

# STUDENT PROSPECTS

Mobility Blueprint identifies potential students so schools can proactively **increase student enrollment**.

## PROBLEMS FACING SCHOOL DISTRICTS

- Schools, whether public, charter, or private, are competing for students
- A lack of affordable housing is forcing families to move
- Declining birth rates are negatively affecting enrollment
- Post-pandemic, parents are choosing to homeschool their children

## HOW STUDENT PROSPECTS HELPS

**Student Prospects** software utilizes marketing data by county and/or zip code to find potential students (prospects) by age group and school zone.


Administrators can use this data to proactively plan marketing and outreach activities to increase enrollment.

- Strategically target students for TK-4
- Find current and prospective students by zip code, school zone, and district boundary
- Locate schools and view school boundaries
- View Census data to better understand local demographics
- Locate nearby preschools, charters, and private schools
- Locate multi-family housing and view contact information
- Run and export mailing and walking lists



## ABOUT MOBILITY BLUEPRINT

We are community focused, creating online platforms that allow families to find affordable housing, healthcare services, and transportation information within their school district while helping school administrators reduce student mobility, increase enrollment, and ultimately create a positive impact on students' academic experiences.

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*We create easy to use online tools helping school districts solve the biggest problems facing them today.*

