



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Enrollment Process

Board Update



Presented by Hitesh Haria

Presented to Oakland Unified Board of Education

September 9, 2015

www.ousd.org



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Purpose of the Session

Purpose

- Reopen conversation on enrollment processes
- Discussion about the current enrollment challenges
- Facilitate discussion on the issue with intentionality of having many more deep engagements on what success looks like and how we get there.

- What this meeting is not:
 - Recommendations of changes to the Policy
 - About Common Enrollment

Current Policy and Administrative Regulations

Board Policy BP 5116.1 - Intradistrict Open Enrollment:

“The parents/guardians of any student who resides within district boundaries may apply to enroll their child in any district school, regardless of the location of residence within the district”.

Administrative Rules 5116 - School Attendance Boundaries

“neighborhood siblings will receive first priority, then other neighborhood students, then outside neighborhood siblings, then PI status, and then lottery.”

“must participate in the Intradistrict Open Enrollment process by completing an application listing their neighborhood school within the Intradistrict Open Enrollment window. Upon assignment, they must confirm their enrollment by the May confirmation date or forfeit their enrollment. Priority is given first to neighborhood siblings, then other neighborhood students.”

Brief History

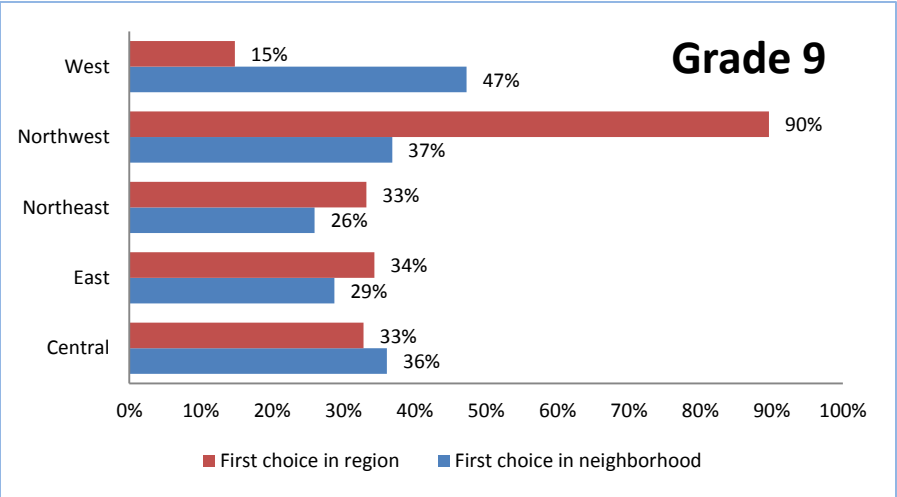
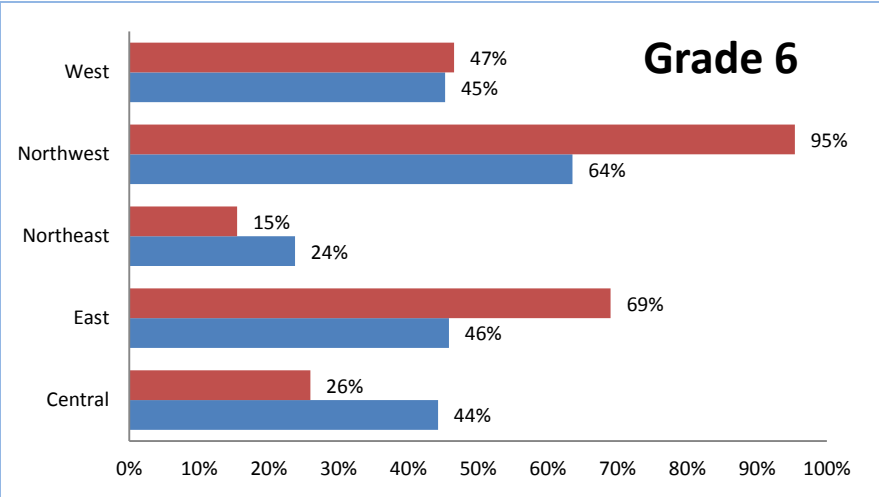
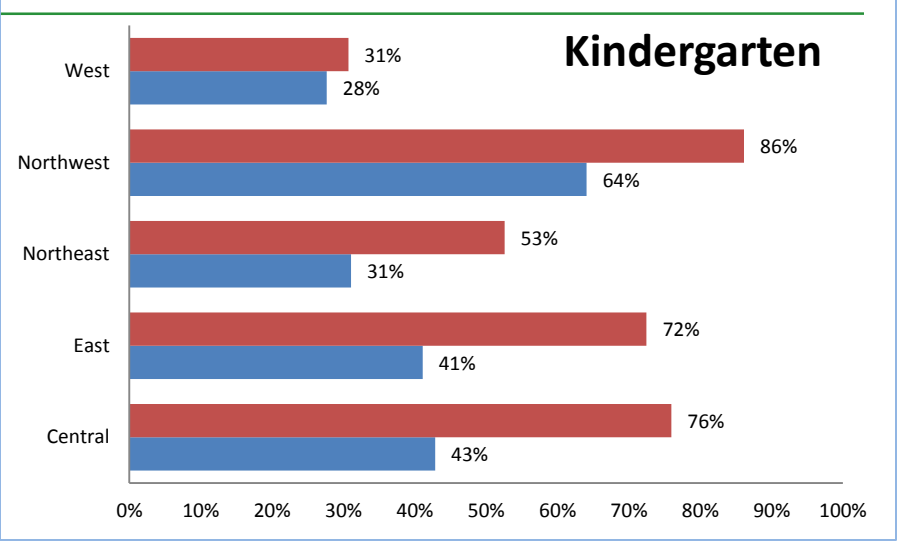
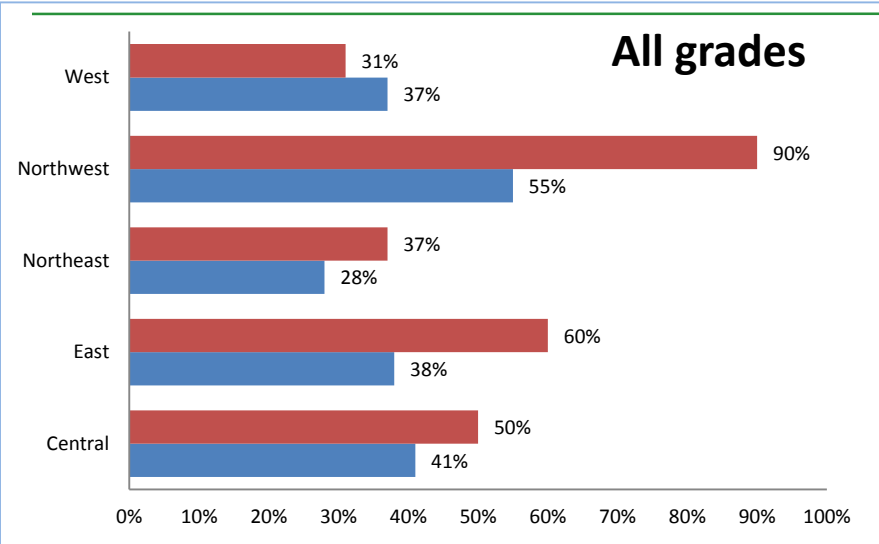
- Policy 5116 – Policy date 12/6/07
 - Policy last done 12 years ago – Needs Updating
- Update to the Board 4/14/2015
 - “Demystifying student assignment”
- School Enrollment Process - 08/2015
 - Observations
 - Proactive Assistance (Tent, Water, Staffing, etc.)
 - Online Registrations
 - Family Experience – Frustration, wait list

Data

- SRA data in April 2015
 - School Choice
 - Enrollment Projections
 - Highest number of first choice applications
 - Lowest number of choice applications

