



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Enrollment Improvements Program: Year 3 Middle School Enrollment Campaign

**Superintendent Work Plan
Fiscal Vitality: Goal 1D Revenue Generation**



Presented by Valerie Goode, Deputy Chief of Communications

September 26, 2018

www.ousd.org



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Presentation Objectives



- Initiate a multi year enrollment campaign
- Review high level actions & milestones for 2018-2019
- Obtain feedback from Board and community members

Goals



1. Develop and implement an enrollment campaign to promote OUSD Middle Schools

1. Contribute to increasing & stabilizing enrollment

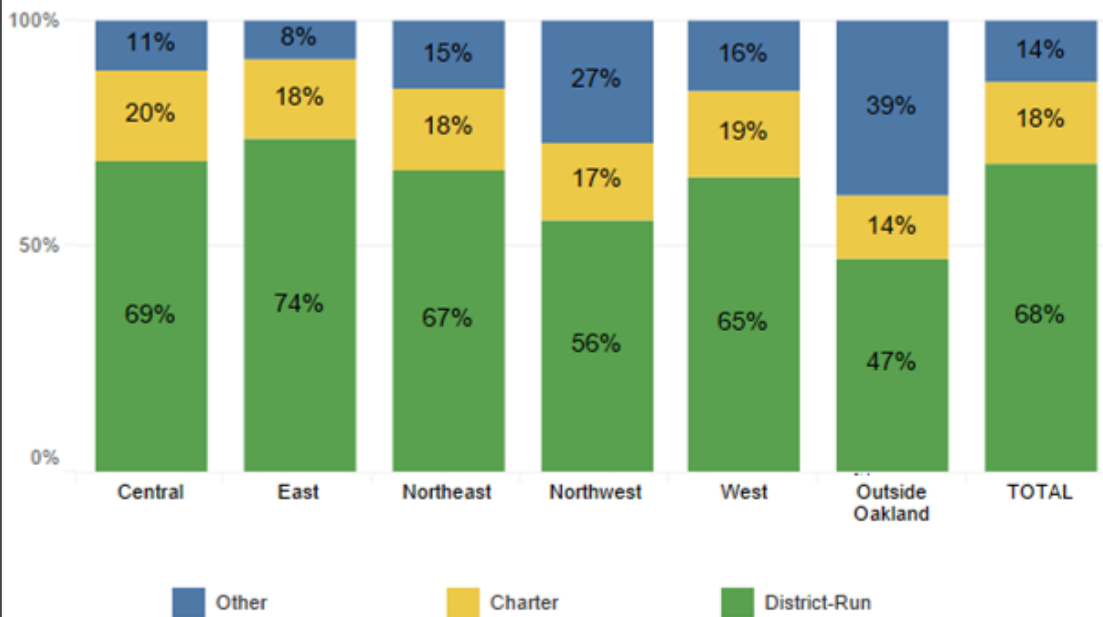




Gains & Opportunity for Growth

OUSD SRA 2017-2018 Attrition/Transition Data From Grade 5 (2016-2017) to Grade 6 (2017-2018)

Transition: All Ethnicities grade 5 students in OUSD district-run schools - what kind of school did they enroll in for next grade?



→ The Grade 5 to 6 attrition rate Decreased by 2pp from the 2016-17 to the 2017-18 school year.

→ 14% of students from district-run elementary schools enrolled in private school, home schools, or outside of Oakland for grade 6

→ 18% of students from district-run elementary schools enrolled in Charters schools for grade 6

Source: www.ousddata.org Strategic Regional Analysis Attrition Transition Dashboards 2017-2018





Regional Attrition/Transition Data

Northwest Oakland

- 56% transition to OUSD
- 27% transition to other schools (including private schools, other districts, homeschool, etc.)
- 17% transition to charters

North East Oakland - Grade 5

- 67% transition to OUSD
- 18% transition to charter schools
- 15% transition to other schools

West Oakland

- 65% Transition to OUSD
- 19% transition to charters
- 16% transition to other schools

East Oakland - Grade 5

- 76% transition to OUSD
- 18% transition to charters
- 8% transition to other schools

Central Oakland

- 69% transition to OUSD
- 20% transition to charters
- 11% transition to other schools



Theory of Change

Increase Middle School Enrollment

Change Narratives

- Macro strategies to benefit all MS (shifting beliefs about OUSD MS)
- Micro strategies (regional focus)
- Align outreach efforts with Superintendent work plan goal 3e: increase trust and credibility with families and communities.

Marketing & Outreach

Enrollment Process/Policy

Enrollment Improvements Program Year 3, led by the Office of Enrollment & Registration

City Wide Community of Schools 5 Year Plan

Program changes, Feeder Pattern, Policy changes, Blueprint for Quality Community Schools Action Plan, Facilities plans, SSD, & other cross functional teams,

Quality Academic Programs

Continuous School Improvement Teams





Regenerative Planning Cycle



Photo source: <http://www.oaklandphoto.org/neighborhoods/#/leona-heights/>



2018-2019 Milestones



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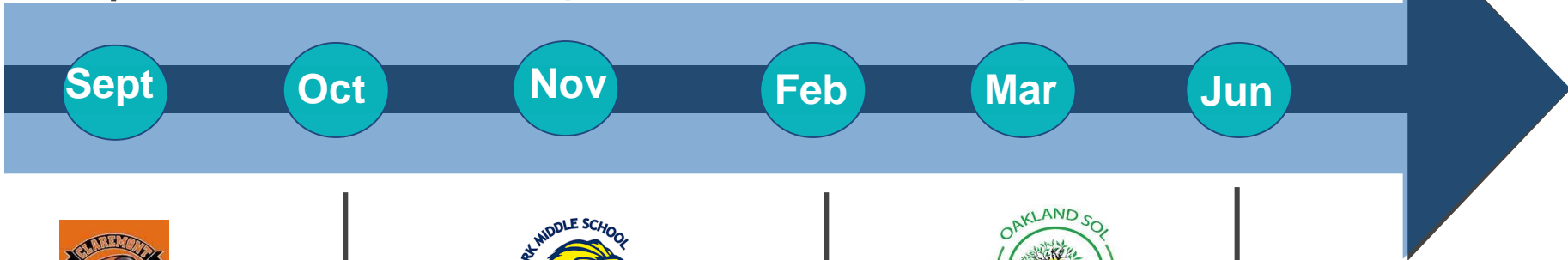
Start 3 year planning



