Paramount School of the Arts

Education and Engagement Report

March 2024

Numbers current as of 2.23.2024

**Enrollments By Trimester Season 5 (Summer 2023, Fall 2023, Spring 2024)**

**Summer 2023:**

|  |  |
| --- | --- |
| **Total Enrollment to Date (classes only)** | 282 |
| **Total Possible Enrollment** | 334 |
| **% Enrolled** | 84.43% |
| **Total cancelled Camps** | 2 |
| **Total Sold out Camps** | 12 |

**Fall 2023:**

|  |  |
| --- | --- |
| **Total Enrollment to Date (classes only)** | 338 |
| **Total Possible Enrollment** | 438 |
| **% Enrolled** | 77.17% |
| **Total cancelled Classes** | 7 |
| **Total Sold out Classes**  | 12 |

**Spring 2024:**

|  |  |
| --- | --- |
| **Total Enrollment to Date**  | 428 |
| **Total Possible Enrollment** | 488 |
| **% Enrolled** | 87.70% |
| **Total cancelled Class** | 4 |
| **Total Sold out Class** | 18 |

**YOY Comparison:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Season** | **Year** | **Summer** | **Fall** | **Spring** | **Total** |
| 1 | 2019/2020 | 466 | 451 | 0 | 917 |
| 2 | 2020/2021 | 66 | 266 | 334 | 666 |
| 3 | 2021/2022 | 240 | 333 | 325 | 898 |
| 4 | 2022/2023 | 242 | 199 | 397 | 838 |
| 5 | 2023/2024 | 282 | 338 | 428 | 1048 |
| 6 | 2024/2025 | 44 |  |  | 44 |

**Student Demographics By Trimester Season 5 (Summer 2023, Fall 2023, Spring 2024)**

**Student By City:**  Largest city continues to be Aurora!

**Summer 2023:**

|  |
| --- |
| **Summer 2023 Students By City** |
| **City** | **Number of Enrollments** | Percent  |
| Aurora | 74 | 28% |
| Naperville | 43 | 16% |
| North Aurora | 15 | 6% |
| Plainfield | 15 | 6% |
| Batavia | 12 | 5% |
| Oswego | 8 | 3% |
| Yorkville | 10 | 4% |
| Montgomery | 7 | 3% |
| Geneva | 8 | 3% |
| St Charles | 5 | 2% |
| Bolingbrook | 5 | 2% |
| Sugar Grove | 4 | 2% |
| Elgin | 5 | 2% |
| Downers Grove | 4 | 2% |
| Warrenville | 3 | 1% |
| Wheaton | 4 | 2% |
| Romeoville | 2 | 1% |
| GLEN ELLYN | 4 | 2% |
| Plano | 3 | 1% |
| ST. CHARLES | 3 | 1% |
| New lenox | 2 | 1% |
| Oakwood Hills | 2 | 1% |
| Westmont | 2 | 1% |
| Elmhurst | 1 | 0% |
| Woodridge | 2 | 1% |
| Hampshire | 1 | 0% |
| South Elgin | 2 | 1% |
| Darien | 1 | 0% |
| Hilo | 1 | 0% |
| Winnetka | 1 | 0% |
| Sycamore | 1 | 0% |
| Shaker Heights | 1 | 0% |
| Lombard | 1 | 0% |
| Lockport | 1 | 0% |
| Chicago | 1 | 0% |
| Lindenhurst | 1 | 0% |
| Lisle | 1 | 0% |
| Big Rock | 1 | 0% |
| Somonauk | 1 | 0% |
| Dublin | 1 | 0% |
| Algonquin | 1 | 0% |
| Willowbrook | 1 | 0% |

**Fall 2023:**

|  |
| --- |
| **Fall 2023 Students By City**  |
| **City** | **Number of Enrollments** | **Percent**  |
| AURORA | 92 | 37% |
| Naperville | 24 | 10% |
| Oswego | 21 | 8% |
| Plainfield | 19 | 8% |
| Yorkville | 15 | 6% |
| Montgomery | 10 | 4% |
| North Aurora | 8 | 3% |
| Batavia | 7 | 3% |
| Sugar Grove | 5 | 2% |
| Geneva | 5 | 2% |
| Bolingbrook | 4 | 2% |
| Wheaton | 4 | 2% |
| South Elgin | 3 | 1% |
| Glen Ellyn | 2 | 1% |
| St Charles | 3 | 1% |
| Elgin | 3 | 1% |
| Lombard | 3 | 1% |
| New lenox | 2 | 1% |
| Edgerton | 2 | 1% |
| Elizabethton | 2 | 1% |
| Lockport | 1 | 0% |
| Algonquin | 1 | 0% |
| River Forest | 1 | 0% |
| Elburn | 2 | 1% |
| ST. CHARLES | 1 | 0% |
| Saint Charles | 1 | 0% |
| Downers Grove | 1 | 0% |
| Maple Park | 1 | 0% |
| Campton Hills | 1 | 0% |
| Warrenville | 1 | 0% |
| Mokena | 1 | 0% |
| Lisle | 1 | 0% |
| Plano | 1 | 0% |
| Sandwich | 1 | 0% |
| Bristol | 1 | 0% |
| Carpentersville | 1 | 0% |
| Joliet | 1 | 0% |

