# OAKLAND UNIFIED SCHOOL DISTRICT
*Community Schools, Thriving Students*

# Enrollment Improvements Program Year 2
# Stabilizing & Increasing Enrollment
# August 23, 2017

**Presented by:**

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# Contribute to stabilizing & increasing OUSD enrollment.



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Every Student Thrives!

# Provide an easier and more efficient enrollment process, and improve access to quality community schools.

# Goals & Actions

| Goals Year 2 | Actions Year 2 |
|---|---|
| **1** Improve family experiences, communication & change narratives (Tech & Process Upgrade Project) | New software system, clearer information, targeted outreach, & family centered processes |
| **2** Improve assessment and data use (Enrollment Data Analytics Project) | Develop new assessment, data analysis and enrollment projections practices |
| **3** More Equitable Access to Quality Community Schools (Policy Development Project) | Assess, Develop & implement enrollment policies; increase number of high quality schools |
| **4** Align enrollment planning & school portfolio mgmt. (Align SPM & Enrollment Project) | One leader over both depts., continue redesign of both depts.; enact Impact Analysis Policy |

# Improve Family Experiences, Communication & Change Narratives

**1**

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New software system, clearer information, targeted outreach, & family centered processes (paper forms will still be made available)

| Outcomes | Milestones | |
|---|---|---|
| <ul><li>Families can apply and register online.</li><li>Less data entry/more engagement</li><li>Increase on-time applications</li><li>Decrease school student roster changes in August</li><li>Move families through school waitlists faster and earlier</li><li>**Increase the number of first choice schools & reduce number of families on waitlists**</li><li>Faster response time to phone calls & emails</li><li>More transparency, and clear information</li></ul> | **Fall** | School Options window: Opens Nov 13 |
| | **Winter** | Options Fairs<br>Year 3 planning begins<br>Options Closes Jan 26<br>Launch policy testing software |
| | **Spring** | Launch online notification & confirmation<br>Launch Pre-Registration |
| | **Summer** | Launch Online Registration<br>Launch Online Application (Current Year) |

# Communications Focus:
# Using Data
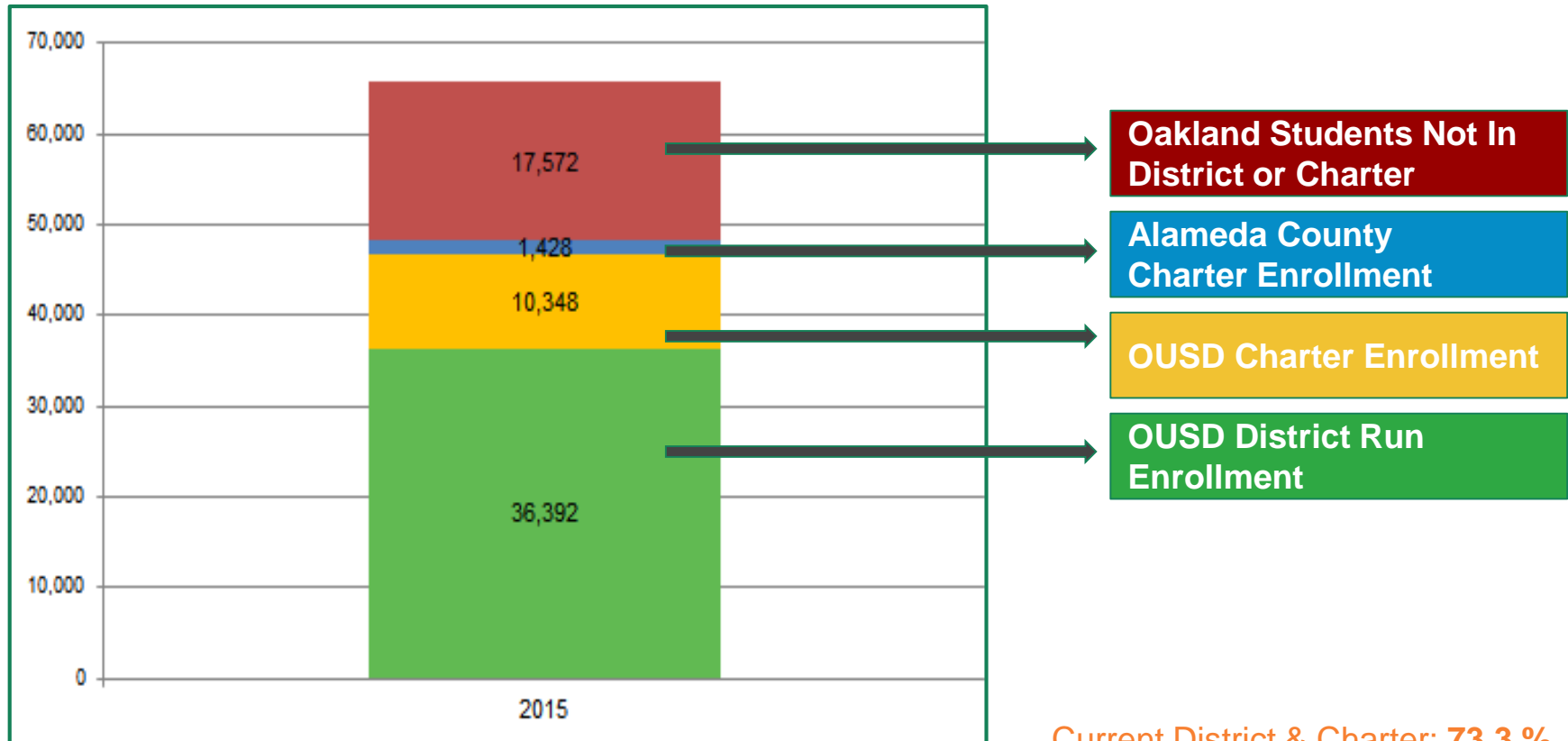
* Capture rate analysis includes only children living within Oakland; it does not account for students living outside Oakland attending Oakland schools.