Pilot Micro Level Strategies



Start 2019-2020 Implementation



Sept

Oct

Nov

Feb

Mar

Jun



Launch Macro Level Marketing (Social media, Mailers, Emails, calls etc.)

Present 3 year Plan

Report 2018-2019 Results



Program Highlights



**OAKLAND UNIFIED
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Community Schools, Thriving Students



*UPA Grade 6 Presidio *WILD Camping Trip*



*UPA Grade 7 Pt. Reyes *WILD Camping Trip*



*UPA Grade 8 Big Basin *WILD Camping Trip*

**Wilderness, Independence, Leadership Development Program*



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1000 Broadway, Suite 680, Oakland, CA 94607

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Contact us for additional information [optional contact area]
Phone: 510.555.5555 | Email: info@ousd.org



Appendix



RACI



RACI	
Role	Name, Title
Accountable	Curtiss Sarikey, Chief of Staff
Responsible	Valerie Goode, Deputy Chief of Communications
Collaborator	<p>Middle School Leaders & Staff, Students, Community Partners, Mark Triplett, MS Network Superintendent Linda Pulido-Esquivel, Middle School Network Partner LaResha Martin, Network 4 Superintendent Preston Thomas, HS Network Superintendent Chris Chatmon, Deputy Chief Office of Equity Jerome Gourdine, Director Student Achievement Andrea Bustamante, Executive Director Community Schools Student Services Charles Wilson, Executive Director of Enrollment & Registration Jean Wing, Executive Director of Research, Assessment & Data Susan Radke, Data Analyst Tim White, Deputy Chief of Facilities Ericka Doolittle, Publications Manager Manisha Patel, Project Manager</p>
Informed	Oakland families, Advisory Team, Core Team, Board Community organizations

Overall Enrollment Data 2017-2018



- District-run school enrollment increased from 2016-17 by 232/+0.06% students to 36,900*; comprising 69%/-1pp** of Oakland public school students.
- Charter school enrollment increased by 505/+3% to 15,977; comprising 31%/+1pp of Oakland public school students.

Overall Oakland public school enrollment increased from 2016-17 to 2017-18 by 674/+1.3%

Source: www.ousddata.org OUSD Strategic Regional Analysis, Executive Summary 2017-2018





