



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Superintendent's Work Plan:

2d. Pathways & Feeder Patterns

Enrollment Improvements Program Year 2

Stabilizing & Increasing Enrollment

Enroll OUSD Today  Enroll OUSD Today  Enroll OUSD To



Presented by:

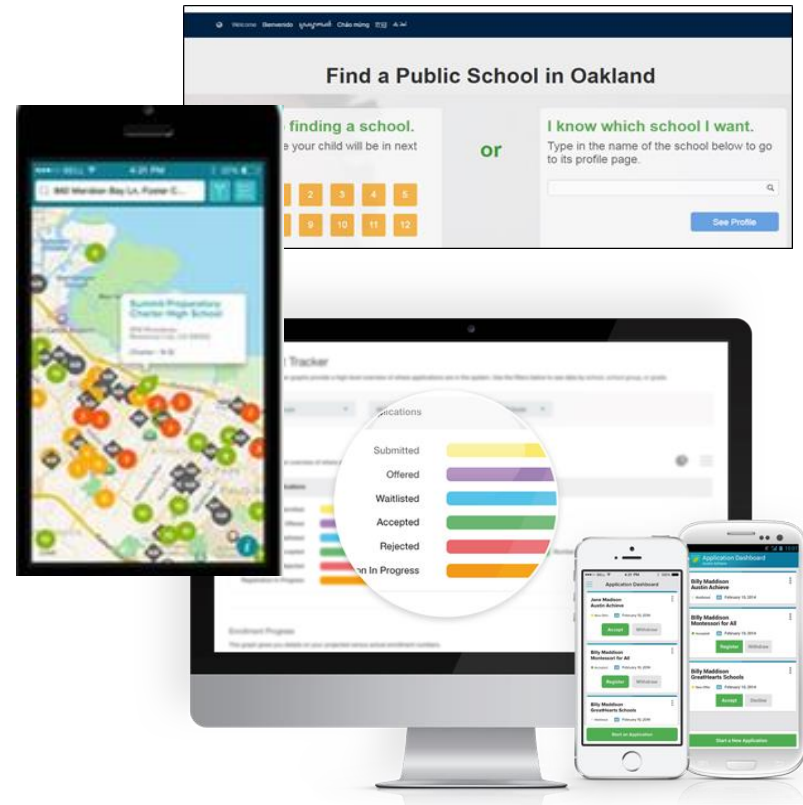
Charles Wilson, Executive Director of Enrollment
Guillermo Echeverria, Deputy Chief of Business and Operations Management

May 24, 2017



AGENDA

- EXECUTIVE SUMMARY
- BACKGROUND
- EXPECTED OUTCOMES
- BENEFITS
- PARENT TESTIMONIALS



Priority 2 Strategic Plan:
Accountable School District

Superintendents Work Plan Goal 2d:

Support all schools, and neighborhoods create pathways and feeder patterns in every neighborhood.



EXECUTIVE SUMMARY



Goals Year 2

How will we achieve these goals?

Status

Contribute to increasing enrollment, provide an easier and more efficient enrollment process, and improve access to quality schools.

- Technology System Upgrade Project
- Process/Customer Experience Improvements Project
- Policies Development Project
- Data Analytics Project

All Projects are On-Track



EXECUTIVE SUMMARY

What has been completed since June 8, 2016?



Technology System Upgrade Phase 1 Project

No more waiting in line to learn about schools or apply
Online School Finder & School Apply



Process Improvements Project

Two Welcome Center Locations (East & Central)
Improved Customer Experience
Citywide Options Fairs, over 900 families attended




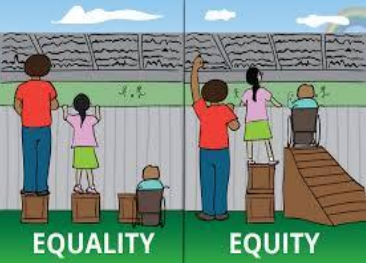


Policy Development Project

Access Study launched, results available in June



EXECUTIVE SUMMARY

	<p>Technology System Upgrade Phase 2 Project Online notification, confirmation, & registration</p>
	<p>Enrollment Process Improvements Project Evolve from transactional mindset to relationship building</p>
	<p>Enrollment Policies Development Project Community Engagements about proposed policy changes</p>
	<p>Enrollment Data Analytics Project Projections improvements Increase data and analytics capacity within the Enrollment department</p>



Proposed Policy Changes

- Clean up “Program Improvements” board policy
- Prioritize residents of Oakland
- Prioritize staff at school sites
- Pilot SES requirements



