEA on what to do when a non-resident applied in the MSDC lottery. Several Board members sought to clarify aspects of the language. The edited version reads:

Non-DC residents can only be enrolled at a My School DC participant school if 1) the LEA agrees, 2) there are no DC residents on the waitlist, and 3) the family enters into a tuition agreement with OSSE. If the student is not willing to pay tuition, the LEA staff person with access to the CWMS must decline the offer. If any declined applicant becomes a DC resident at a later date, they can reapply to the school and get back on the waitlist. If the non-DC resident is willing to pay tuition, the school must notify MSDC so that MSDC can remove the offer and move the family to the bottom of the waitlist below DC residents. OSSE will coordinate with the LEA before entering into a tuition agreement with a family.

If the non-resident family is in the process of moving to DC, it is within the LEA’s discretion to extend the deadline to enroll or not, but such a practice must be consistent for all applicants requesting an extension.

Other Changes

Waitlist lengths formerly published separately by DCPS and DC PCSB will be consolidated and published on the MSDC website alongside the historical waitlist movement. This should improve data integrity since MSDC is the source of the waitlist data.

<http://www.myschooldc.org/resources/data>

The My School DC Audit section has more details on the process and, as the Board discussed at the April meeting and reaffirmed today, will require a letter in return from any LEA that has findings with the expected corrective actions.

The Board adopted the 2019 policies unanimously with the amendments suggested in the meeting. Next, the policy guide will be sent to all LEAs along with the annual participation agreement so each LEA can opt in to use MSDC services.

Board member Peretti noted the non-participating LEAs expected in the 2019 lottery and encouraged other members to reach out to them.

**VI. Year 6 Programmatic Goals**

Each year the staff looks at the five-year strategic plan (2016-2020) alongside system and survey data and creates annual SMART goals for Board review. The Board discussed the programmatic goals the staff created based on this constituent feedback.

2019 SMART Goals for Lottery Program
Create one subpage for high school parents, building out the selective high school page
Conduct impact analysis of reshuffling waitlists or other advantages for at-risk students
Serve 50 families at field offices (1x1 consultations with families)
Achieve 4.2 or above on satisfaction ratings
Increase # of applications submitted by June 30 to be in by the deadline by 2%
Ward’s applicant share within 2% of Ward’s enrollment share, add subgroup
Decrease enrollments outside the process by 20% or more on audit
Achieve 90% or more satisfaction rate with EdFEST
Integrate five-star rating and increase mobile usage of SchoolFinder by 10%
Attract 97% or more school participation
Achieve 4.0 or above on ease of application on mobile device
Increase citywide Universal Health Certificate submission by 5%

## VII. Review Year 5 Performance and Survey Results

Board member Peretti presented results from the lottery cycle to the Board.

2018 SMART Goal	Result
Create a subpage for PK applicants	Complete. One of top pages visited!
Conduct 40 1x1 phone consultations with families	41 conducted
Achieve 4.2 on applicant survey for customer satisfaction and ease of use ratings	4.3 average
Ward applicant share within 2% of ward enrollment share	All but W6; W6 had <i>more</i> apps than is proportional to public school enrollment in W6
Decrease enrollments outside the process by 20% or more	40% reduction in enrollments without apps and CWMS errors
Conduct 15 outreach events at day care centers	18
Attract 96% or more school participation	97%
Enhance application to reduce technical calls to hotline (i.e. what is my unique student identifier?) by 40%	Reduced by 67%
Collect 2400 mid-year applications	1944 collected
80% of applications received by June 30 are submitted before deadline (proportion of lottery versus post-lottery apps)	79.5%
Attract 5,000 attendees at EdFEST with promotion and outreach	5,280
Add 5 cross-sector characteristics to School Finder	Added 13
Increase rate of multiple contacts by 10% or more with grassroots outreach strategies	Yes

MSDC performed a website analysis. The key takeaways – mobile usage has increased on all MSDC sites, and mobile sessions were the majority of sessions for the first time on the application itself. Board member Peretti explained that this finding is the reason that a staff focus in the next year will be on mobile user experience across the application, website and School

Finder. The length of time each user spent on the School Finder increased almost three-fold this year, coinciding with the cross-sector programmatic information MSDC developed and added.

## **2018 Applicant Survey Results**

Total surveys collected:

- 2018 Lottery: 4,153 (16.6% of applicants)
- 2017 Lottery: 3,578 (16% of applicants)
- 2016 Lottery: 3,004 (14.9% of applicants)

**Purpose of survey:** For My School DC to use applicant feedback to adjust our technology and outreach practices

### **Q: How easy was it to complete the My School DC application?**

- 2018: 4.4 out of 5 (Very Easy)
- 2017: 4.4 out of 5 (Very Easy)
- 2016: 4.5 out of 5 (Very Easy)

### **Q: Did you understand that you would only be waitlisted at schools above where you are matched?**

- 2018: Yes (91%)
- 2017: Yes (86%)
- 2016: Yes (85%)

### **Overall satisfaction rate with the My School DC Hotline:**

- 2018: 4.4 out of 5
- 2017: 4.3 out of 5
- 2016: 4.3 out of 5

### **Overall satisfaction rate with My School DC:**

- 2018: 4.1 out of 5
- 2017: 4.2 out of 5
- 2016: 4.2 out of 5

## **VIII. Adjourn at 4:04pm**