



**Improving Communication of OUSD School Options:  
An Independent Study on K-12 School Choice Processes Among  
Oakland Parents**

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Michelle Florendo, MBA '10

Ceinwyn Karne, MBA '11

Reza Shahcheraghi, MBA '11

Faculty Advisor: Bill Fanning

## **Introduction**

Oakland Unified School District (OUSD) has experienced declining enrollment over the past decade. Declining enrollment has adverse effects on a district's financial situation, as decreasing numbers of students translates to decreases in both funding and utilization of fixed costs. One of the factors contributing to the decline in enrollment has been an increase in the proportion of Oakland children attending non-OUSD schools, which include private independent schools, parochial schools, charter schools, and schools outside of Oakland. In an environment of growing competition for students, OUSD has recognized the need to effectively communicate the benefits of its schools to prospective parents.

OUSD would like to know where it should focus its efforts if it were to embark on a marketing campaign aimed at increasing enrollment. While individuals within the district have several hypotheses about what drives parents' enrollment decision processes in Oakland, most evidence supporting these hypotheses are anecdotal. One of OUSD's board members and a current student at UC Berkeley's Haas School of Business matched the OUSD communications team with a team of Haas students who would conduct market research for OUSD as part of an Independent Study project in the Spring 2010 term.

## **Approach**

The Haas team worked closely with Rebecca Hopkins, OUSD Public Information Officer, and Troy Flint, OUSD Director of Public Relations, over the course of the project. Given the time constraints of the academic semester, the team had to choose between conducting a qualitative (focus group-based) versus a quantitative (survey-based) study. The team decided that a quantitative study would be more useful to OUSD than a qualitative study, as anecdotal information about parent attitudes already existed. The key questions to be addressed by the survey would be:

- What information sources do Oakland parents use in their school choice decision process?
- What schools are Oakland parents considering, and what are their perceptions of those schools?
- What are Oakland parents' perceptions of OUSD as a district?
- What were the most important attributes driving school choice decisions?

The team interviewed key individuals within the district and community organizations to provide background information relevant to designing the survey and forming a strategy for recruiting respondents:

- Michael Bonino, Coordinator, Student Assignment Office, OUSD
- Anika Hardy, Options Specialist, School Portfolio Office, OUSD
- Rebecca Hopkins, Public Information Officer, OUSD
- Nithin Iyengar, Coordinator, School Portfolio Office, OUSD
- Juwen Lam, former OUSD Demographer
- Ron Snyder, Oakland Community Organizations
- Erika Strohlic Abelon, Go Public Schools

In order to make the survey accessible to a high proportion of Oakland parents, the team created online and paper versions of the survey for fielding. Both versions were translated into Spanish and Chinese. The online survey was open from March 18, 2010 through April 4, 2010 and was publicized through email addresses collected during the options process, the OUSD website, a number of Oakland parent listservs, and Katy Murphy's education blog (<http://www.ibabuzz.com/education/>). The text used for the online survey is reproduced in Appendix A. The paper version of the survey was distributed at the Student Assignment Office, select campuses in West Oakland, Fruitvale, and was still fielding at the time this document was written. Due to time constraints, this report only reflects the results from the English version of the online survey, which was filled out by over 290 respondents.

For easy reference, an overview of the numerical results from the online survey can be found in Appendix B, with figures arranged corresponding to the order of the survey questions.

## **Overview of Recommendations**

Based on the results of the online survey, the Haas team recommends that OUSD:

- Keep in mind that the sample included in this study, and thus the findings summarized in this report, are skewed toward a subset of the Oakland parent population living in the Oakland hills
- Distribute, collect, and analyze paper surveys in order to gain insights about parents not well represented in the online sample, such as parents who reside in the flatlands and parents actively considering charter and parochial schools
- Focus on individual schools in its marketing efforts, rather than the district as a whole
- Attempt to expand availability of parent touch-points with individual schools by offering more parent meetings and school tours on-site during the school year
- Mobilize current OUSD parents to help communicate the benefits of individual schools
- Conduct follow-up focus group research on how to improve the efficacy of school visits

## **Characteristics of the sample**

The demographics of the sample included in the online fielding of the survey are not representative of the Oakland parent population as a whole. Parents residing in the hill areas of Oakland were overrepresented within the online sample (Figure B2). In addition, parents who fall into higher annual household income brackets and higher levels of education attained tended to be overrepresented, which may not be surprising if these attributes experience high correlation with residents of the hill neighborhoods (Figure B19, Figure B20).

This bias in the data is likely a result of the channel used for distributing the survey, as well as the means used to publicize the survey. The online survey automatically excludes parents who do not have regular access to a computer. Furthermore, the online and email publicity of the survey disproportionately targets parents who rely heavily on the internet for information about schools. Moving forward, OUSD should remain cognizant that the results of this study are skewed toward a small slice of the Oakland parent population, and should not extrapolate the results to the general population.