- Prioritize students at site ECE or state pre-K
- Prioritize OUSD 8th graders
- Implement programmatic/cohort feeder patterns
- Prioritize higher performing feeder for low performing schools



EXPECTED OUTCOMES OF IMPROVEMENTS

Decreased Wait Time

Increase Online Applications

Increase On time Applications

More time supporting/less time processing

Improve 6 key enrollment process areas

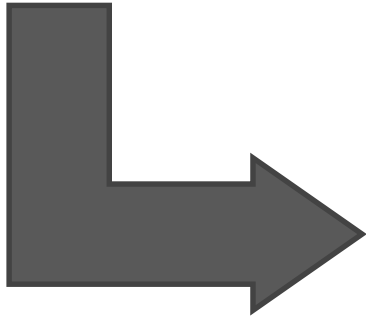
Confirm new & current students in April



Benefits

IF OUSD

Improves our enrollment system
(process, technology, policies)



THEN
OUSD will

- Remain competitive with Enroll Oakland Charter
- More transparent and efficient enrollment process
- Tools to enable enrollment policy changes to increase equitable access to quality schools

AS A RESULT these changes can contribute to improving equitable access to quality OUSD schools and can contribute to our efforts to stabilize and increase enrollment.



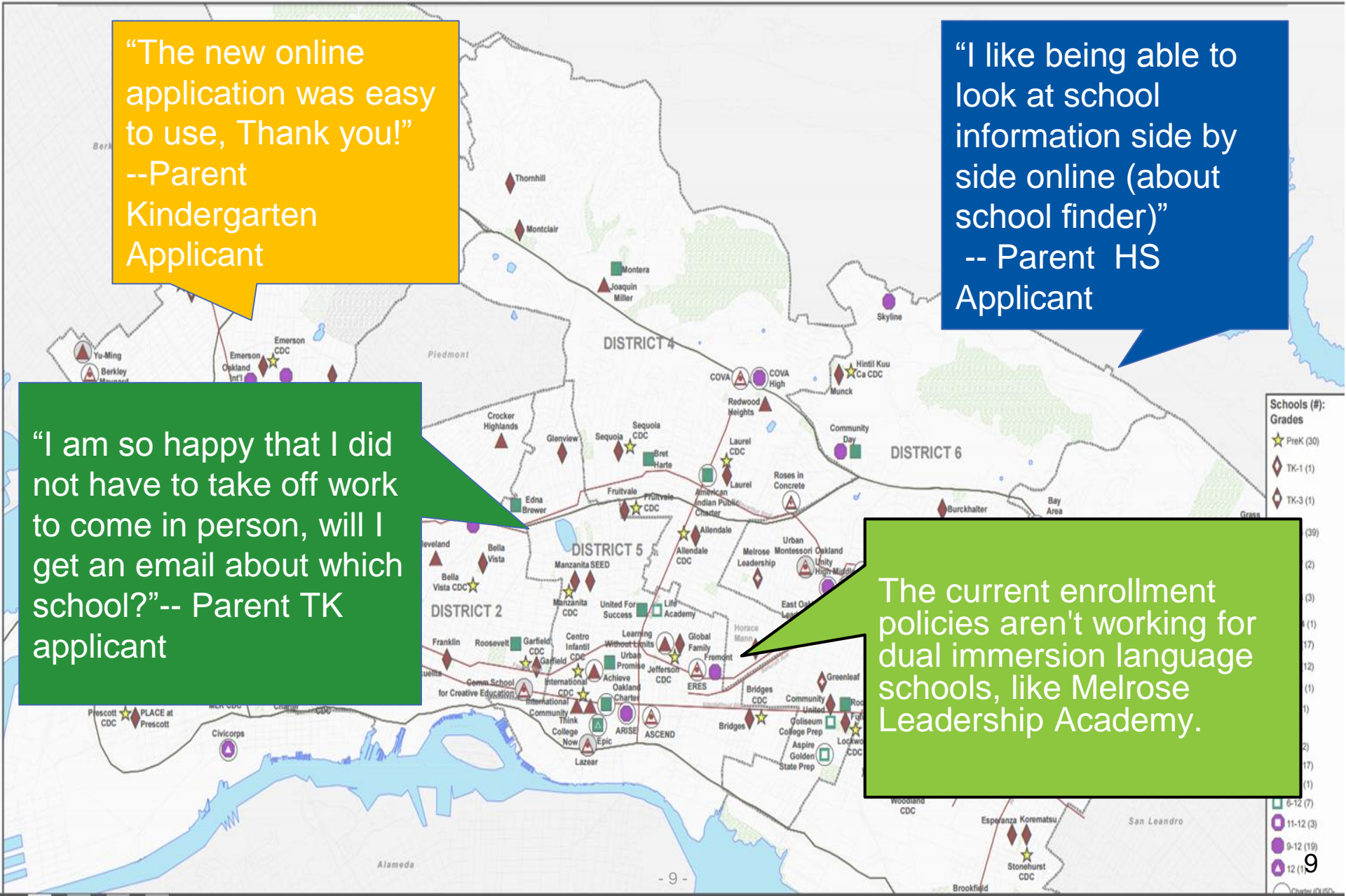
Parent Testimonials

“The new online application was easy to use, Thank you!”
--Parent Kindergarten Applicant