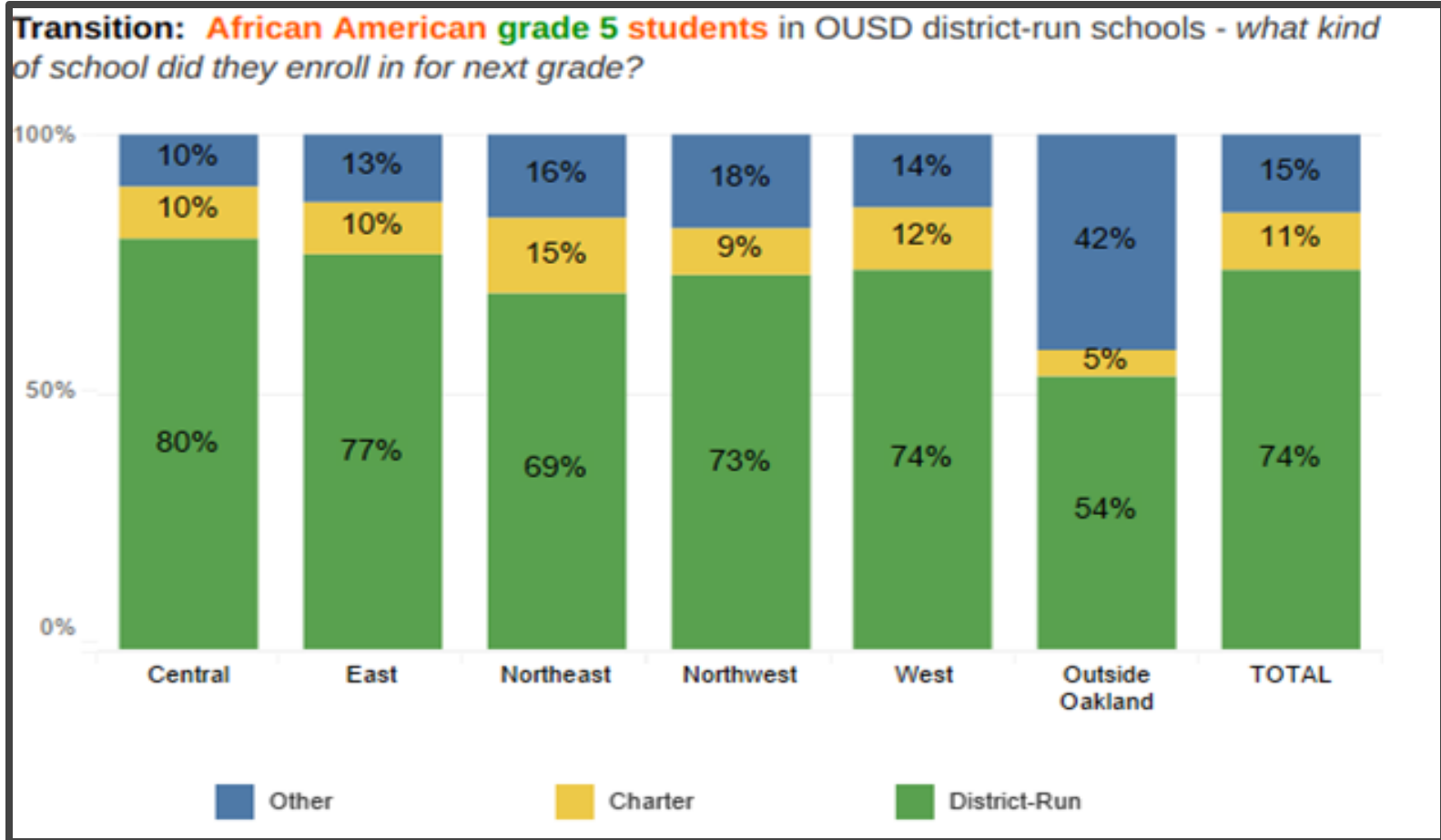
Historic Enrollment Data

School Year	Grade	# of Students Enrolled in 5th grade that enrolled in grade 6	From Grade 5 to 6 enrollment
2012-2013	5	3,082	Decreased by 413 students
2013-2014	6	2,669	
2013-2014	5	3,174	Decreased by 1,092 students
2014-2015	6	2,082	
2014-2015	5	3,093	Decreased by 1,032 students
2015-2016	6	2,061	
2015-2016	5	3,110	Decreased by 1,097 students
2016-2017	6	2,013	
2016-2017	5	3,226	Decreased by 1,079 students; but the rate of attrition also decreased (more rising 5th grade student choose an OUSD MS.)
2017-2018	6	2,147	