**Spring 2024:**

|  |
| --- |
| **Spring 2024 Students by City**  |
| **City** | **Number of Enrollments** | **percent** |
| Aurora | 107 | 35% |
| Naperville | 30 | 10% |
| OSWEGO | 22 | 7% |
| Plainfield | 19 | 6% |
| Batavia | 19 | 6% |
| Yorkville | 13 | 4% |
| North Aurora | 14 | 5% |
| Montgomery | 17 | 6% |
| Bolingbrook | 5 | 2% |
| Sugar Grove | 5 | 2% |
| Wheaton | 5 | 2% |
| Elgin | 5 | 2% |
| Geneva | 5 | 2% |
| Downers Grove | 2 | 1% |
| St Charles | 2 | 1% |
| Glen Ellyn | 2 | 1% |
| DeKalb | 2 | 1% |
| New lenox | 2 | 1% |
| Park Ridge | 1 | 0% |
| Saint Charles | 2 | 1% |
| Chicago | 2 | 1% |
| Saint John | 1 | 0% |
| Lockport | 1 | 0% |
| Algonquin | 1 | 0% |
| Edgerton | 2 | 1% |
| South Elgin | 1 | 0% |
| Sandwich | 2 | 1% |
| Lisle | 2 | 1% |
| Lake in the Hills | 1 | 0% |
| Lombard | 2 | 1% |
| River Forest | 1 | 0% |
| Sycamore | 1 | 0% |
| Bristol | 1 | 0% |
| Warrenville | 1 | 0% |
| Mokena | 1 | 0% |
| Woodridge | 1 | 0% |
| Big rock | 1 | 0% |
| West Chicago | 1 | 0% |
| Brookfield | 1 | 0% |
| Romeoville | 1 | 0% |
| Joliet | 1 | 0% |
| Broadview | 1 | 0% |
| total | 306 |   |

**Students By Age:**

**Summer 2023:**

|  |
| --- |
| **Sumer 2023 Students By Age** |
| **Age** | **Number of students** | **Percent**  |
| 4 | 4 | 2% |
| 5 | 4 | 2% |
| 6 | 5 | 2% |
| 7 | 5 | 2% |
| 8 | 8 | 4% |
| 9 | 12 | 5% |
| 10 | 25 | 11% |
| 11 | 28 | 12% |
| 12 | 30 | 13% |
| 13 | 24 | 11% |
| 14 | 26 | 12% |
| 15 | 24 | 11% |
| 16 | 21 | 9% |
| 17 | 2 | 1% |
| 18 | 4 | 2% |
| 19 | 1 | 0% |
| 21 | 1 | 0% |

**Fall 2023:**

|  |
| --- |
| **Fall 2023 Students by Age** |
| **Age** | **Amount of students** | **percent**  |
| 4 | 1 | 0% |
| 5 | 2 | 1% |
| 6 | 3 | 1% |
| 7 | 5 | 2% |
| 8 | 8 | 3% |
| 9 | 12 | 5% |
| 10 | 26 | 10% |
| 11 | 24 | 10% |
| 12 | 21 | 8% |
| 13 | 18 | 7% |
| 14 | 20 | 8% |
| 15 | 15 | 6% |
| 16 | 19 | 8% |
| 17 | 6 | 2% |
| 18 | 2 | 1% |
| 19 | 4 | 2% |
| 20 | 1 | 0% |
| 22 | 1 | 0% |
| 23 | 2 | 1% |
| 24 | 1 | 0% |
| 25 | 2 | 1% |
| 26 | 1 | 0% |
| 27 | 2 | 1% |
| 28 | 1 | 0% |
| 29 | 1 | 0% |
| 30 | 5 | 2% |
| 31 | 2 | 1% |
| 33 | 2 | 1% |
| 34 | 1 | 0% |
| 35 | 1 | 0% |
| 38 | 1 | 0% |
| 39 | 1 | 0% |
| 40 | 2 | 1% |
| 41 | 1 | 0% |
| 42 | 4 | 2% |
| 45 | 1 | 0% |
| 46 | 1 | 0% |
| 47 | 1 | 0% |
| 51 | 2 | 1% |
| 53 | 1 | 0% |
| 54 | 1 | 0% |
| 55 | 1 | 0% |
| 57 | 1 | 0% |
| 58 | 1 | 0% |
| 59 | 1 | 0% |
| 61 | 2 | 1% |
| 64 | 1 | 0% |
| 65 | 2 | 1% |
| 67 | 1 | 0% |
| Not Stated | 17 | 7% |
| total | 252 |   |

