

Enrollment, Recruitment and Advertising Policy
As part of original charter and amended in 2017

1. General: The Innovation Montessori Ocoee (IMO) school will implement a student recruitment strategy that may include:
 - An enrollment process that is scheduled and adopted to include a timeline that allows for a broad-based recruiting and application process.
 - The development of promotional and informal materials that appeal to all major racial and ethnic groups represented in the school zone; including materials in languages other than English to appeal to limited English proficient populations.
 - The distribution of promotional and informational materials to a broad variety of community groups and agencies via our website, social media, and local periodicals that serve the various racial, ethnic, and interest groups represented in the district.
 - A random selection process will be used each school year.
2. Together with our enrollment policy is our recruitment plan. As a charter school, we must perform outreach to our entire community. Part of the process for getting our charter was reaching out to the community. The same needs to be done for our recruitment. This could include:
 - handing out flyers in multiple languages,
 - attending school fairs,
 - meeting local representatives,
 - use of social media
 - and attending community meetings.
3. Recruiting: Recruitment of new students will be an ongoing process. An extensive marketing strategy to attract student's representative of the surrounding community-including students from "hard to reach" families may include:
 - Direct mailing to parents/guardians;
 - Community focus groups;
 - Program tours and open house for prospective students, parents/guardians and community members;
 - Media coverage;
 - Posting and distributing of flyers in various facilities, libraries, grocery stores, and Laundromats,) service providers, and community centers.
4. Outreach: Through the recruiting and marketing plan described; we can be successful in attracting families reflective of the community. Informational tours will be offered by the school. In addition, coordination of additional services such as parent involvement with the PTO and School Advisory Committee (SAC) can help attract families.
Our Outreach Plan may entail:
 - Parent information nights with various dates and times scheduled in a manner which ensures, to the greatest extent possible, the greatest amount of parent knowledge and interest in IMO;
 - Advertisements in community papers, and
 - Local education-based magazines.
5. IMO Enrollment Plan for the school year:
Dates will be set for enrollment events and lottery by the Executive Director each school year. Applications are submitted online by midnight on the final application submission day. As spaces are available, immediate preferences are provided to children of staff and board members, before the lottery or waitlist.
6. Lottery:
 - a. The Enrollment Lottery will be held in late winter or early spring at the school. All applications received during open enrollment will be included in the lottery. The Enrollment Lottery is conducted to determine lottery placement.

- b. Prior year wait-listed applicants must re-apply to the Enrollment Lottery during our open enrollment each year. All grades other than kindergarten will have available spots only if an enrolled student does not return for the next school year. Preference is given to siblings of current students. Preference is also extended to those children with previous Montessori experience. The school may accept students experienced in Montessori for up to 50% of the available spaces. Remaining Montessori students will be added to the general lottery.
 - c. We will conduct a lottery for all grades with open spots. It must be announced on the website. Procedurally:
 - We will first identify returning students and siblings. These children will have priority of placement. The lottery will fill the remaining seats.
 - Montessori experienced children will receive priority placement into the 1st 50% of vacancies. The remaining will be entered be placed in the general lottery.
 - Having participated in Innovation Montessori's VPK program and being the child/guardian of active duty military personnel will also be provided a priority in placement within the lottery.
 - The IMO Executive Director, and or designee, and at least one other school employee, will conduct the random enrollment lottery to ensure that lottery procedures are fairly executed. We will review and revise this preference policy as necessary for the well-being of the school.
 - The random lottery determines applicants' waitlist status until the next lottery is drawn. Those who apply after the lottery deadline are added to the pool of applicants.
 - Initial rounds of offers are made by email, and phone for follow-up. When an offer is made, IMO requires that applicants notify the school within 2 days, or the time specified, to indicate whether they will accept. If offers are declined, or applicants do not respond, the offer is rescinded, and the spot is then offered to the next applicant on the waitlist. Applications are only valid for the current year. Applicants must reapply for the lottery annually if we are unable to offer them admission for the current year.
 - The IMO administration records all dates and electronic communication regarding enrollment activity for each applicant within the database. Each applicant's enrollment application is kept electronically for the academic year in the school database.
 - d. Parents who are interested in learning more about IMO may visit our website, read our Charter, attend our public Board of Directors meetings, and visit our social media sites to receive school-related news and announcements.
 - e. Wait lists **will not** roll over from one year to the next. If not admitted during an enrollment period, students who are not admitted must reapply for the next year.
7. Enrollment Confirmation
 - a. All families will receive an enrollment packet with all of the forms necessary to enroll at IMO.
8. The school will hold an Orientation session in July or August (before the start of school) to prepare new families and students for the transition to the school and to assist families.
9. Ages: Because of the State-mandated cutoff, students must be five years old on or before 1 September of the year they start Kindergarten, and six years old on or before September 1st of the year in which they start first grade.
10. Statement of Admissions: IMO is nonsectarian in its programs, admission policies, employment practices, and all other operations, and does not charge tuition. IMO does not discriminate against any pupil based on race, ethnicity, national origin, gender, disability, religion, sexual orientation, in any program or activity conducted by an educational institution that receives, or benefits from, state financial assistance or enrolls pupils who receive state student financial aid. IMO will admit to the lottery any student in Orange County, Florida, who wishes to attend. IMO will actively recruit a diverse student population. Open Enrollment, admission requirements, and lottery information will be posted on the school's website and announced via the email groups.
11. Registration packets for students who are admitted will also gather the following:
 - Registration Form
 - Proof of Residency

- Proof of Immunization
 - Home Language Survey
 - Completion of Emergency Medical Information Form
 - Proof of minimum age requirements, e.g. birth certificate
 - Release of records
 - IEP/EP/504 if applicable
 - Other OCPS paperwork as applicable
12. Annual Calendar of Tasks (these tasks are adjusted as needed):
- August:
- School Opens
 - Continue to advertise, on website and local print media
 - Calls wait list parents to verify they are still interested.
 - Email/call wait list parents to verify they are still interested if needed.
- September:
- Continue to advertise in order to meet FTE numbers and fill the school.
 - Conduct parent tours to attract new students.
 - Calls wait list parents to verify they are still interested.
 - Email/call wait list parents to verify they are still interested if needed.
- October:
- Continue to advertise in order to meet FTE numbers and fill the school.
 - Conduct parent tours to attract new students.
- November:
- Begin new advertising campaign.
- December:
- Continue new advertising campaign.
- January:
- Continue new advertising campaign.
 - Conduct parent tours to attract new students.
 - Send notice that open enrollment begins January 30
- February:
- Continue new advertising campaign.
 - Conduct parent tours to attract new students.
 - Focus on gaining FTE numbers for current year.
 - Conduct lottery.
 - Notify parents about lottery results and placement order.
 - Verify interest in attending.
 - Send out notice and acceptance letters.
 - Make notice calls.
 - Put new and wait list parents on school newsletter email list.
- March:
- Conduct new parent tours to retain interest.
 - Call all new parents to verify continued interest.
- April:
- Conduct new parent tours to retain interest.
 - Call all new parents to verify continued interest.
- May:
- Email/call wait list parents to verify they are still interested if needed.
- June:
- Send out enrollment packets.
 - Receive enrollment packets.
 - Call parents who did not return packets to determine continued interest.

- Conduct new parent education night.

July:

- Continue to advertise in order to meet FTE numbers and fill the school.
- Conduct parent tours to attract new students.
- Calls wait list parents to verify they are still interested.