Enrollment Improvements Program Year 2 Fall Update: Stabilizing & Increasing Enrollment
August 23, 2017

Year 0
2015-2016: Better Enrollment System Oakland - Improving Oakland Enrollment Services
In the Fall of 2015 the district held a series of community engagements to better understand what areas of our enrollment policies and services need to be improved from the perspective of current and incoming OUSD families. The findings, along with information about common enrollment, feeder pattern study plans, and an assessment of OUSD's enrollment system and processes was presented to the OUSD Board of Education on December 2, 2015.

Year 1
2016-2017: Enrollment Improvements Program Year 1- Improving Enrollment Services
In the early Spring of 2016 the District transitioned away from implementing a Common Enrollment System in favor of participating in the Equity Pledge, a city wide effort to ensure that all children in Oakland have equitable access to a high a quality public school. OUSD also began researching potential enrollment policy changes, included socioeconomic integration, to create more equitable access to OUSD quality community schools. This resulted in the launch of OUSD's Access study in partnership with California State University, East Bay.

On June 8, 2016 we presented the Enrollment Improvements Program Year 1 Plan (2015-2016.) The scope of year 1 included 4 projects, with a focus on improvements of how families find and apply to our schools.
- Online School Finder
- Tech System Upgrade (Phase 1 - Online Application)
- Improve Enrollment Processes (Phase 1 – Increase access to information & engagement)
- Implement Common Enrollment

This past March 2017 we marked the end of Year 1 successfully. We received a total of 9000 applications, and about 1000 applications were successfully processed online by 10 Enrollment Specialists. Over 900 families attended citywide options fairs and gave an average of 4.5 rating. We opened a second Welcome Center in East Oakland and we improved the Lakeview facilities to provide families with more comfortable waiting areas and more privacy when speaking with our Enrollment Specialist.   This past year we also saw close to 90% confirmation of new and current students that plan to attend OUSD next year. We believe reduce the amount of the movement and enrollment activities at the start of the start of the school year.   The staff at the Welcome Center is now being prepared for Phase 2 of their transformation: completing the migration to a new enrollment system and thereby changing how the support our families.
By the end of the 2016- 2017 School Year we completed the process of collecting survey results for the Access Study. The survey was given to current families as well as families that left the district before their child completed grade 12.

Year 2
2017-2018: Enrollment Improvements Program Year 2 Fall Update - Stabilizing & Increasing Enrollment
On May 24, 2017 the high level plan for Year 2 was presented to the Board. For more details about Year 2, please see the Presentation and the Board Executive Summary which can be found at

https://ousd.legistar.com/LegislationDetail.aspx?ID=3047508&GUID=DDD0968F-AFAB-43B5-BAAF-B8380CA2B139&Options=&Search= (the agenda item is titled: Creation of Transportation, Pathways and Feeder Patterns - Every Oakland Neighborhood)

The scope of Year 2 includes 4 projects, with a focus on process improvement activities that will contribute to stabilizing or increasing on enrollment.   Since May 2017 two of the projects were consolidated under one name, and a new project, Align School Portfolio Mgmt. Project, was added to the Enrollment Improvement Program to support enacting the Enrollment Stabilization & Impact Analysis Policies that were approved in the Spring of 2017.

Projects June 2016	Projects May 2017	Projects Aug 2017
Online School Finder Project (Completed Dec 2016)	Tech System Upgrade Phase 2	Tech & Process Upgrades Phase 2
Tech System Upgrade Phase 1 (Completed March 2017)	Improve Enrollment Processes	Align School Portfolio Mgmt. & Enrollment Year 1
OUSD Enrollment Process & Policies Phase 1	Policy Development Project Phase 2	Policy Development Project Phase 2
Citywide Enrollment Process & Policies (Transitioned to Equity Pledge)	Develop Enrollment Data Analytics	Develop Enrollment Data Analytics

The purpose of the August 23 presentation is to respond to questions about the status of the enrollment policy changes as well as introduce the new project added to this program effective August 2017.

Our enrollment policy changes are still dependent upon moving to a new tech system that can be configured to meet our demands. Our current technology cannot accommodate more than a few simple enrollment prioritization policies. To enact new policies we must first complete the technology implementation. Below are some high-level steps towards changing our enrollment policies.

Task	Month	Status
Community engagement to gather feedback on policy changes	June 2017	Completed
Research & Benchmarking	June 2017	Completed
Revisiting of transportation policy (for equity related policies)	January 2018	In progress
OUSD Legal assessment of enrollment policy changes	January 2018	In process

Implementation of policy software testing environment	Feb-March 2018	In progress
Impact analysis conducted through vendor testing environment to assess impact of policy changes)	March-June 2018	To Be Started
Implementation plan to operationalize all changes: software, process, communication and others.	April-June 2018	To Be Started
Internal review with staff and Superintendent	March-April 2018	To Be Started
Review and approval by OUSD Board of Directors	April-June 2018	To Be Started

New Project: Aligning Enrollment & School Portfolio Mgmt.
This year, we will also be aligning the work on the District's Facility / Master Plan ("The Blueprint for Quality Schools"), school-portfolio management, and the ongoing enrollment improvements program so that the key work in each area is sequenced and is mutually informed by the work across the entire domain of program design / development / location / enrollment. All of these elements must be based in an analysis of available data on population trends, demographics, and historical barriers to equitable access to quality schools. Policy development will need to be done in a thoughtful, evidence-based manner to support the work of supporting quality schools and must address the opportunity gap that has for too long prevented many of the District's key populations from accessing powerful, growth-minded educational programs.