

SHOW ME KC SCHOOLS

KNOW YOUR OPTIONS

IMPACT REPORT 2021-2022 SCHOOL YEAR IN REVIEW



RE-ENVISIONING THE WORK

Choice in a school landscape can be a gift. Imagine if you have a child with special needs or if your family has challenges with logistics. What if the school that you are assigned to based on your zip code is a failing school? Having educational options can be critical for parents. Having options can also pose difficulty and stress. In Kansas City the average Kindergarten parent has 23 options for free public education in our district boundaries. This can be difficult for all families to find the means, time, and ability to understand and to navigate.

Show Me KC Schools is consistently re-evaluating how we approach our work.

Recognizing that families do not all have the same circumstances and means, we are always striving to ensure that we are reaching all

families. We deliver information in a variety of ways. We do door to door canvassing, we have a website, we produce a printed school guide catalog, we have one on one support, and now we have a walk in family resource center in the historic northeast neighborhood.

Our Mission

Show MeKC Schools is a nonprofit organization that helps families make well-informed decisions about their children's education by providing vital information about district, charter, faith-based, and independent-private school options in Kansas City. The idea for Show Me KC Schools grew from a group of parents with school-aged children who were committed to living in Kansas City, Missouri and eager to find the right education for their children. Today, Show Me KC Schools provides unbiased information and access on over 90 schools. Here is how we did that work, our school year in review...

THE PROGRAMS



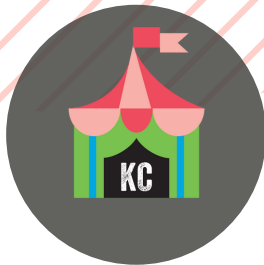
FAMILY AND
COMMUNITY
TOURS



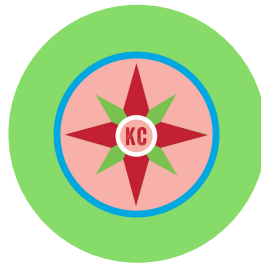
FAMILY
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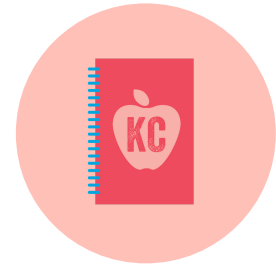
WEDNESDAY
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SERIES



CITY
SCHOOL
FAIR



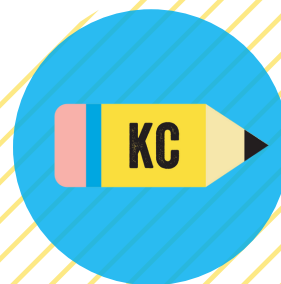
NAVIGATION



PRINTED
SCHOOL
GUIDE



ONLINE SCHOOL
GUIDE



SCHOOLAPPKC



TOURS

Director of Programs, Sabrina Dowdy, along with our team responded to the needs of families who still wanted to understand their options even though we were unable to get into school buildings. This year we continued to stick with entirely virtual school tours.



212

Our team hosted 8 virtual tours with 212 total parent and community member participants. While our reach in the virtual platform grew, parents still reported that they felt a disconnect with the inability to be inside of school buildings.

We showcased 29 schools across the KCPS and Charter sector. We broke those down into 8 elementary options, 4 middle school options, 8 high school options, and 4 PK options. We also took affinity groups to 5 additional schools.

29

WORKSHOPS

We moved our Wednesday Workshop series to a hybrid of in-person and online platform and we also housed recordings on social media. We found that this hybrid approach allowed us to get back into the community while still giving access to people who could not attend in person.

91

This year our team hosted 4 workshops and 2 community panel discussions. The 4 workshops were held in person and we also recorded 1 of these for social media. We had 91 day of event attendees. The 2 community conversations took place virtually.

The attendance for the online events was greater than their person attendance. We had 168 attendees to our online workshops last year, while this year we had 335 attendees for the online workshop. This is an increase of 99% over last year.

335



CITY SCHOOL FAIR



We hosted two separate in-person events this year. We hosted our traditional City School Fair on November 13th and then we also hosted a PreK fair on February 26th.