**Spring 2024:**

|  |
| --- |
| **Spring 2024 Student By Age** |
| **Age** | **number of students** | **percentage**  |
| 3 | 2 | 1% |
| 4 | 4 | 1% |
| 5 | 5 | 2% |
| 6 | 4 | 1% |
| 7 | 8 | 3% |
| 8 | 13 | 4% |
| 9 | 13 | 4% |
| 10 | 24 | 8% |
| 11 | 27 | 9% |
| 12 | 15 | 5% |
| 13 | 26 | 8% |
| 14 | 19 | 6% |
| 15 | 15 | 5% |
| 16 | 17 | 6% |
| 17 | 16 | 5% |
| 18 | 2 | 1% |
| 19 | 5 | 2% |
| 20 | 4 | 1% |
| 21 | 2 | 1% |
| 22 | 1 | 0% |
| 23 | 2 | 1% |
| 24 | 2 | 1% |
| 25 | 3 | 1% |
| 26 | 6 | 2% |
| 27 | 4 | 1% |
| 28 | 1 | 0% |
| 29 | 1 | 0% |
| 30 | 4 | 1% |
| 31 | 1 | 0% |
| 32 | 2 | 1% |
| 33 | 1 | 0% |
| 34 | 1 | 0% |
| 35 | 1 | 0% |
| 36 | 3 | 1% |
| 37 | 3 | 1% |
| 40 | 1 | 0% |
| 41 | 2 | 1% |
| 42 | 1 | 0% |
| 43 | 1 | 0% |
| 44 | 1 | 0% |
| 45 | 1 | 0% |
| 46 | 1 | 0% |
| 47 | 3 | 1% |
| 48 | 2 | 1% |
| 51 | 1 | 0% |
| 52 | 1 | 0% |
| 53 | 1 | 0% |
| 54 | 2 | 1% |
| 55 | 1 | 0% |
| 57 | 1 | 0% |
| 58 | 1 | 0% |
| 59 | 2 | 1% |
| 61 | 1 | 0% |
| 64 | 2 | 1% |
| 66 | 1 | 0% |
| 67 | 1 | 0% |
| 69 | 1 | 0% |
| not shared | 20 | 7% |
| Total | 306 |   |

**Student Ethnicity:**

**Summer 2023:**

|  |
| --- |
| **Reported Demographics of Students Summer 2023** |
| **Ethnicity** | **Amount of students** | **percent**  |
| American Indian | 1 | 0% |
| Asian | 11 | 5% |
| Black or African American | 10 | 4% |
| Filipino | 2 | 1% |
| Hispanic | 13 | 6% |
| Mixed Heritage | 23 | 10% |
| White | 127 | 56% |
| Not Stated | 38 | 17% |

**Fall 2023:**

|  |
| --- |
| **Reported Demographics of Students Fall 2023**  |
| **Ethnicity** | **amount of students** | **percent**  |
| Asian | 8 | 3% |
| Black or African American | 9 | 4% |
| Filipino | 1 | 0% |
| Mixed Heritage | 17 | 7% |
| White | 121 | 48% |
| not stated  | 96 | 38% |

**Spring 2024:**

|  |
| --- |
| **Reported Demographics Spring 2024**  |
| **Ethnicity** |   |   |
| Asian | 9 | 3% |
| Black or African American | 14 | 5% |
| Filipino | 1 | 0% |
| Hispanic | 30 | 10% |
| Mixed Heritage | 16 | 5% |
| Pacific Islander | 1 | 0% |
| White | 147 | 48% |
| Not Stated | 88 | 29% |

**New Student Tracking:**

**Summer 2023 :**

|  |
| --- |
| **New Student Tracking Summer 2023**  |
| **Method** | **Number** |
| Google | 1 |
| Teacher | 2 |
| Website | 3 |
| Fair/festival | 3 |
| Email | 17 |
| Friend | 19 |
| Facebook/Instagram (social media)  | 22 |
| No answer  | 30 |
| Visit to Theater | 37 |
| total | 134 |