Source: www.ousddata.org

Attrition/Transition Data

African American Students

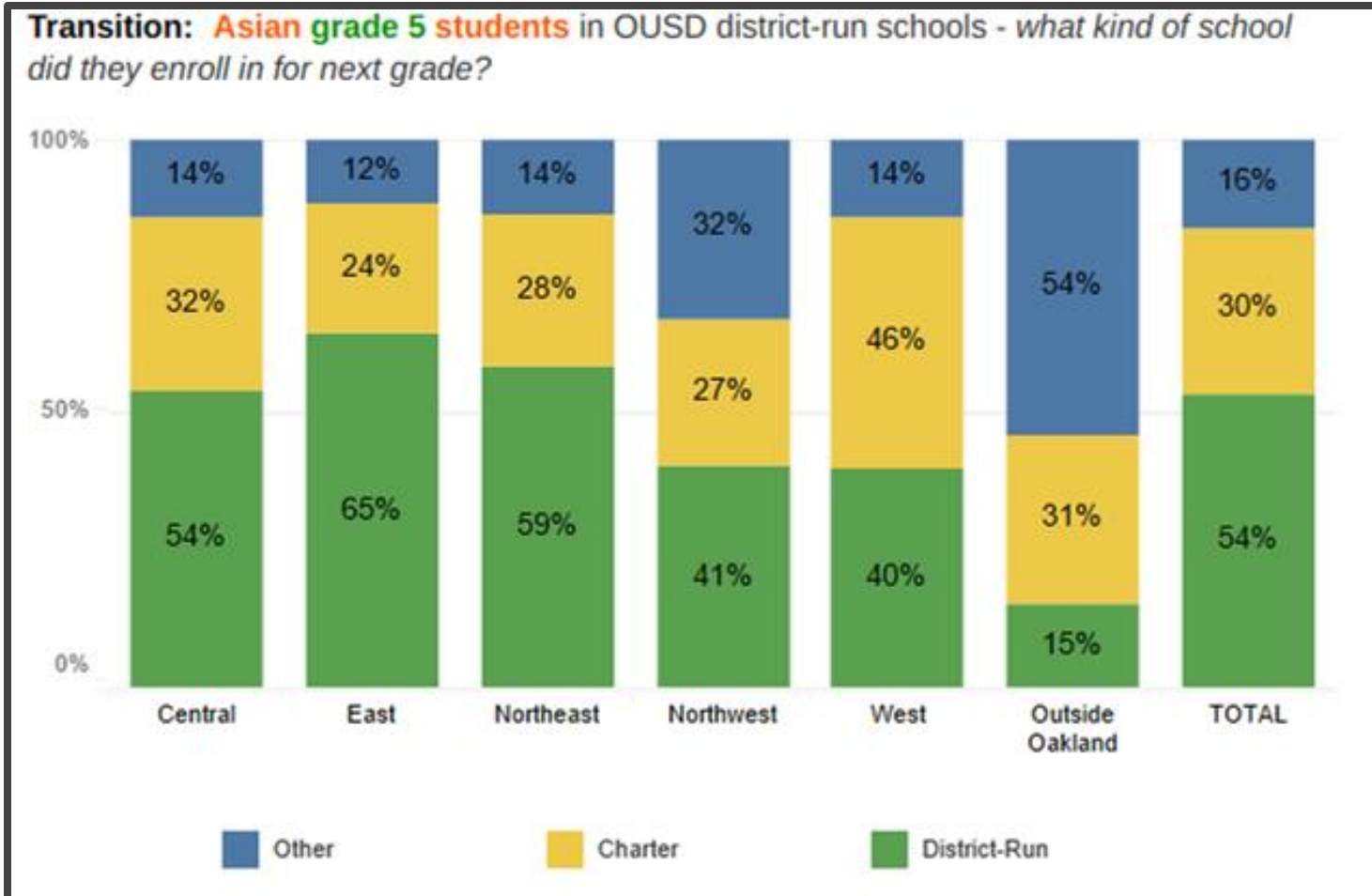


Source: www.ousddata.org



Attrition/Transition Data

Asian Students

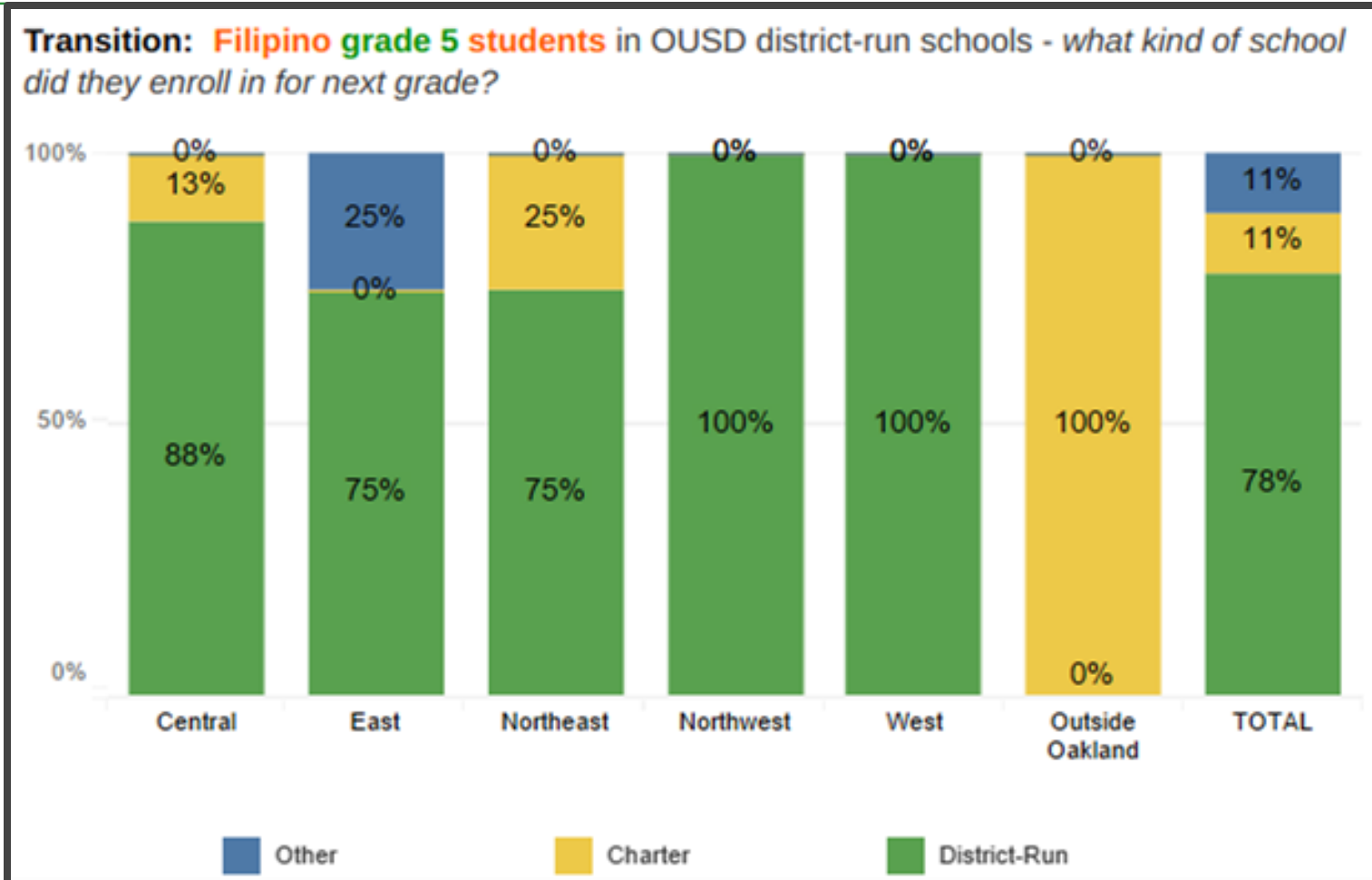