686

We reached a total of 686 participants with the PreK and K-12 City School Fairs. Hosting a PreK fair was valuable to parents and gave us an opportunity to increase the reach to more young families. The PreK is aligned with our 3-year growth plan into the PreK navigation space.

In a follow up survey we asked if families felt that the school fairs helped to increase their knowledge and confidence about their school options. 91% of families felt the fairs did that.

91%

ONE ON ONE NAVIGATION



Our three school navigators, Tricia McGhee, Danielle Dispenza and Sarah Arriaga, sought to help families understand their options through meetings, emails, calls, texts and social media. Zoom became their platform of choice when reaching families virtually.

154

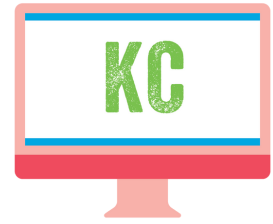
We reached 154 families with one on one services, answering specific questions about the needs for their child for the upcoming school year. We added capacity to reach families who needed navigation in Spanish.

Through a service that Show Me KC Schools provides to schools with transition grade levels, we delivered school guides, worksheets, and important contact information to 325 students who are transitioning from one school to another.

325



ONLINE SCHOOL GUIDE



Reacting to the needs of our community our staff continues to work diligently to make updates and upgrades to our website. We are in the process of adding new information surrounding PreK options and new information on alternative school options as well.

10K

Traffic to the website remains steady at around 10,000 users per month. 25% of our users are repeat users. 2.31 minutes is the average session on the website which shows that information is easily found.

One of our goals was to increase the ways in which people find our site. Organic search made up 65% of the traffic to our site. This shows us that the strategies we are employing through key word search are producing results.

65%

PRINTED SCHOOL GUIDE



Having an "in hand" resource for parents is more important now than ever. We are increasing the number of distribution partners we have who will display and disperse the school guide. We will be sending this year's guide to over 6000 locations across the KC Metro area.

10000

The yearly average of school guides we order has consistently remained at 8,000 for over 3 years. This year, we bumped production up to 10,000. The popularity and reach of the printed school guide is greater than ever.

We added 87 new locations that currently distribute school guides to families in KC. These sites include pediatricians offices, preschools, day cares, hair salons, grocery stores, laundromats, police stations, and cafes.

87

COMMUNITY OUTREACH



Our Community Outreach Specialist, Miss Diane Charity, represented Show Me KC Schools at multiple city events. She shares resources and our message of support and assistance for families living in KC.

- 48 weekly community meetings with the Black Agenda Group including presentations and giving SMKCS updates.
- 4 canvassing events, including food drives and door to door resource sharing in Historic NE, Pendleton Heights, Scarritt, and Indian Mound neighborhoods
- Distributed 7 boxes of School Guides and 300 SMKCS Resource flyers at grocery stores, restaurants, convenience stores.
- Made SMKCS presentations as a radio guest on 3 outlets - KKFI, KPRT and KPRS.
- Promoted SMKCS at monthly meetings of the Kansas City Tennant advocacy group in regards to how houselessness effects children's education.
- Hosted regular tabling events at the Swope Health Center to provide information to families on their school options



SCHOOL APP KC



SchoolAppKC seeks to streamline the application process. Robyn King, who is the new Director of SchoolAppKC worked with our team to increase the reach of SchoolAppKC.

By the first day of the 2021-2022 school year:
-9215 applications from
-4850 students

18%

We saw a 18% increase in the number of students who applied during the lottery in year 4 over year 3, giving students a better chance at getting their first choice of seat.

Consistently, 93% of families who used SchoolAppKC reported that the system was easy or very easy to use and had no issues when applying to schools.

