



## EDUCATION

# CARLOS ROSARIO INTERNATIONAL PUBLIC CHARTER SCHOOL

📍 WASHINGTON D.C.

The Carlos Rosario School International Public Charter School has provided quality education for over 45 years to the diverse immigrant population of Washington D.C. through English as a second language, workforce development, and support services.

## OUR APPROACH

In recent years, Carlos Rosario had experienced a decline in student enrollment. The Leadership Team of CR sought to understand what was causing this decline via a market study with aligned strategic student recruitment recommendations.

To gain insights and create a student-centered and strategic future approach, we conducted:



A comparative analysis of two surveys between current and potential students



A potential student analysis, including follow-up interviews with several participants from initial surveying



A Washington, D.C. community and gap analysis



An ultimate strategic guide that included a study synthesis and analysis, a student profile playbook and a toolkit including roadmaps and templates.

## OUR IMPACT

By conducting student and community-grounded research, we identified challenges and barriers to enrollment for students, such as the recent and rapid gentrification of Washington, D.C., and shifts in federal climate. SCP delivered strategic recommendations, a playbook, implementation materials, and training for a newly hired student recruitment manager. Carlos Rosario's partnership with SCP allowed the network to exceed its student enrollment target and maximize funding resources and support from their department of education.