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

Filipino Students

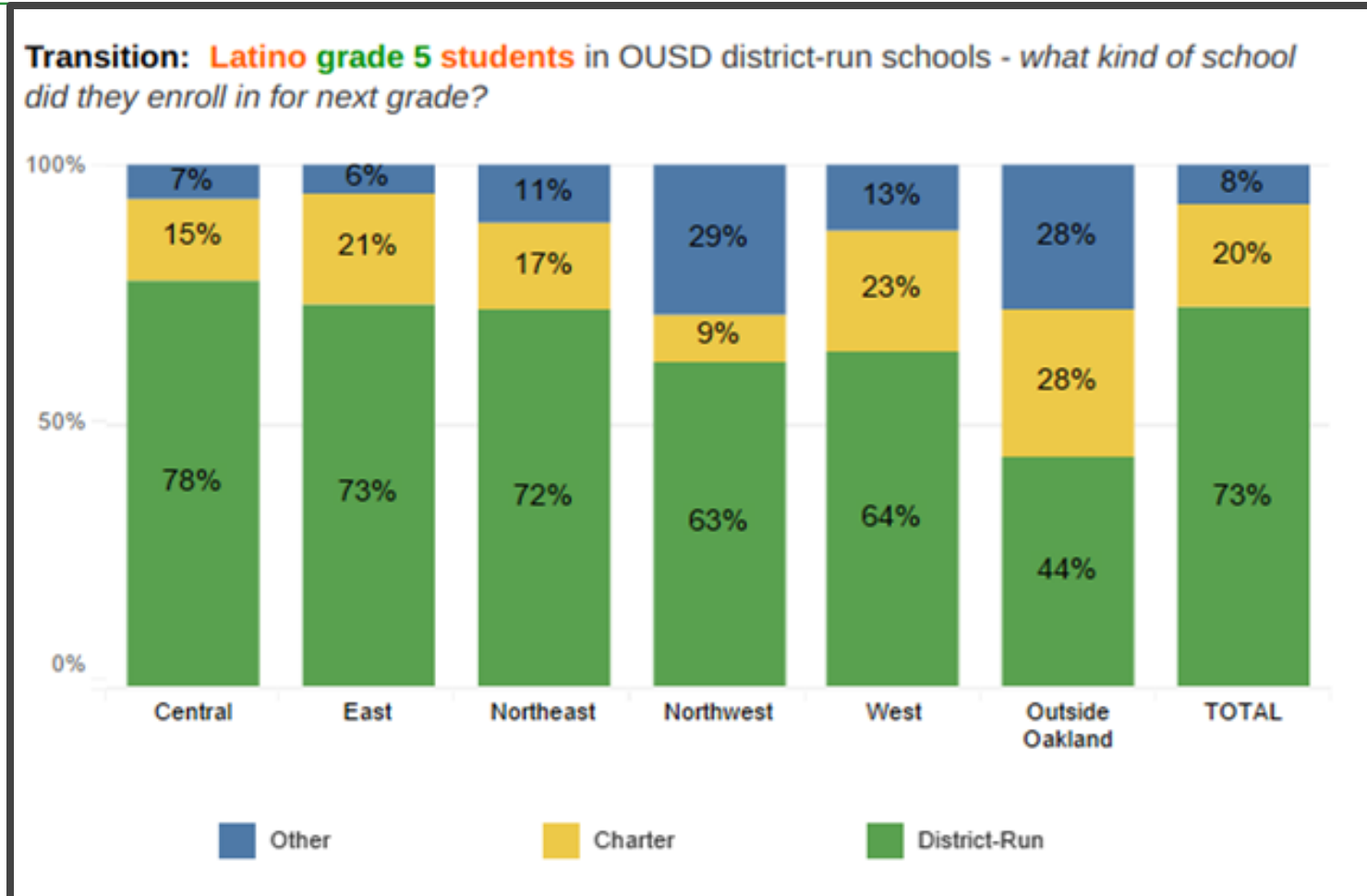


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

Latino Students

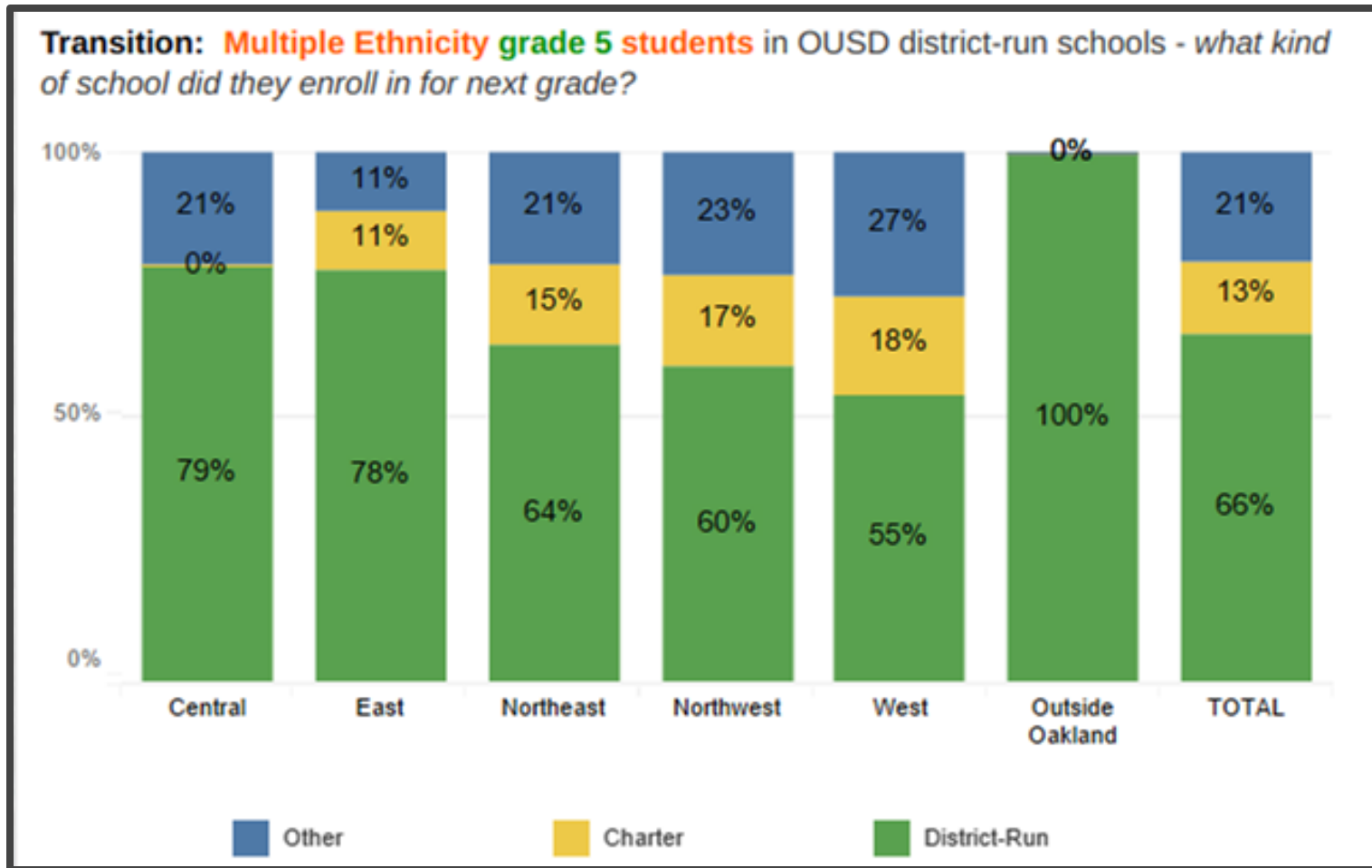