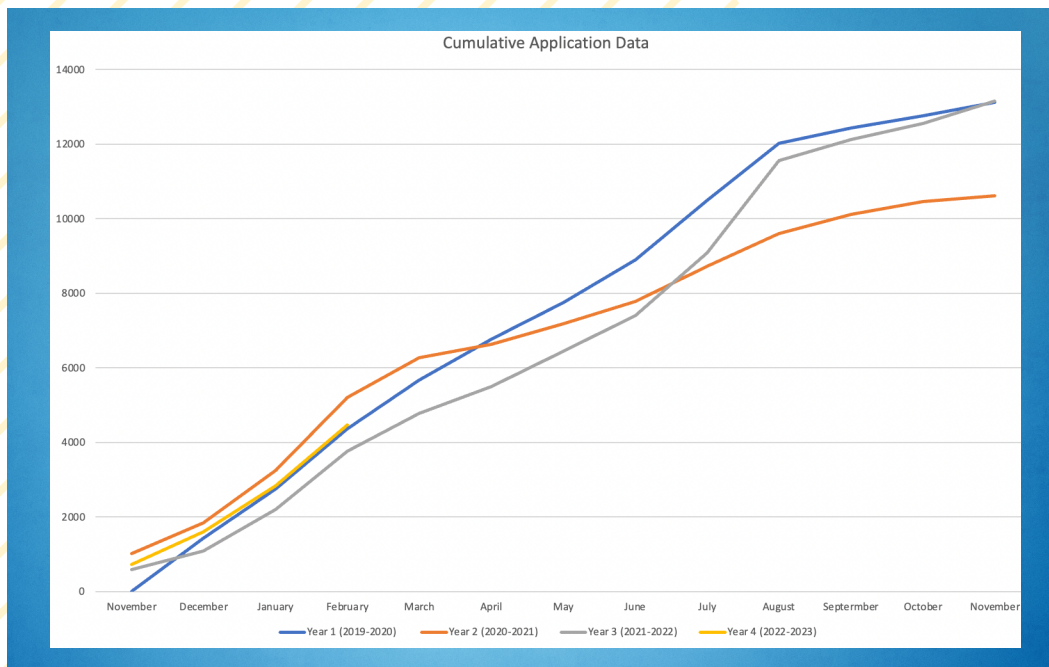
93%

61%

61% of families who used SchoolAppKC accessed the application on their phone or mobile device.

52% of families who were made an offer in SchoolAppKC had accepted their offer and began registration within one week of being made an offer.

52%



Participation in SchoolAppKC continues to grow. While we saw a slight decline in the year 2 applications due to the pandemic, we have seen complete recovery in year 3. We are on track in year 4 to surpass last year.

Year 1: 13125
 Year 2: 10611
 Year 3: 13153

The number of schools in the application platform also continues to grow. The first year we launched with 16 schools and now in year 4, we have 21 participating schools:

Académie Lafayette
 Academy for Integrated Arts
 Brookside Charter School
 Crossroads Charter Schools
 Cristo Rey Kansas City
 Citizens of the World KC
 DeLaSalle Education Center
 Ewing Marion Kauffman School
 Frontier School of Excellence
 Guadalupe Centers Schools

Genesis School
 Gordon Parks
 Hogan Preparatory Academy
 Hope Leadership Academy
 KIPP Endeavor Academy
 KC International Academy
 KC Girls Preparatory Academy
 Lee A. Tolbert Community Academy
 University Academy
 Early StART
 Emmanuel Child and Family Center



FAMILY RESOURCE CENTER



Newly established in January 2022, Show Me KC Schools has expanded its programs to include the Family Resource Center. This center was generously supported by the Jackson County Children's Services Fund. Families can now walk in anytime during office hours to receive one on one assistance with applications and enrollment paperwork. Free wifi, printers, scanners, and a new desktop computer will help families get support in our new location at 2201 Lexington Ave.



A CLOSING MESSAGE:

Show Me KC Schools' new Executive Director Leslie Kohlmeyer took over the position in October of 2021. She has been with the organization for over four years.



Show Me KC Schools was founded in October of 2014. In what is now our eighth year, we have weathered some storms. The pandemic has forever changed our educational landscape. Staffing shortages, increased houseless populations, widening achievement gaps, classroom outbreaks, and even tic toc challenges have ravaged our schools and stretched our resources. Despite it all, we are still here.

We support our students, our administrators, and our parents and we remain focused on the mission of helping families make well-informed decisions about their children's education by providing vital information about the school options available. Our small staff of six, continues to roll up our sleeves and dig in each day. We have widened our program offering and have adapted our methods of delivery so that we can meet families where they are. We are committed to making families feel confident in their options and growing the number of families who choose to live and raise a family in Kansas City.

We couldn't do this work without the generous donations of many.

Thank you!





We'd like to give special thanks to our funding community for the ongoing support we have received.