**Fall 2023:**

|  |
| --- |
| **New Student Tracking Fall 2023** |
| Visit To Theater | 12 |
| PSA IG/Facebook | 17 |
| Friend | 14 |
| Internet Search | 1 |
| Email | 2 |
| Brochure In Mail | 2 |
| Other/NA | 28 |

**Spring 2024:**

|  |
| --- |
| **First Time Spring 2024** |
| Friend | 21 |
| Visit to Theater | 30 |
| PSA IG/Facebook | 13 |
| Other/NA | 26 |
| Email | 6 |
| Internet Search | 3 |

**Scholarships awarded to date:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tim Period** | **Dollar Amount Awarded**  | **Number of Classes Covered by Scholarships** | **Average Award Amount** | **Season** |
| Fall 2021  | $1,875.00 | 6 | $312.50 | Season 3 |
| Spring 2022 | $1,212.50 | 2 | $606.25 | Season 3 |
| Summer 2022 | $2,452.50 | 9 | $272.50 | Season 4 |
| Fall 2022  | $6,101.95 | 21 | $290.57 | Season 4 |
| Spring 2023 | $9,020.44 | 55 | $164.01 | Season 4 |
| Summer 2023 | $5,367.25 | 29 | $185.08 | Season 5 |
| Fall 2023 | $4,533.33 | 31 | $146.24 | Season 5 |
| Spring 2024 | $4,800.00 | 37 | $129.73 | Season 5 |
| Summer 2024 | $2,250.00 | 9 | $250.00 | Season 6 |

**Updates regarding recruiting staff of color:**

Continued search for staff as we do on going hiring- Current Staff Demographics:

|  |
| --- |
| **Staff Demographics Spring 2024** |
| White | 12 |
| AAPI | 1 |
| Black | 2 |
| Hispanic | 2 |
| Mixed Heritage | 2 |
| Not Reported | 3 |

**PPC-Matilda Jr Success-**

We net $17,000 in revenue from our first annual PPC- Matilda Jr

This year we are presenting Mean Girls Jr- and have only 3 spots (of the 50 available \*40 goal with 10 extra spots to 50 max) left. Summer is not on sale yet- We went on sale for PPC early and it had met its minimum enrollment goal in 3 days of on sale.

**TYA- Brighter Futures (Formally “Daskalos”)**

Began its tour the week of 2.26.2024- we had two weeks of rehearsals with two previews (one at Copley and one at McKee inside PSA)

**Things to Celebrate:**

* Welcoming Jenna Gagliano to our team as our Education and Engagement Manager this summer-
	+ Jenna continues to work with multiple departments to schedule and host pre show talks, post show talks, and community events to have a strong Paramount presence in the community.
* Our marketing materials continue to be elevated and admired. Bridgette continues to be an incredible asset to our team!
* Triple enrollment numbers and participation in our Audition Based Programs from last year.
* Doubled enrollment from fall 2022 to fall 2023.
* McKee continues to get upgrades- Phil and Kelly working on lighting and sound install with the funds from the grant development secured for us.
* Sold out showcase classes (all but minis, teens, and adults) had to add larger group for juniors- putting us over 80 performers for this years showcase titled “Just Dance” – Monday May 6 7:30
* Moved around our teachers’ lounge and some admin offices to gain an extra group classroom space downstairs-
	+ Former teachers’ lounge is now the “Voris Acting on Camera Studio”
* Bringing JZ on as a paid social media consultant to monitor and optimize our digital ad spend
	+ Provides great suggestions as well as constant monitoring and reflection to ensure our ad dollars are being allocated and used effectively and efficiently
* Adding and staffing Summer weekly ADULT classes this summer!
* Adding Bailey O’Neil on as the audition based program coordinator-
	+ Assisting Jess with curriculum and resource development to ensure that our programming is staying current and meeting the needs of our students in our audition programs

**Needs:**

* Future renovation of 6 private classrooms into two additional group classroom spaces
	+ Small child dance studio space
	+ Computer lab for digital content creation and editing courses with students
* Need improved internet both WIFI and LAN connections continue to be an issue
	+ When internet went down there was no phone or camera access for our staff when internet went down and we had students in the building- need back up plan so that we have those necessary safety measures backed up.
* Wage increase for teaching artists as we haven’t increased their wage amount since we opened (that will be 5 years this June) we need to review and implement an increase to stay current with competitors and inflation
* Will be considering increasing the cost of classes and camps as we look at FY25 as we have not increased any of our classes or camps since our opening.