

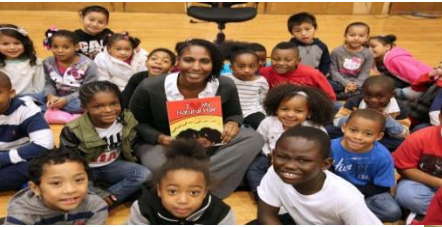


OAKLAND UNIFIED
SCHOOL DISTRICT

Community Schools, Thriving Students

Enrollment Stabilization Policy Update

April 13, 2022



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Ask of the Board

- Receive update on the implementation of Board Policy 5115 – Enrollment Stabilization (“BP 5115”)
- Provide feedback on next steps and implementation

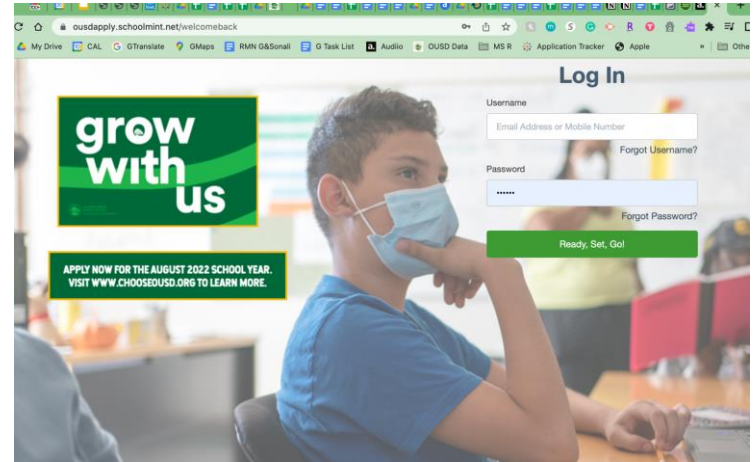
Bright Spots

- 75% of (22-23) offers have been accepted (3.30)
- Increased application rates at TK-K
- Largest Increase in demand at K, Middle, and High School: Fruitvale, UFSA, Fremont!
- East to West, 5-7 Welcome schools have seen increased demand
- Launch of new network marketing campaigns, Town Sprouts OUSD and The Link OUSD
- Launch of [“Learning is Growing. Grow with Us”] campaign citywide!



Background and Outline

- Board approved BP 5115 on April 28, 2021
- Estimated funding of ~\$1.5 million annually (from AB 1505)
- Today: updates on key sections of the policy
 - District Office Supports
 - Re-entering the Conversation
 - Shared Responsibility for Enrollment Stability



Let's Go! Personnel & Jumping in

JANAN LUU

CONTENT CREATOR, YOUTH WORKER
OUSD ALUM
@TOWNSPROUTSOUSD



PERRY GREEN

ORGANIZER & DEBATE COACH
@THELINKOUSD

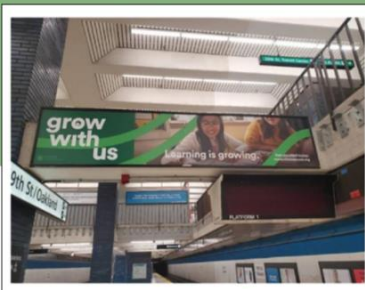


Re-entering the Conversation

ONLINE ADS

510 FAMILIES
EAST BAY TIMES
EAST BAY EXPRESS
PARENT PRESS
THE OAKLANDSIDE

IMPRESSIONS: 450,000+
CLICKS: 1900+



TRADITIONAL

OUTFRONT MEDIA
REACH: 12 LOCATIONS
(WEST & EAST
OAKLAND)

BILLBOARDS
BART
BUS

SOCIAL MEDIA

IMPRESSIONS: 105,560
CLICKS: 2,900+

Tools for Schools & Next Steps

- SPSA
- Rubric
- Toolkit
- Building School Site Capacity
- Intent-to-return forms

SPSA - School Site Enrollment Plan

Directions: Please review the [Enrollment Strategy Rubric](#) to support your reflection and planning for your site's recruitment strategy. Below, review your projections for the upcoming year and consider your short term and long term goals around recruitment and sizing. Fill in columns B, D, and F for your appropriate grade levels.

