

## Schools

# Einstein and Rosemont Step Up Recruiting Efforts

The two schools are seeking an increase in enrollment.  
By [Cody Kitaura](#) | [Email the author](#) | January 31, 2012

Recommend 3 Tweet 0 Email Print Comment

**Note: This story is the first part in a series about enrollment at Rosemont High School and Albert Einstein Middle School.**

When the final bell rings at [Albert Einstein Middle School](#), the principal dashes out the door. But he's not headed home—he's off to the crosswalk.

Garrett Kirkland, who is in his first year as principal of the Rosemont middle school, likes to be seen directing traffic at the street corner in front of the school, especially when it's raining or on a recent, frigid afternoon.

He wants to show he's dedicated to the safety of the students and is serious about their success, and says it's already paying off.

He points to a home across the street from the school.

"They were going to go to Sutter (Middle School)," Kirkland said, adding that now they're "pretty sure" they'll attend Einstein.

Kirkland, who is focusing much of his time this year on branding and marketing the school, said he's pushing hard to make sure Rosemont families don't send their kids elsewhere.

"Since September I've been to 30 elementary school events," he said, noting that increasing enrollment is a slow process. "It's not one meeting where you give this hard sell."

The school has also paid to bring three bus-loads of local elementary school students to Einstein to tour the campus.

This week marks the beginning of the [Sacramento City Unified School District's open enrollment](#), when parents can elect to send kids anywhere else in the district where there are open seats. During the 2010-11 school year, Einstein saw a 50-student bump in enrollment, but it was the first such increase since 2001, according to state statistics.

Kirkland said the district is projecting another drop in enrollment at Einstein, which could lead to budget cuts; schools receive funding based on the number of students who attend that school.

Kirkland said he's confident his efforts will pay off, but he's not sure how soon.

"We're now in the conversation, where we weren't in the conversation before," he said.

## Building excitement around being a Wolverine

A couple weeks ago, Albert Einstein Middle School's gym was packed with students from that school and a group of visitors: [Rosemont High School](#) students. They danced, sang and touted their star athletes.

Rosemont High School Principal Leise Martinez said the more options kids have, the harder traditional high schools across the district have to work to attract students.

"This dilemma for all high schools is we really have to give them a good reason to come to high school," she said later by phone. "It really has to be more than academics, and the academics have to be rigorous."

Enrollment at Rosemont has decreased every year since 2007-08 and is down about 17 percent from that year, according to state statistics. Last fall, decreasing enrollment led to the [layoff of an assistant principal](#) and the [relocation of two teachers](#).

Martinez said this year's numbers are down slightly but "pretty stable," and said the school is doing better than others in the district.

It's true that other large high schools in the Sacramento City Unified School District have also seen decreases in enrollment, but some haven't been hit as hard; for example, McClatchy's enrollment has increased the last two years.

Rosemont also faces competition from outside the district, Martinez said.

"Rosemont is a new high school, so there are families who have gone to other schools for decades," she said. Rio Americano and Cordova High School have long-standing ties with some families in Rosemont, she said.

Martinez said Rosemont High School is working hard to draw students in with unique programs, like its [Green Academy](#)—classes centered on cooking, construction, renewable energy and other topics. The school also has a [garden, which has seen recent expansion](#).

"I want Rosemont to be the really cutting edge, modern high school," Martinez said. "I want Rosemont to be this century's high school."

While Rosemont waits for its reputation and image to build, Martinez said she hopes events like the rally at Einstein can get incoming freshmen excited about high school.

"How many movies, TV (shows), pop culture things really center around high school?" she said. "High school is a hot item. I want to offer that to them, that they're going to be participating in something that's really exciting and ... want them to get excited about coming to Rosemont."

**Note: This story is the first part in a series about enrollment at Rosemont High School and Albert Einstein Middle School. Next: What other schools are Rosemont parents choosing, and why?**

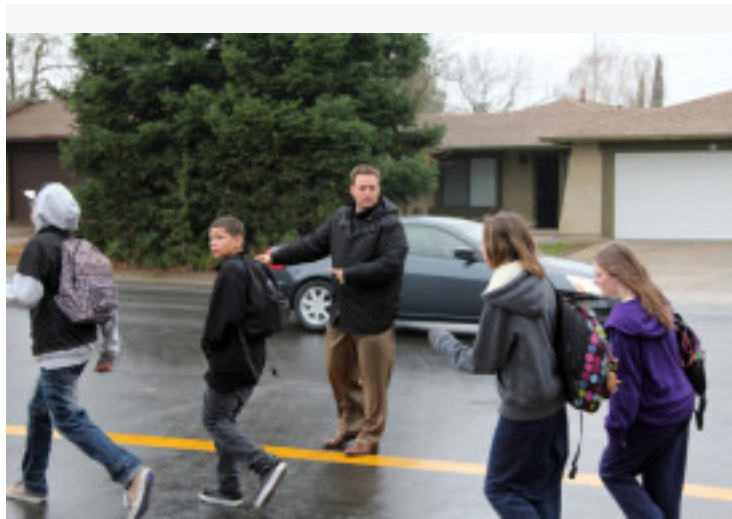
### Related Topics: Enrollment

What do you think of the efforts to increase enrollment at Rosemont and Einstein? Is there something you'd like to see at either school to draw students in and get them excited? [Tell us in the comments.](#)