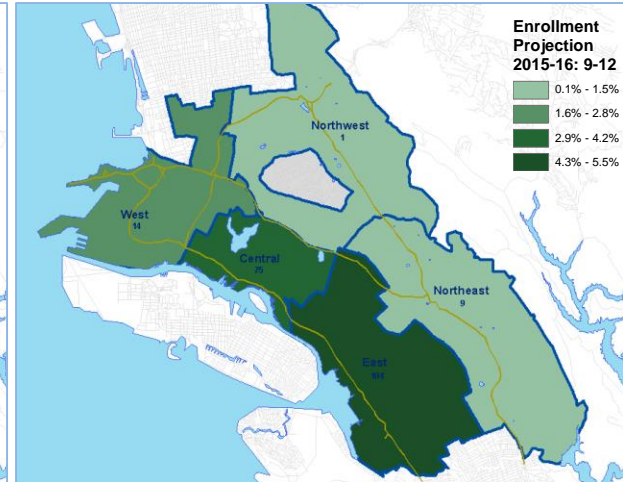
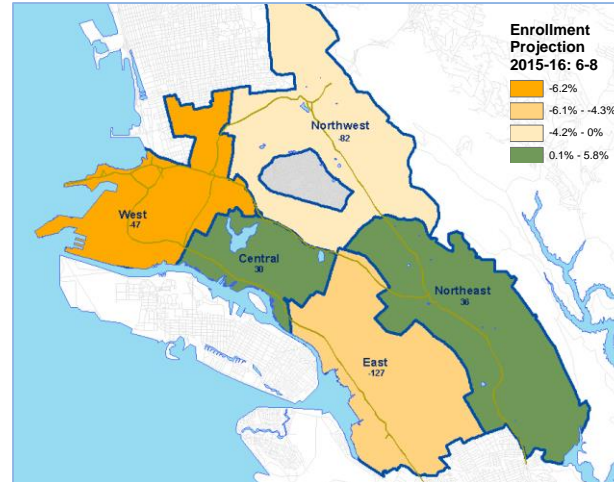
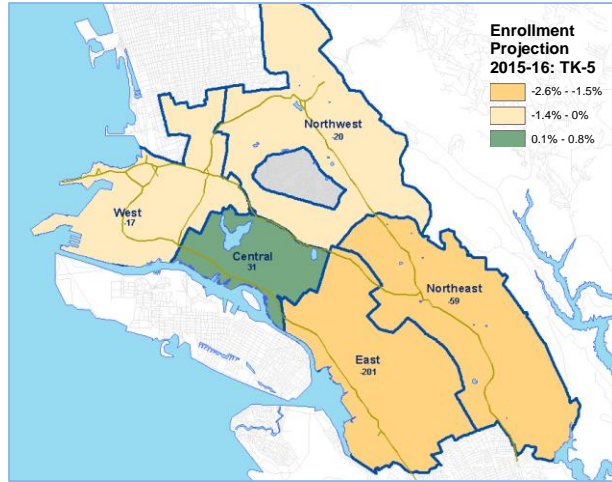
School choice

Families choosing a school in their **neighborhood** or **region** as their first choice



Includes on-time applications, which go through the lottery process, as well as late applications received before early August.
 Note: OUSD school choice process only applies to district-run schools.

Students: Enrollment Projection



- **TK-5** 2015-16 overall enrollment in district-run schools will decrease district wide by 266 students, a 1.1% decline.

- **All regions** will decline, except **Central**, which is expected to increase by 31 (0.8%) students.

- **Grades 6-8** 2015-16 overall enrollment in district-run schools will decrease district wide by 190 students, a 0.6% decline.

