

SHOW ME KC SCHOOLS

KNOW YOUR OPTIONS

IMPACT REPORT 2022-2023 SCHOOL YEAR IN REVIEW



A FRESH OUTLOOK...

The 2022-2023 school year brought about so much change for Show Me KC Schools. That change was both in our organization and in our school landscape. A new Executive Director, a new board president, a new office location, a few staff changes, the introduction of two new positions, and the revamp of many of our programs. We also saw school closures and new school leadership at many of our partner schools. So much change can be overwhelming but it can also bring about a fresh outlook. We had so much fun this year seeing all of this change and looking toward a very bright future.

Show Me KC Schools is consistently re-evaluating how we approach our work. Parent voice powers everything we do.

Recognizing that our sole reason for being is service to parents, we spent this year gathering feedback.

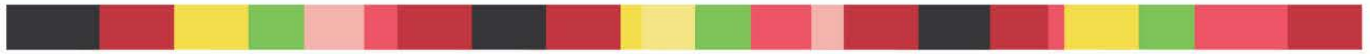
We launched our first ever, Parent Advisory Board. These seven parents helped us review our programs and supports for their efficacy and approachability for parents. They advised us on many of the changes we made to our programming. We also did an extensive survey of the parents and community members we serve with Proof Positioning. All of this feedback and data has helped us design a cadre of programs that will serve parents in the coming years more effectively.

Our Mission

Show Me KC 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. With over 90 schools in our area, decisions can be difficult and parents need our help. Here is how we did this year in that work, our school year in review...



THE PROGRAMS



FAMILY AND
COMMUNITY
TOURS



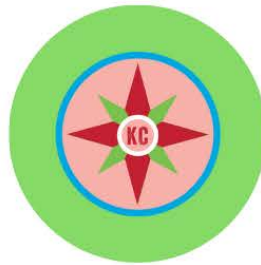
FAMILY
RESOURCE
CENTER



PODCAST
SERIES



CITY
SCHOOL
FAIR



NAVIGATION



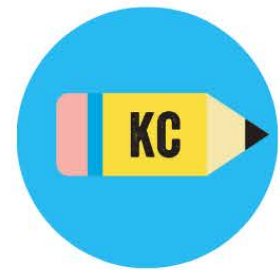
PRINTED
SCHOOL
GUIDE



WEBSITE



SHOW ME
SPIRIT



SCHOOLAPPKC



TOURS

Director of Programs and Events, Nina Ward, planned and organized multiple family and community tours. Being on the inside of a school can be the deciding factor when making a choice.



75

Our team hosted 6 school tours with 75 total parent and community member participants. These tours spanned over 18 schools both in the charter and KCPS district sectors.

100% of participants in school tours said that they felt the school tours gave them a better understanding of the school landscape and options in Kansas City.

100
%

PODCASTS

We morphed our Wednesday Workshop series into a more accessible and current model of communicating with families by turning them into podcasts. These evergreen episodes can be accessed on all popular streaming services and will reach a wider audience.

10

This year our team committed to producing 10 podcasts both audio and visual. The first five are out and available on all streaming services. We will cover things like PreK access, Real World Learning opportunities, the history of the district, and parent engagement.

We believe that podcasts will have a greater reach and with the ability to revisit past episodes, we can lean into broader topics in the future. For the 22-23 school year, we have reached 196 families with a combination of these informational episodes and workshops.

196



CITY SCHOOL FAIR



We hosted two separate in-person events this year. We hosted our traditional City School Fair on November 12th and then we also hosted a PreK fair on February 8th.

452

We reached a total of 452 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 our reach to more young families. The PreK fair 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 helped them to understand their path forward.

91%

ONE ON ONE NAVIGATION



Our Director of School Navigation Services, Danielle Dispenza, sought to help families understand their options through emails, calls, texts, social media, and one on one meetings.



311

We reached 311 families with one on one services, answering specific questions about the needs for their child for the upcoming school year. We also 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 336 students who are transitioning from one school to another.

336



WEBSITE

We did an entire overhaul on our website. We added new information about preschool. We separated the preschool search options. We also changed the way we present our school profiles with more detailed information for families.

10K

Traffic to the website remains steady at around 10,000 page views per month. 82% of our users are new users. We also have around 100 viewers per month that are specifically looking at Preschool information.

25% of the visits to our site are folks who are coming from outside of Kansas City Missouri. We are excited about the interest in our city and the school options that are available to these potential new residents.

25%

PRINTED SCHOOL GUIDE

As we continue to look at ways to bridge the digital divide, the printed school guide remains of top importance. These helpful guides are distributed across the city where parents, grandparents, and care givers can easily access them.

8500

7,000 school guides were shipped from the printer directly to service locations across the metro. We also hand delivered 1,500 guides translated into Spanish.

We added over 100 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.

100



SHOW ME SPIRIT



One of the most exciting endeavors of the year has been Show Me Spirit. Launching in December of 2022, this online spiritware platform has been a big hit! As an entirely grant funded organization, we wanted to research ways we could more sustainably support the work we do. We looked at the current ways that schools were producing, delivering, and ordering spiritwear and then imagined how we could improve on those current processes. We knew we had to have...