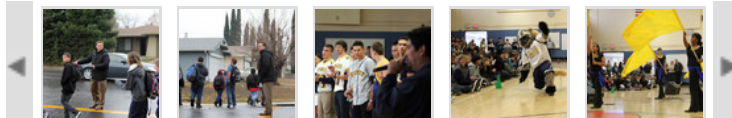
Email me updates about this story. Enter your email address Keep me posted

Recommend 3 Tweet 0 Email Print

Follow comments Submit tip Comment



PHOTOS (9)



Upload Photos and Videos

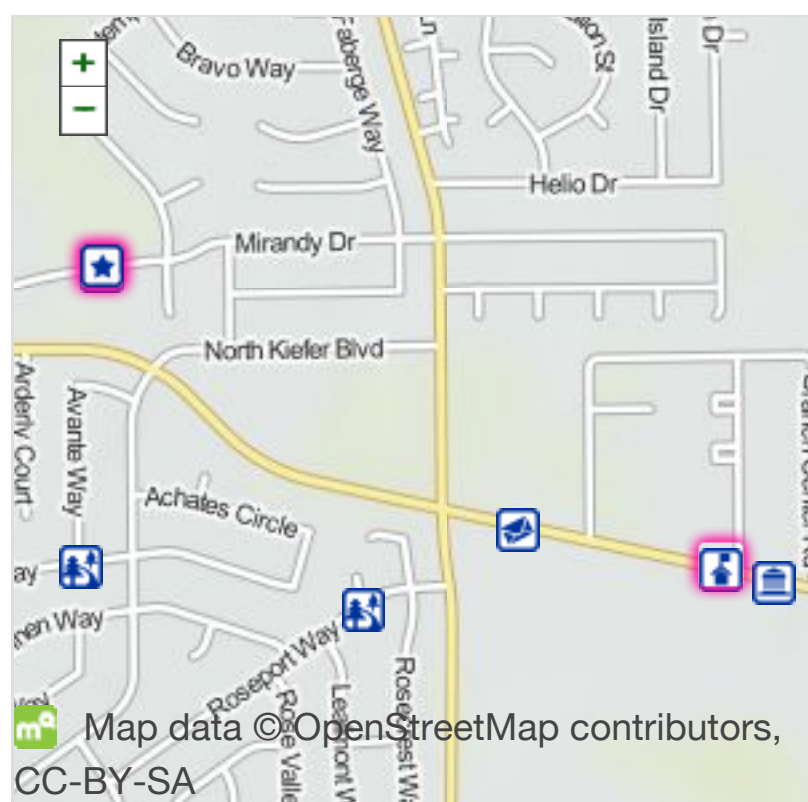
AT&T U-verse TV + Internet save a bundle \$59/mo. for 12 months with 1-year term. Start Saving >

### Sponsored Links

Mom is 53 But Looks 23 California Mom publishes free facelift trick that angered doctors.. WebWeekly-Updates.com

VA Loan Refinance 2.25% 2013 VA Loan Guidelines As Seen On Military Channel ! All Loan Amounts www.VeteranLoanAdministration.com

Refinance Rates at 2.13% \$150K Mortgage for \$581mo. 2.35% APR Lower Your Mortgage Now! mortgage.Lendgo.com



ONE KINGS LANE Find what you love UP TO 70% OFF HOME DECOR—AND MORE SHOP NOW

### IN THIS ARTICLE

Albert Einstein Middle School 9325 Mirandy Dr, Sacramento, CA

Kirkland Named Albert Einstein Principal By Cody Kitaura

Are You Applying for Open Enrollment? Tell Us Why By Cody Kitaura

Rosemont HS Assistant Principal Brann to be Laid Off By Cody Kitaura

Rosemont Students Shuffled by Teacher Relocation By Linda Park

Video: RHS 'Green Academy' Students Participate in Earth Day Celebration By Cody Kitaura

Rosemont High School 9594 Kiefer Blvd, Sacramento, CA

See more >

- SEE MORE ON PATCH Op-Ed: 'If you Close James Marshall we will Homeschool our Children' District Recommends Closure of James W Marshall Elementary Among 10 Others Is Gov. Brown Right to Dole Out Money to Schools Unequally? Video: Pritchett Takes Place on School Board Pritchett Wins School Board Race

Leave a comment [Text Area] Submit

BRAIN TRAINING GAMES Improve your memory "My favorite game is Raindrops! There is something oddly comforting and stimulating about this game." - Mathew, 25 lumosity Play Games

tinyprints THANK You cards

- MOST POPULAR ARTICLES Fatal Shooting Reported in Rosemont Update: Man Killed on Westporter Identified as 21-Year-Old Op-Ed: 'If you Close James Marshall we will Homeschool our Children' District Recommends Closure of James W Marshall Elementary Among 10 Others Will You Watch the 2013 Presidential Inauguration?

## Advertise

Advertise on Patch and reach potential customers in your backyard and beyond. Click here for more information. [Learn more >](#)

## Volunteer

If you want to help local causes, or your cause needs local help, your next click should be right here. [Learn more >](#)

## Contribute

- Send us news tips Put an event on the calendar Announce something to everyone