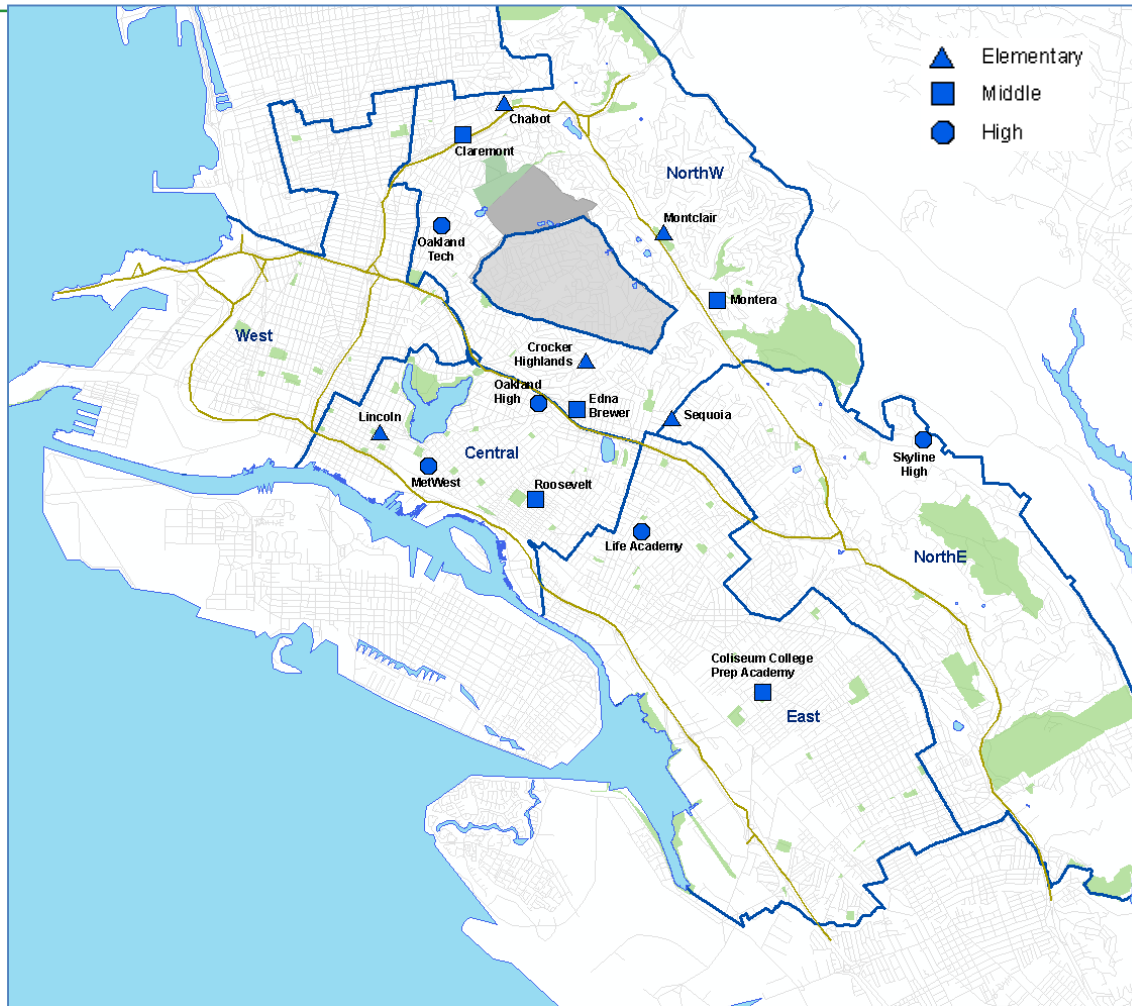
- **East, Northwest** and **West** regions combined will decline by 256 (-4.8%).

- **Central** and **Northeast** regions are expected to increase by 66 (5.6%) students.

- **Grades 9-12** 2015-16 overall enrollment in district-run schools will increase district wide by 203 students, a 2.4% increase.