In order to supplement the findings from the online sample, OUSD should continue to distribute, collect, and analyze a paper version of the survey. Even with the limited representation of other neighborhoods in the online survey, some differences do arise among respondents when segmented by neighborhood. Respondents from the Fruitvale/San Antonio/East Oakland neighborhoods were more likely to consider charter and parochial schools than respondents from the Upper Hills or Lower Hills segments (Figure B22). Continued fielding and analysis of a paper survey in these neighborhoods can yield valuable insights about attitudes among parents considering these types of school options, who are underrepresented in the online survey (Figure B17) as compared to the proportion of Oakland students enrolled in various school types, as reported in an asset management presentation from November 2009.

Although distributing and collecting a paper survey requires significantly more resources than fielding an online survey, OUSD could recruit a significant number of respondents by leveraging existing channels of communication with parents. One opportunity would be to include the survey along with any enrollment documents that are distributed and collected at the beginning of the school year. Another opportunity would be to work with a handful of community volunteers to distribute and collect the survey during parent and community meetings. OUSD is close to collecting enough paper surveys to form a significant sample of at least 40 respondents. If OUSD has available staff time, it can use the online survey to translate responses into a format which can be appended to the MS Excel workbooks used for the analysis in this paper.

## Recommendations

If OUSD chooses to launch a marketing campaign, it should focus on more specific, tailored messaging and channels of communication instead of using a mass approach. We have five recommendations designed to leverage the survey's findings:

- 1. Focus on individual schools.** The research shows that parents care more about the reputation and characteristics of individual schools rather than the district as a whole, thus messaging should focus on individual schools. Parents rated school choices considered as well as OUSD as a whole to give a sense of perceptions of each school. For the schools that parents selected in each category, ratings were high (Figure B11). Higher proportions of parents strongly agreed that private and parochial are safe and well-kept versus OUSD and charter schools. Also, an overwhelming majority of parents strongly agreed that private schools have good reputations and offer multiple enrichment opportunities. Of note, OUSD schools had the highest proportion of parents strongly agree that their demographics reflected those of the parents' families. On the whole, OUSD as a district fared somewhat less well in parents' ratings compared to individual schools. Many parents still enrolled their children in OUSD schools (Figure B17), despite less favorable opinions about the district. Parents even explicitly ranked reputation of the district as *least* important among attributes factoring into the school choice decision process (Figure B14).
- 2. Coordinate parent meetings.** OUSD should mobilize its current parents in communicating the benefits of individual schools due to their role influencing the perceptions in the school choice process. "Other parents" was the most frequently mentioned top information source (Figure B7). Furthermore, when respondents were asked what other sources of information would have been helpful, roughly 15% mentioned parent events or opportunities to interact with other parents (Figure B9). OUSD can take an active role in facilitating parent gathering, which could positively influence a sense of community, which was listed as the most mentioned additional important attribute in the school choice process (Figure B15). Parents can also be influential in other attributes ranked as important in decision-making. Unlike safety and test scores, which may be difficult to change quickly, OUSD can improve communication of school reputation and enrichment opportunities by encouraging parents to spread the word (Figure B14).
- 3. Leverage school visits.** Internally, OUSD should provide support and or best practices around school visits, but should conduct follow-up research to understand how best to improve their use. Only second to other parents, school visits had one of the highest number of mentions as a top information source about schools (Figure B7). Half of

parents eventually choosing to enroll their child in a private or parochial school, listed the school visit as the #1 source of information used in the decision process (Figure B23). Also, more parents choosing among elementary schools cite school visits as their top information source, compared to parents choosing middle schools or high schools (Figure B24). Among parents who are new to OUSD or have not yet formed social networks of other parents who can provide them with advice, school visits can be particularly influential. However, it is unclear from the data whether OUSD can improve the use of school visits by increasing their reach, frequency, or quality. Thus, it is worth further exploring this area through qualitative research such as focus groups.