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

Multi Ethnicity Students

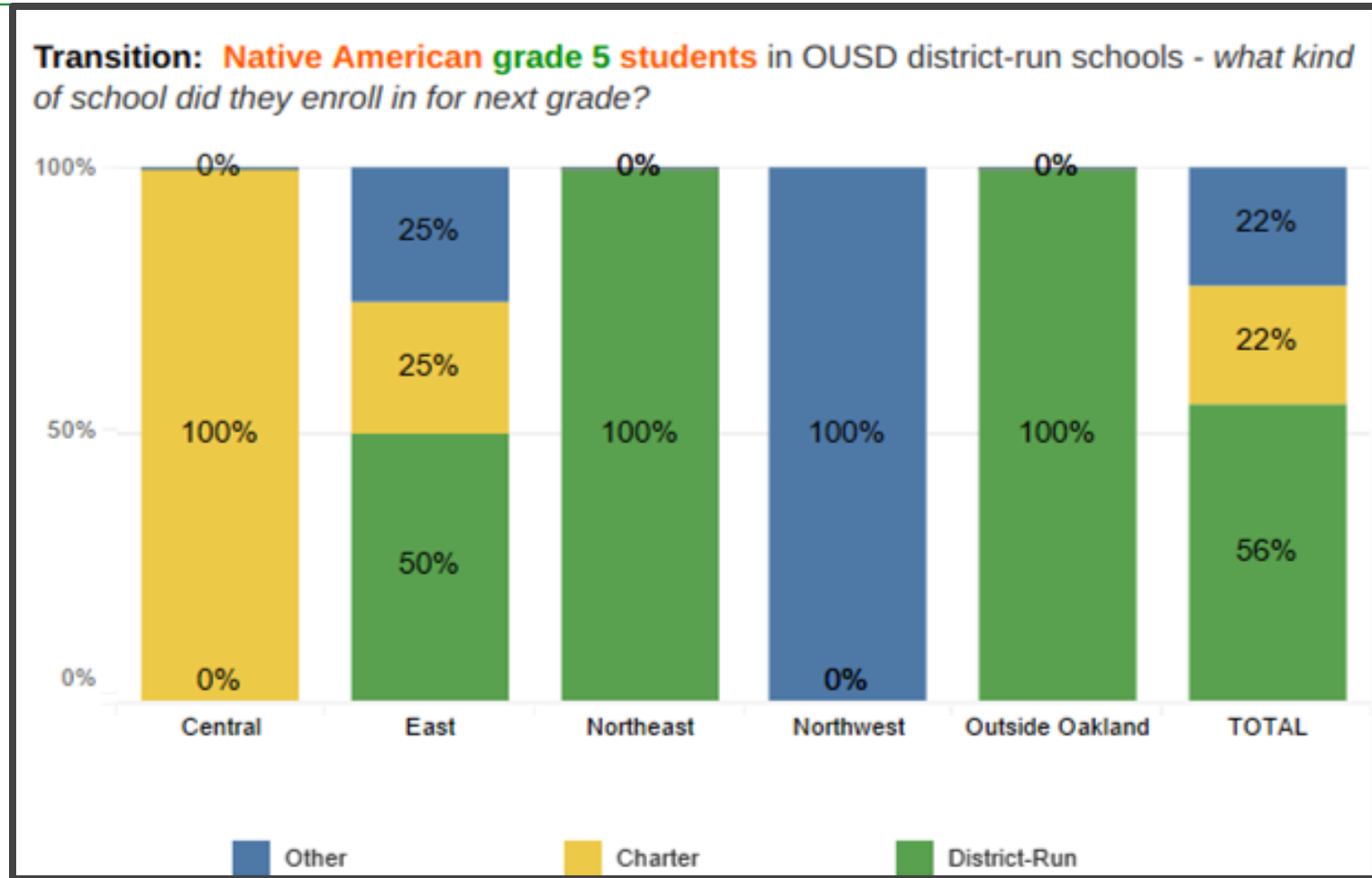


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

Native American Students

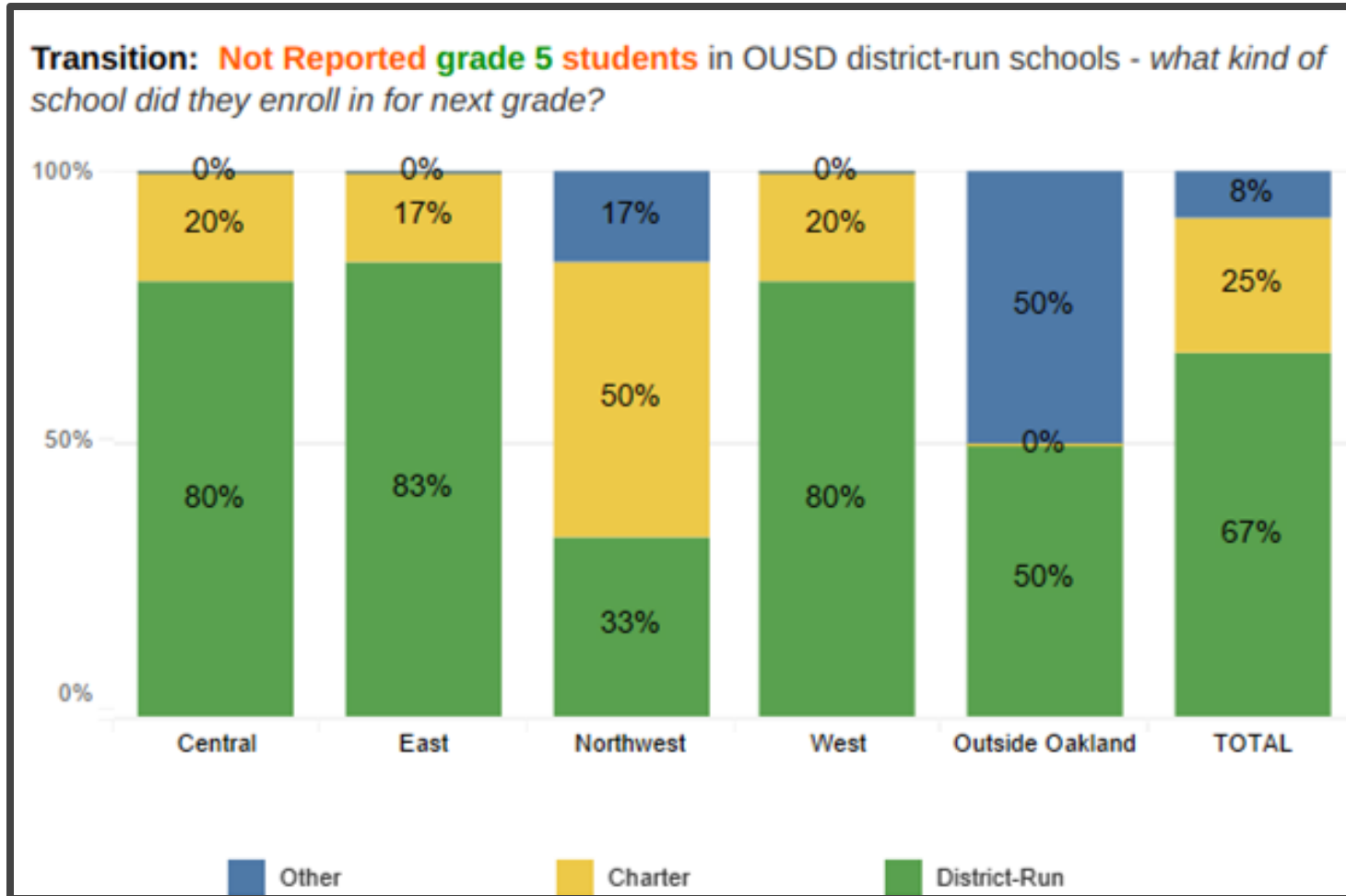