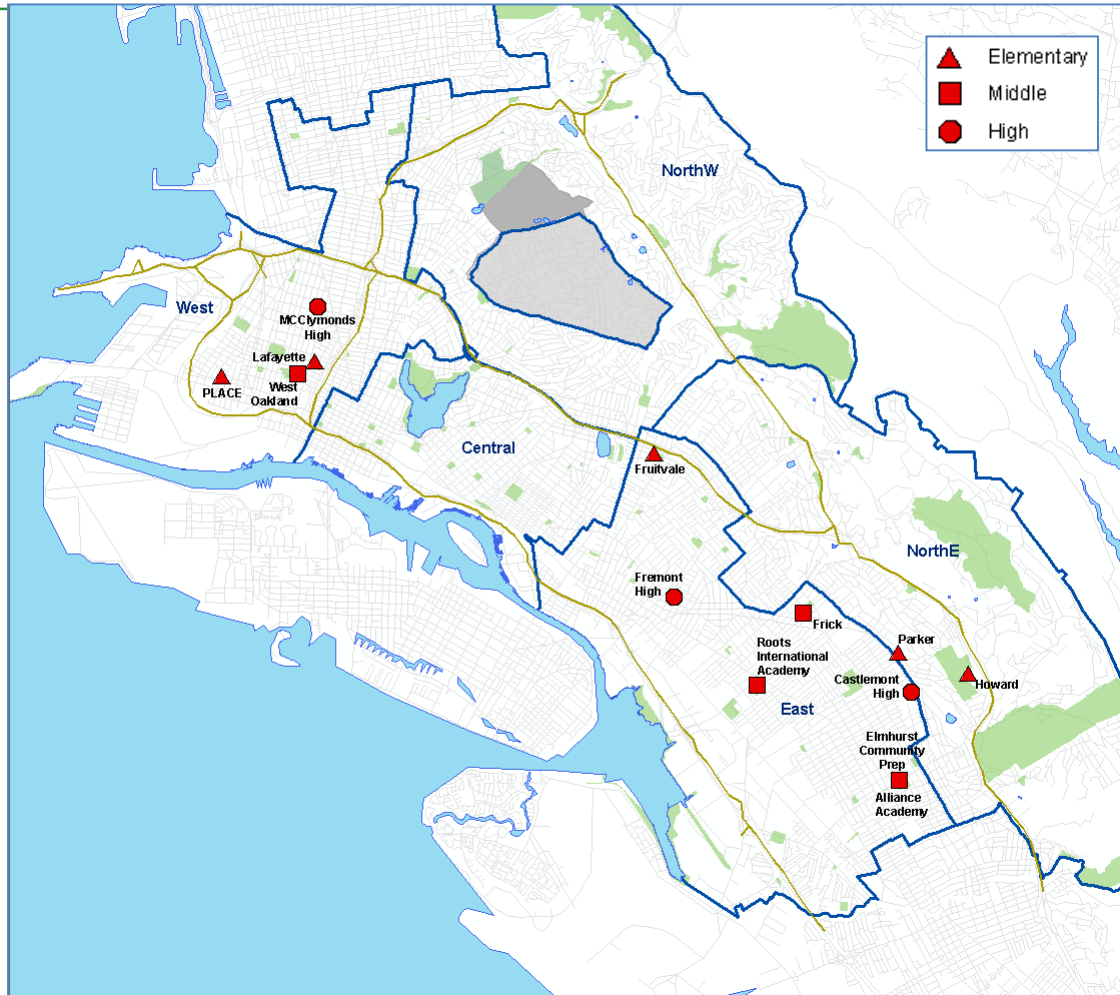
- **All regions** will increase, with the greatest growth expected in the **East** and **Central** regions, increasing by 179 (4.8%) students.

Schools* with the **highest** number of first-choice applications



* Note: OUSD school choice process only applies to district-run schools.

Schools* with the **lowest** number of first-choice applications



* Note: OUSD school choice process only applies to district-run schools.

Current Problem

- How to ensure an equitable and transparent enrollment process that provides parents meaningful information about all of our schools, their programs, and assets and challenges so that they make informed decisions about which schools are best for their children to attend, learn, and grow?
- What's are the prioritizations to consider?
- What's the role of integration as we address this work?
- What's the role of feeder patterns?
- How do we streamline the enrollment and registration process to improve the experience for our stakeholders?
- What are the benefits and challenges related to a common enrollment system for families

Context

- Current enrollment system supporting 86 District schools
- Located at Lakeview (746 Grand Ave, Oakland)
- Difficult for families from East and Far East Oakland to get to Lakeview
- Paper driven process for families
- Transparency on lottery and wait list processes
- Communication with office and school decisions
- Market our schools
- 100+ schools in Oakland – Parents have kids in both

We need to urgently improve our enrollment process

Definitions

**Enrollment,
Student Assignment,
and Registration
each require
different processes**

Enrollment: The process of entering a new student into the district.