4. **Address the need for a comprehensive, city-wide school comparison source.** Overall, approximately 80% of respondents (Figure B8) said that they had enough information to make their school choice decision. When asked what other information would have been useful, 123 parents responded with various answers. The most common response, at 34%, wanted to see a comparison website/brochure of all schools in Oakland (Figure B9). Currently, GreatSchools.org offers this service, yet only 5% of respondents said they used it as a source to inform their decision. This means that either GreatSchools.org needs to be marketed better within the district or it does not offer a complete array of information that parents seek. Some respondents knew of GreatSchools.org but felt that it did not have comprehensive enough information across all schools, citing specific desired data points. GreatSchools.org content is highly variable, and does not provide parents with key metrics across private, parochial, charter, and public options. It would be a good idea to further formalize this insight through a follow-up study to get a better sense of top data points parents want to see but currently do not. Through surveying existing sources, like GreatSchools.org, a gap analysis could then be performed with the intent to somehow fill the gap. An initial option may be for OUSD to create a marketing pamphlet template for schools, which each school could customize with its own relevant information and metrics.
5. **Revise OUSD marketing materials to assuage parent concerns and play up the district's perceived strengths.** As mentioned before, the reputation of the district is least important among attributes considered in the decision process (Figure B14). However, it is still interesting to note that perceptions of OUSD are highly mixed. The last column in Figure B11 covers rankings for OUSD as a district, and indicates that feelings about the strength of the entire district are varied. Especially notable are the differences in perception of elementary schools versus middle and high schools. Oakland parents overall agree that OUSD has many quality elementary schools, but agreement breaks down on middle schools and then is strongly negative on high schools. The survey provided an opportunity for respondents to list at most three words that describe OUSD. Interestingly, the most-used descriptors of OUSD were (Figure B13):

- Diverse
- Improving
- Underfunded
- Struggling
- Bureaucratic

Some descriptors expressed worry about mismanagement, low test scores, and inequity between schools, while others noted that teachers are dedicated, the district is “trying,” and that OUSD has good, if unrealized, potential. OUSD should use these perceptions when forming marketing materials to understand what perceptions of OUSD must be addressed. For instance, the diversity of OUSD schools can be a draw for parents, while perceptions of schools as under-funded and struggling will have to be addressed so that they do not act as deterrents to parents.

## **Conclusion**

Results from the online survey indicate that OUSD should focus their efforts on a grassroots, decentralized type of marketing campaign, engaging both parents and individual schools. In general, parents value information gleaned from more personal interactions with parents and schools more than information distributed in brochures or on websites. Consequently, OUSD should consider tactics such as facilitating parent gatherings, encouraging parents to evangelize OUSD schools, and investigating how to make school visits more effective.

However, because the results of this online sample are skewed toward the attitudes and perceptions of a particular subset of Oakland parents, OUSD should continue this research to explore whether it applies to other groups within the Oakland parent population. In particular, OUSD must continue to distribute, collect, and analyze a paper survey in other neighborhoods of Oakland in order to gain a more comprehensive view of parent attitudes in the school choice decision process.

## Appendix

### A. Online survey text

#### #1. Introduction

Hello,

We are a team of UC Berkeley graduate students conducting a study on the K-12 school choice decision process. Thank you for participating in our survey. The survey should take approximately 10 minutes to complete. Your answers to this survey will be grouped anonymously in our final report in order to respect your privacy.

After completing the survey, you can enter a drawing for one of two \$100 prizes by submitting your name and contact information at the end of the survey.

When you are ready to begin the survey, click on the "Next" button.

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#### #2. Residency Information

2.1 Are you an Oakland resident?

Yes

No (please indicate what city you live in)

Resident of

2.2 What is your ZIP code?

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#### #3. Parent information

3.1 Please select the description(s) that applies to you.

I am a parent/guardian of a child currently enrolled in grades K-12.

I am a parent/guardian of a pre-Kindergarten aged child.

I am a parent/guardian of a recent high school graduate. (Please indicate graduation year in the comment box)

I am not a parent/guardian of a child.

If a parent/guardian of a recent high school graduate, please enter graduation year here:

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#### #4. Children Information

4.1 How many children do you have?

4.2 In Fall 2010, what grade(s) will your child(ren) be in? (Please check all that apply)

Pre-Kindergarten

Kindergarten - 4th Grade

5th - 6th Grade

7th - 8th Grade

9th - 12th Grade

Recent high school graduate (Please indicate graduation year)

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#### #5. Most recent school choice decision

5.1 For the rest of the questions in this survey, we would like you to think about the most recent school choice decision you had made, or are in the process of making.

Please select the school level you were/are evaluating.

Elementary School

Middle School/ Junior High School

High School



**5.2** Please check the school year your child entered (or will enter) this school level.

- After 2011
- 2010 - 2011
- 2009 - 2010
- 2008 - 2009
- 2007 - 2008
- 2006 - 2007
- Before 2006

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**#6. General information sources**

**6.1** In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

Top information source

2nd

3<sup>rd</sup>

Other parents

Family

My child

OUSD brochures or website

GreatSchools.org

Blogs or Newsgroups

Radio, TV, or Newspaper

Real Estate Agent

Staff at a prior school

School Visit

Personal experience

None of these

**6.2** Did you feel that you had sufficient information to compare district, charter, parochial, and private schools?

Yes

No

**6.3** What other types of information would have been useful in the school choice process?

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**#7. Considered Parochial School**

In your most recent school choice decision, did you actively consider enrolling your child in a parochial school?