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

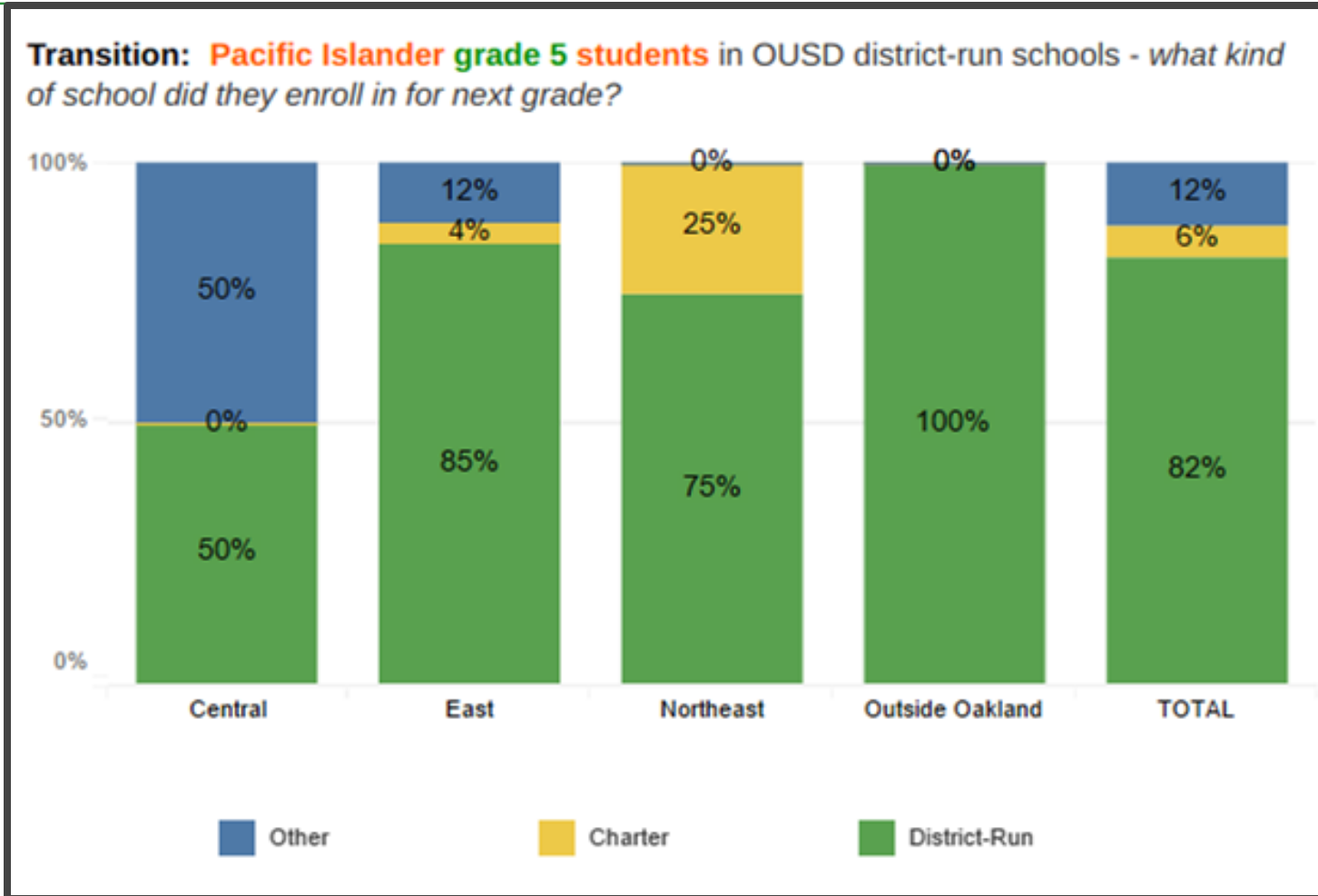
Not Reported Ethnicity



Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data Pacific Islander Students