- Gear for multiple schools all in one easy to access online platform
- No bulky inventory that remains unsold at the end of the school year- gear is made to order
- Ability to pay online with multiple payment methods accepted
- Shipping quickly and directly to the home of the purchaser
- Easy returns
- Ability for anyone to order anytime of year
- Partnerships for gear with a local minority owned business, keeping dollars in KC
- 25% of profits go back to the schools for fundraising support

We currently have 16 school and community partners on the site. We are growing that number everyday with up to 8 more to launch in the coming months. We are excited to work with local partners, Made Mobb, on this site. Their local celebrity and well known entrepreneurship has made this venture even more successful. Their moto, "This Aint Luck," truly incorporates how hard these gentlemen work and how much grit has gone into making their brand. Pictured on the right: Jesse Phouangphet, Vu Radley, and Mark Launiu.





SCHOOL APP KC

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



Totals for the 2022-2023 school year:

-17780 applications

-8036 students

-21 schools participating in the platform

18%

We saw a 18% increase in the number of students who applied during the lottery in school year 22-23 over school year 21-22, giving students a better chance at getting their first choice of seat.

Consistently, 94% of families who used SchoolAppKC reported that the system was easy or very easy to use and had no issues or complaints when applying to schools.

94%

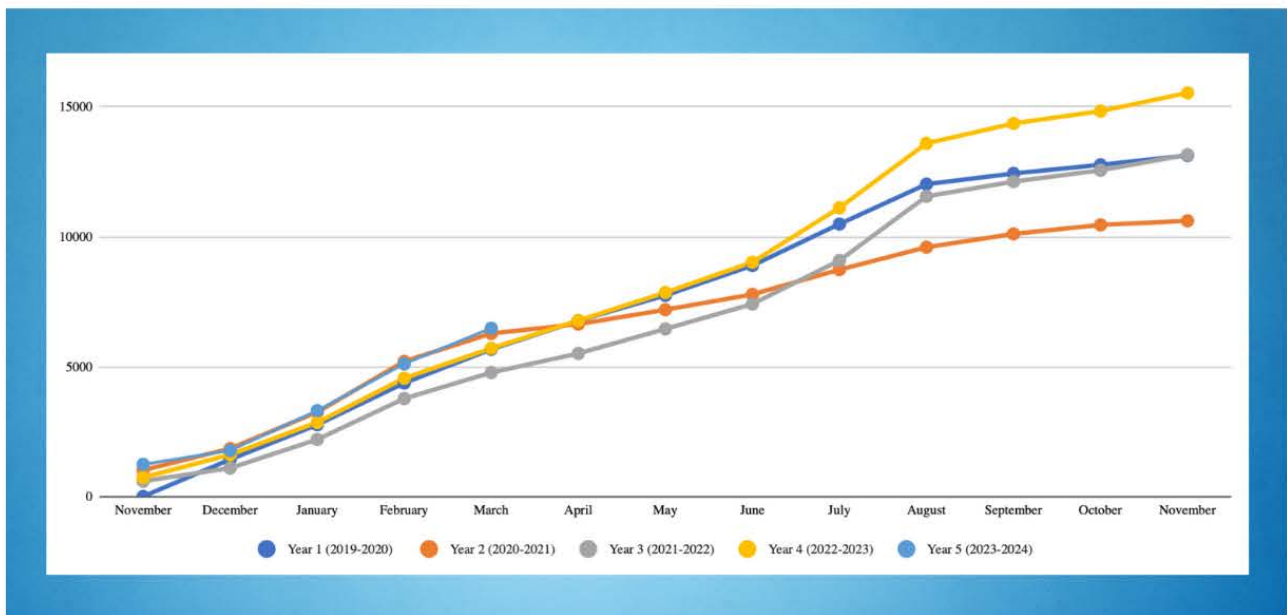
60%

60% of families who used SchoolAppKC accessed the application on their phone or mobile device. SchoolAppKC is very accessible for all families.

83% of students were matched to one or more schools to which they applied during the lottery process. Students who were not matched were placed on a waitlist and could be made offers later as seats become available.

83%





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 years 3 and 4. We are on track in year 5 to surpass all previous years.

Year 1 (2019-2020): 13825

Year 2 (2020-2021): 11465

Year 3 (2021-2022): 14468

Year 4 (2022-2023): 17780

The number of schools in the application platform also continues to grow. The first year we launched with 16 schools and in the 2022-2023 school year, we had 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



Established in January 2022, Show Me KC Schools has expanded its programs to include our 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 location at 2201 Lexington Ave. We have also hosted tours, workshops, and community meetings in the space. Additionally we host a bi-monthly student art exhibit here at the center. We welcome families to come by anytime to receive support or to view the student art work. Since opening we have had over 2600 visitors to the space.



A CLOSING MESSAGE:

Show Me KC Schools' Executive Director Leslie Kohlmeyer took her position in October of 2021. She has been with the organization for over five years and is hopeful for the future of education in KC.



Show Me KC Schools was founded in October of 2014. In what is now our ninth year, we have weathered a global pandemic and global financial instability. We are still here. It is with great hope that we face the future in Kansas City. Coming off a Chiefs Super Bowl victory, hosting the NFL draft, and looking forward to hosting the World Cup in 2026, Kansas City is fast becoming one of the best places in the United States to live and raise a family. We have over 800 visits to the Show Me KC Schools website each month from outside of the state. These are parents interested in moving here! We have so many opportunities on the horizon. I say all of this and I must remind everyone that the end goal is only achievable if we work together. Making sure that every child who lives in Kansas City today has access, transparency, and equity in their school options and in the quality of those schools. We must all remain vigilant and focused on serving families but we must do this work as one city. Every business, every non-profit organization, every philanthropic entity, and every citizen must approach this future hand in hand with a shared common goal, to make Kansas City a place for families. We look forward to this work and hope you all will join us.





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