Student Assignment: The process of assigning a student to a district school

Registration: The process of assigning a student to a class or course at a particular district school

Map



Options

Rigorous Academic Programs

- STEAM
- Foreign Language

School Availability

- High Performance Options
- Linked Learning/Career Pathways

Priority Enrollment

- Increased Enrollment
- Keep Oakland Families In Oakland

Incent families to stay in Oakland



Benefits & Risks

Benefits

- Improved options process
- Increased parental satisfaction with enrollment process
- Fair Process
- Transparent
- Easy to do
- First Impressions
- Raving Fan Experience

Risks

- Consistent application of Policy
- No exceptions
- Limited space in popular schools
- Too long waiting period
- Intensive investment
- Common enrollment
 - Sufficient buy in and need

Stakeholders



Discussion

- How will they be engaged in helping arrive at a solution?
- Other interested stakeholders
- Plan engagement before solutions



Alignment With Mission

OUSD will build a Full Service Community School District focused on high academic achievement while serving the whole child, eliminating inequity, and providing each child with excellent teachers, every day.

- To provide each child with choices of high academic achievement in equitable school selection
- To provide complete transparency in the process
- Clear prioritization – neighborhood, siblings, feeder, employee, lottery
- Convenience for families
- Marketing of school options



Alignment With Mission

All OUSD students will find joy in the academic experience while graduating with the skills to ensure they are caring, competent, fully informed critical thinkers who are prepared for college, career, and community success.

- Help families enjoy the registration experience
- Providing high quality options for our families
- Create great “first impression”
- Create “raving fans”

Educated Oakland = Community Success



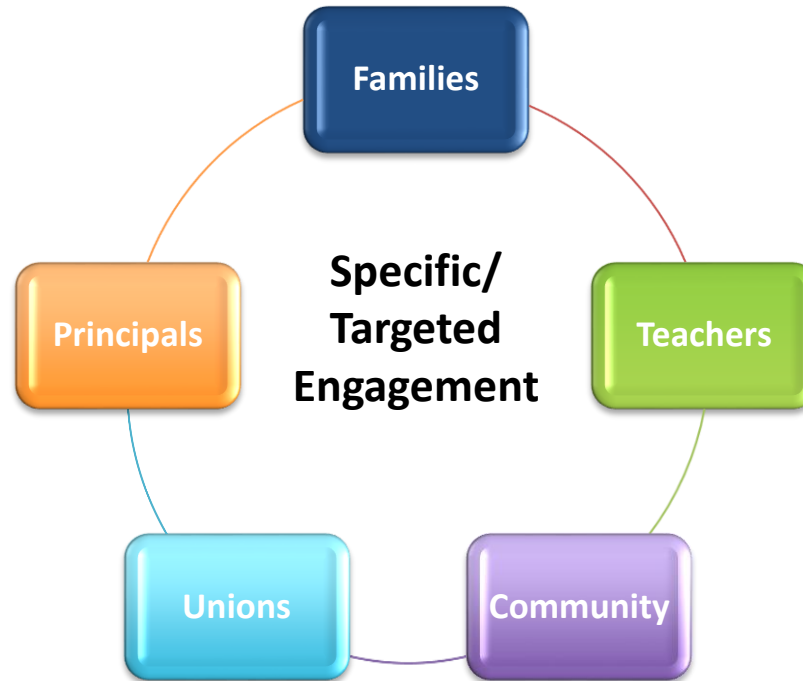
Communications Timeline



RACI

Action Items	R	A	C	I
Stakeholder Engagement	Communications	COO	Student Assignment/Quality Schools	SLT
Policy Revision	Student Assignment	COO/General Council	Research/Quality Schools	Board/SLT
Feeder Patterns & Academic Programs	Chief Schools/Academics	COO/Student Assignment	Networks	Board/SLT
Enrollment Options Guide	Communications	Student Assignment/COO	Networks	COO
Process Mapping & Reengineering	Student Assignment	Student Assignment	Research/COO	COO/SLT
Organizational Structure/Staffing	Student Assignment/COO	COO/ Talent	Talent	SLT
Budget	COO/Student Assignment	Finance	Student Assignment	Communications
Locations	Facilities	COO	Student Assignment/Communications	SLT/Board
Systems implementation	Student Assignment /IT	COO	Research	Communications
Common Enrollment	TBD	Quality Schools	Student Assignment /Other Schools	Communications

Communication Plan



Communication Platforms:

- Thrive, Positively OUSD, OUSD Works, Social Media, Community Engagements
- Print and News Media
- Talking points and FAQ to be developed

EVERY STUDENT THRIVES!



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