Current Enrollment Projections		Optimal 2022-23 Enrollment Goals		3-5 Year Enrollment Goal	
<i>(Refer to your 22-23 projections email sent 12/3/21.)</i>		<i>(Does your projection reflect where you want your school/grade size to be?)</i>		<i>(If you have plans/wishes to grow your programming, where would you like to see it in 3-5 years?)</i>	
Grade	22-23 Projection	Grade	22-23 Goal	Grade	3-5 Year Goal
TK		TK		TK	
K		K		K	
Grade 1		Grade 1		Grade 1	
Grade 2		Grade 2		Grade 2	
Grade 3		Grade 3		Grade 3	
Grade 4		Grade 4		Grade 4	
Grade 5		Grade 5		Grade 5	
Grade 6	80	Grade 6	96	Grade 6	120
Grade 7	90	Grade 7	96	Grade 7	120
Grade 8	93	Grade 8	96	Grade 8	120
Grade 9		Grade 9		Grade 9	
Grade 10		Grade 10		Grade 10	
Grade 11		Grade 11		Grade 11	
Grade 12		Grade 12		Grade 12	
Total	263	Total	288	Total	360

Reflection on Enrollment Trends and/or Changes from Previous Year	Key Outreach & Engagement Activities for Upcoming Year <i>(List at least two with approximate dates)</i>	Qualitative/Narrative Enrollment Goals <i>Goals around any of these specific factors: Neighborhood, Demographics, Grade, SDC</i>	Enrollment Team Members
<p>Example:</p> <ul style="list-style-type: none"> - We are enrolling more neighborhood students, students from "x" school - We lost a handful of students in 7th grade, maybe due to: - We could do better at reaching out to 5th grade teachers sooner and getting them excited about our programs 	<p>Example:</p> <ul style="list-style-type: none"> - Student walking tour (November 1) - Virtual Family Tour (November 15th) - Open house (November 20, 24th) 	<p>Example:</p> <ul style="list-style-type: none"> - We've noticed an increase of Arabic-speaking families in the neighborhood and want to make sure our enrollment reflects this. We plan to do some community walks to engage with store-owners and hope to build partnerships that will improve our awareness and service to this particular group 	<p>Example:</p> <ul style="list-style-type: none"> - CSM Barbara Walters - AP Bruce Wayne
<p>Response:</p> <p>With the close of EPIC, we received a handful of new students during the past year across all grade levels. We expect them to stay and understand even some siblings may be joining for the next year. Nonetheless, with the pandemic, we saw a significant decline at grade 6 and 8 and are not sure whether this will revert back to traditional patterns in the next year. We also participated in our first virtual tour</p>	<p>Response:</p> <ul style="list-style-type: none"> - Tk open house every other Tuesday morning starting Nov 5 - Virtual Family Tour November 15 	<p>Response:</p> <ul style="list-style-type: none"> - We've noticed an increase of Arabic-speaking families in the neighborhood and want to make sure our enrollment reflects this. We plan to do some community walks to engage with store-owners and hope to build partnerships that will improve our awareness and service to this particular group 	<p>Response:</p> <ul style="list-style-type: none"> - CSM Alfred Pennworth - AP Bruce Wayne



Quality Schools in Every Neighborhood!



**OAKLAND UNIFIED
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1000 Broadway, Suite 300, Oakland, CA 94607

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Appendix - Investments (as of 3.31)

Breakdown of Investments

Equipment

1.7%

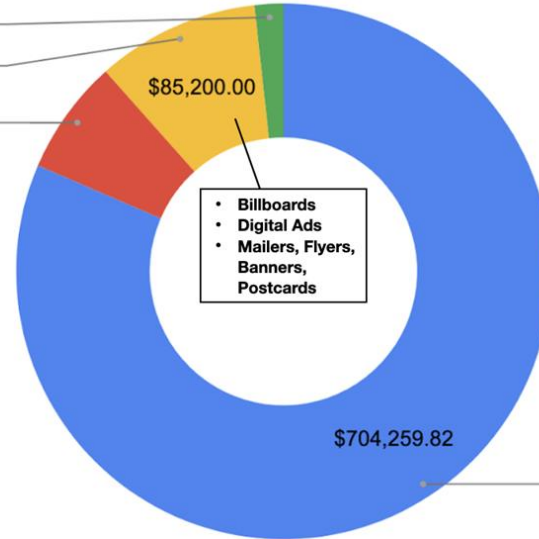
Advertising & Ad Materials

9.9%

Consultants & Contracts

6.9%

- 510Media
- Focus Groups
- Grow with Us Campaign



- Billboards
- Digital Ads
- Mailers, Flyers, Banners, Postcards

Total Spending so far:
\$844,460

PERSONNEL

- Student Welcome Center**
 - 3 Staff Members
- Enrollment Marketing**
 - 3 Members
- Webmaster/(Shared with Comms)**
 - 40%

Personnel
81.5%

Appendix - School Resources - Toolkit and Rubric

- [School Site Marketing/Enrollment Toolkit](#)

Appendix - Board Policy

- [Board Policy Language](#)