

**BADA Fall Meeting
Fei Tien Academy
September 27, 2016**

- Introductions and highlights from our schools
- Board updates and information
 - Openings will happen this year, we encourage you to consider joining! Elections at symposium in the spring.
 - Board is here to support the larger group
- Reminders of BADA dates (attached)
 - JK/TK BADA Schools
 - Snail mail Tues March 7
 - Email Wed March 8 at noon
 - Reply by Tues March 14 at 10:00 am
 - JK/TK schools have the option of sending with K-8 schools
 - K-8 BADA School
 - Snail mail Wed March 15
 - Email Thurs March 16 at noon
 - Reply by Thurs March 23 at 10:00 am
- Committee Reports
 - Communication
 - Homa and Dana N-I give update on website updates
 - New website is live, soft launch a week ago
 - Correcting problems
 - Please give feedback
 - Please do so gently and give Dana time to respond
 - We can now register on line
 - School is the member, not individual people
 - Need to decide on username and password that is shared by our team
 - One email address associated with the account
 - There are forums, you opt into the groups you want
 - Using this instead of Big Tent
 - Can't respond by email, need to log into the site
 - SITE IS READY- please register, pay dues, etc. Training is available here: <https://youtu.be/PgDszD3xfik>
 - Membership – Michael Thompson at Seacrest School
 - 70+ member schools
 - Several member requests
 - Committee working on orientation for new schools
 - Committee interested in adding mentorship initiative for new directors
 - The committee needs more members
 - Policy and Guidance Committee

- Purpose to review, revise and uphold principles of good practice
 - Finalized the grievance form if conversation between parties is not successful. Available on BigTent. We assume good will, but it's there if you need it.
 - Program Committee – Amy Pearson
 - May 8 – 10 is spring symposium
 - At Earthrise in Petaluma- amazing food, gorgeous, meditative setting. Simple rooms (singles and doubles), shared bathrooms.
 - Topics will likely include social marketing and branding, diversity and inclusion
 - Registration will be early- likely in January
 - Price will be slightly higher.
 - Preschool Committee – Jennie Nash
 - Created two documents for preschool directors
 - Affording independent schools and FAQs for Preschool Directors
 - Also revised the preschool rec form
 - Giving us the option to go see the kid at the school without school telling the parents, unless they choose to
 - Created it as a writable PDF
 - Must come directly from the preschool if it is sent electronically
- This year will revise the content of the rec form. If you are interested, join the preschool committee, there will be a subcommittee.
- Statistics committee – Jen Butler
 - They send out the survey
 - As a reminder, results from the Spring survey are available to all schools that completed the survey
 - New survey coming re financial assistance
 - Below is some survey info!
 - Committee Sign Ups going around the room
 - Open Discussion
 - Yvette is in conversation with Erin Gevertz at SMART about a school fair for their families
 - Nov 19th Would not take the place of a tour

2015-2016 BADA Admissions Season
Survey Analysis - SF Region

San Francisco - Sample size = 25

Inquiries - have both percentage and aggregate

- Overall, schools saw a slight increase in Kindergarten inquiries from last year

Applications - have both percentage and aggregate

- Overall, schools saw a similar slight increase in applications as inquiries from last year
- Of special note was the number of schools that experience a slight increase in transfer application for Gr. 1-5.
- For Gr. 6-8, there seemed to be more of a split with some schools seeing an increase and some seeing a decrease

Acceptance Rate - have both percentage and aggregate

- Majority of schools are selective in their process with the non-sibling pool with note that 20% of schools have relatively high acceptance rates greater than 70%.
- $\frac{1}{3}$ of the schools increased acceptance, $\frac{1}{3}$ decreased and $\frac{1}{3}$ reported the same as last year (we did not have a comparison question to this last year)

Yield Rate - have both percentage and aggregate

- 40% of the schools experience either a slight or dramatic decrease in yield from last year, meaning families had more choices in the market overall.

Top Reasons for Declining Acceptance:

- Other independent schools (84%)
- Public schools (72%)
- Unknown (12%)
- For-Profit Private School (8%)
- Charter/Magnet (4%)

Given the availability at the Kindergarten level and family having more choices overall is having an affect on yield as well as available openings in Kindergarten after the admissions season closed. (Last year 5 schools, this year it is 7 schools)