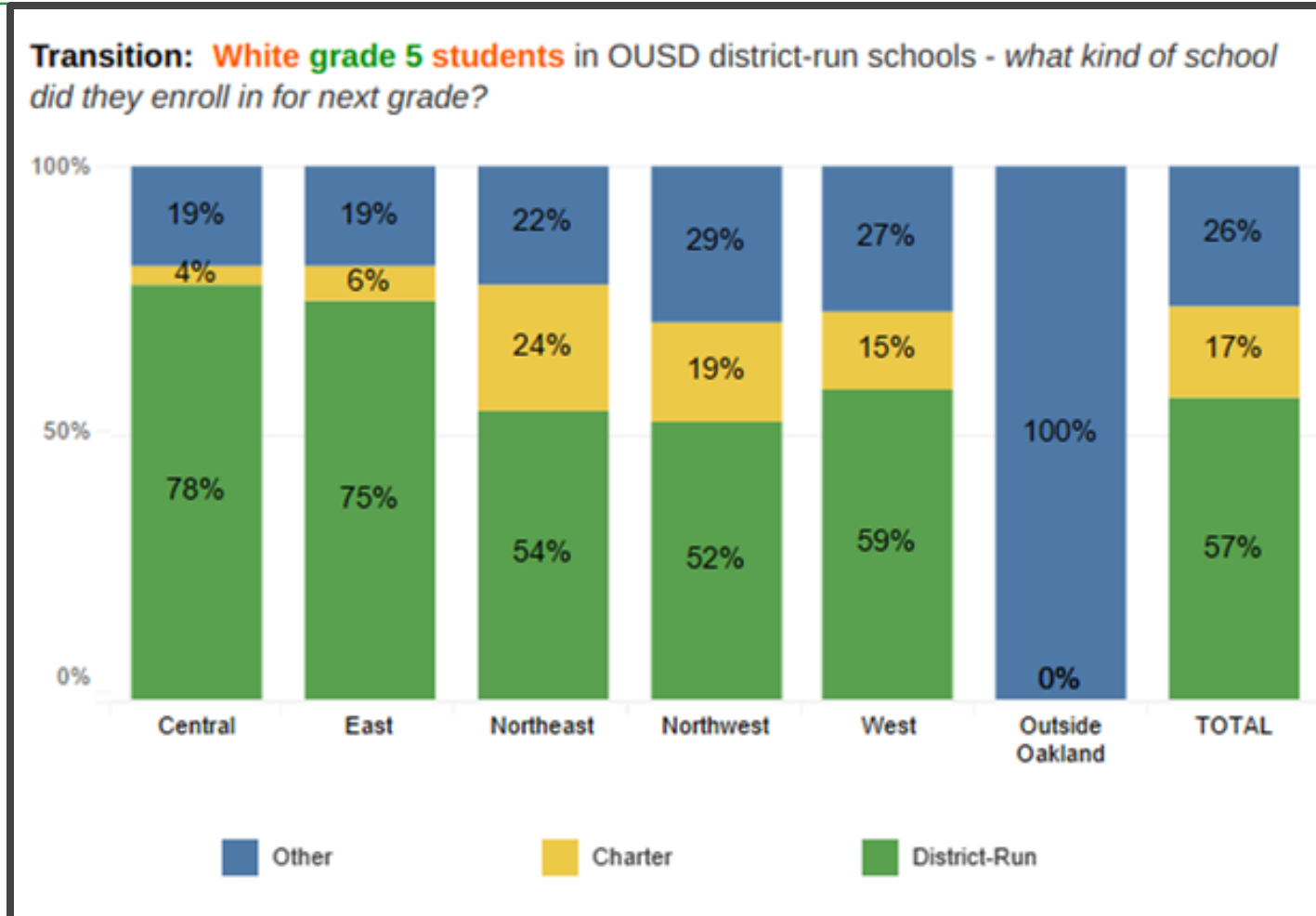


Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018



Attrition/Transition Data

White Students



Source: www.ousddata.org OUSD Strategic Regional Analysis Attrition Transition Dashboards 2017-2018