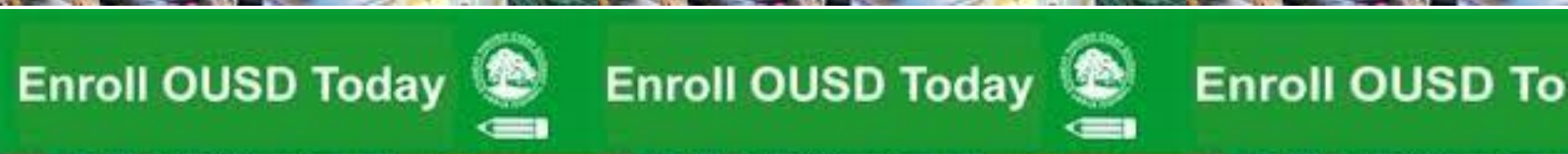
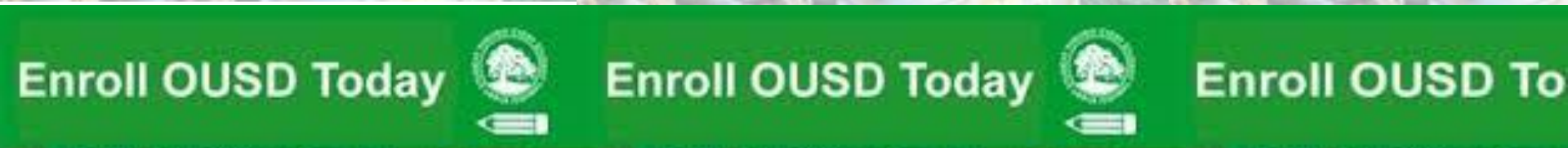
“I like being able to look at school information side by side online (about school finder)”
-- Parent HS Applicant

“I am so happy that I did not have to take off work to come in person, will I get an email about which school?” -- Parent TK applicant

The current enrollment policies aren't working for dual immersion language schools, like Melrose Leadership Academy.



EVERY STUDENT THRIVES!



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www.ousd.org



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Appendix

Milestones

Activity/Milestone (Mar 2017 - Dec 2017)	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
School Finder Project										
Operational Hand Off										
Options Guide & School Finder Content Final										
School Apply & Enroll										
School Apply enhancements completed										
School Enroll vendor selected & board approved										
School Enroll implementation planning										
School Enroll ready for for first test										
School Enroll Online Registration Pilot										
School Enroll Launch Activities Start (end Sept 2018)										
Process Improvements Project										
Process Maps (as is) completed										
Annual enrollment/Start of School outreach & communications plan										
Lunch annual enrollment outreach & communications										
Process Maps (new) complete										
Enrollment Specialist PD										
August rush improvements launched										

High Level RACI

Responsible	Collaborator	Informed
<ul style="list-style-type: none"> ● Charles Wilson 	<ul style="list-style-type: none"> ● Community ● CTO: Susan Beltz ● Deputy Chief BOLT: Guillermo Echeverria, ● Project Manager: Manisha Patel ● Enrollment: Alanna Lim, Nana Xu, Yusef Carrillo, Enrollment Specialists ● IT: Taslim Shaikh, Paul Gerken, Michael Lin ● Communications: Valerie Goode, Ericka Doolittle ● Continuous School Improvement: Pablo Villavicencio ● Network Superintendents ● Network Partners ● Principles ● School Clerical Staff ● Software Vendor 	<ul style="list-style-type: none"> ● Community ● Executive Cabinet and Cabinet ● Business and Operations Leadership team (BOLT) ● IT Department ● School Leaders ● School Clerical Staff ● Board Members ● OUSD Union Groups ● Partner Organizations ● Continuous Improvement / Project Management (CI/PM) Team ● Equity Team ● Community engagement ● Research, Assessment and Data: Jean Wing, Susan Radke
Accountable		
<ul style="list-style-type: none"> ● David Montes (Continuous School Improvement) ● Vernon Hal (Business and Operations) 		