**Oakland Students Not In District or Charter**

**Alameda County Charter Enrollment**

**OUSD Charter Enrollment**

**OUSD District Run Enrollment**

Current District & Charter: **73.3 %**

Current Pool of Oakland School Age Children: **65,740**

- 25% of our Oakland students do not go to any Oakland school (District run or Charter)
- We are planning to reach out to the families that are not in any Oakland (District run or Charter), plan in development.

2

# Communications Focus:
# Changing Narratives

## Top 5 Reasons to Choose an OUSD Middle School

- **Computer Science Classes in Every Middle School**

- **Innovative Teaching Practices and Personalized Learning Strategies to Meet Individual Needs**

- **New Dual Language track available**

- **Clubs, Sports and Afterschool Programs at Every School**

- **Restorative Justice Program in Every Middle School**

# 2 Improve assessment and data analysis

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## Develop new assessment, data analysis and enrollment projections practices

| Outcomes | Milestones | |
|---|---|---|
| • Improve District level enrollment projections accuracy at the district and school level<br><br>• More robust analytics to assess and support policy changes, enrollment operations, and portfolio changes | **Fall** | Enrollment Projections Assessment & Recommendation Report (Part of Quality School Blueprint)<br><br>Implement improved projections process & methodology |
| | **Winter** | Scenario and impact analysis for changes in Oakland school portfolio: ongoing |
| | **Spring** | |
| | **Summer** | |

# 3 More Equitable Access To Quality Schools

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## Develop & update enrollment policies

| Outcomes | Milestones | |
|---|---|---|
| ● New / Updated enrollment policies to increase equitable access<br><br>● Provide data-based Feeder Pattern & School Portfolio recommendations | **Fall** | Benchmarking, research, assessment, & scenario analysis using new enrollment software system |
| | **Winter** | |
| | **Spring** | Scenario analysis using new enrollment software Final Policy recommendation |
| | **Summer** | Implement & communicate policy changes |

# Path To Changing OUSD Enrollment Policies

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| 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 |

# 4 Align enrollment planning & school portfolio mangement

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One leader over both depts., continue redesign of both depts., Enact Impact Analysis Policy comprehensively across OUSD

| Outcomes | Milestones | |
|---|---|---|
| • Improved and aligned planning and implementation of school portfolio, enrollment planning, facilities, teaching & learning plans and budget.<br><br>• Design & Implement Blueprint for Quality Schools | Fall | Internal & External Outreach, Design & Planning |
| | Winter | Phase 1 Implementation |
| | Spring | |
| | Summer | Phase 2 Planning |

# *EVERY STUDENT THRIVES!*



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# Appendix

# Budget: What is the one time & ongoing cost/funding source?

| Software Upgrade Budget | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Implementation / One Time Cost** | | | | | **Ongoing Cost** | | | | |
| **Item** | **Funding Source** | **Amount 16-17** | **Amount 17-18** | | **Item** | **Funding Source** | **Amount 17-18** | **Amount 18-19** | **Amount 19-20** |
| School Enroll Implementation & Customizations | Oakland Education Fund | $135,000 | $40,000 | | Annual Licensing School Finder | OUSD | $27,000 | $27,000 | $27,000 |
| | OUSD | N/A | $51,000 | | Annual Licensing School Apply | OUSD | $125,000 | $125,000 | $125,000 |
| | | | | | Annual Licensing | OUSD | $40,000 | $146,250 | $195,000 |
| **Total** | | **$135,000** | **$91,000** | | **Total** | | **$192,000** | **$298,250** | **$347,000** |