Yes, I actively considered enrolling my child in a parochial school in Oakland.

Yes, I actively considered enrolling my child in a parochial school outside of Oakland.

No, I did not actively consider enrolling my child in a parochial school.

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**#8. Parochial School Perceptions**

**8.1** What was your top choice parochial school?

**8.2** Based on your perceptions/ experiences at the school you named, please indicate the degree to which you agree with the following statements.

The school is a safe place for my child.

The demographics of the students at the school are reflective of my family's lifestyle and culture.

The school is clean and well kept.

The school's test scores are excellent.

The school offers multiple enrichment opportunities for my child.

I like the neighborhood that the school is in.

The school has an excellent reputation.

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### **#9. Considered Private School**

In your most recent school choice decision, did you actively consider enrolling your child in a private school?

Yes, I actively considered enrolling my child in a private school in Oakland.

Yes, I actively considered enrolling my child in a private school outside of Oakland.

No, I did not actively consider enrolling my child in a private school.

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### **#10. Private School Perceptions**

**10.1** What was your top choice private school?

**10.2** Based on your perceptions/ experiences at the school you named, please indicate the degree to which you agree with the following statements.

The school is a safe place for my child.

The demographics of the students at the school are reflective of my family's lifestyle and culture.

The school is clean and well kept.

The school's test scores are excellent.

The school offers multiple enrichment opportunities for my child.

I like the neighborhood that the school is in.

The school has an excellent reputation.

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### **#11. Considered Public Charter School**

In your most recent school choice decision, did you actively consider enrolling your child in a public charter school?

Yes, I actively considered enrolling my child in a public charter school in Oakland.

Yes, I actively considered enrolling my child in a public charter school outside of Oakland.

No, I did not actively consider enrolling my child in a public charter school.

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### **#12. Public Charter School Perceptions**

**12.1** What was your top choice public charter school?

**12.2** Based on your perceptions/ experiences at the school you named, please indicate the degree to which you agree with the following statements.

The school is a safe place for my child.

The demographics of the students at the school are reflective of my family's lifestyle and culture.

The school is clean and well kept.

The school's test scores are excellent.

The school offers multiple enrichment opportunities for my child.

I like the neighborhood that the school is in.

The school has an excellent reputation.

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### **#13. Considered Public District School**

In your most recent school choice decision, did you actively consider enrolling your child in an OUSD school?

Yes, I actively considered enrolling my child in an OUSD school.

No, I did not actively consider enrolling my child in an OUSD school, but I did consider schools in other districts.

No, I did not actively consider enrolling my child in a public district school.

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### **#14. OUSD School Perceptions**

**14.1** What was your top choice OUSD school?

**14.2** Based on your perceptions/ experiences at the school you named, please indicate the degree to which you agree with the following statements.

The school is a safe place for my child.

The demographics of the students at the school are reflective of my family's lifestyle and culture.

The school is clean and well kept.

The school's test scores are excellent.

The school offers multiple enrichment opportunities for my child.

I like the neighborhood that the school is in.

The school has an excellent reputation.

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### **#15. Non-OUSD School Perceptions**

**15.1** What other school district were you considering?

**15.2** What was your top choice school in this district?

**15.3** Based on your perceptions/ experiences at the school you named, please indicate the degree to which you agree with the following statements.

The school is a safe place for my child.

The demographics of the students at the school are reflective of my family's lifestyle and culture.

The school is clean and well kept.

The school's test scores are excellent.

The school offers multiple enrichment opportunities for my child.

I like the neighborhood that the school is in.

The school has an excellent reputation.

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### **#16. Why not consider OUSD**

**16.1** Why didn't you actively consider enrolling your child in OUSD schools?

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### **#17. OUSD perceptions**

**17.1** Based on your perceptions/ experiences with Oakland Unified School District (OUSD), please indicate the degree to which you agree with the following statements.

OUSD is a safe place for my child.

The demographics of the students of OUSD are reflective of my family's lifestyle and culture.

OUSD schools are clean and well kept.

OUSD's test scores are excellent.

OUSD offers multiple enrichment opportunities for my child.

OUSD has an excellent reputation.

OUSD has many quality elementary schools.

OUSD has many quality middle schools.

OUSD has many quality high schools.

OUSD is better than Berkeley Unified School District.

OUSD is better than San Leandro Unified School District.  
OUSD is the most improved public school district in California.

**17.2** Please enter 3 words that describe OUSD

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**#18. Decision Process**

**18.1** Please rank the following attributes according to importance in your most recent school choice decision process:

Demographics

Neighborhood

Test Scores

Reputation of the School

Physical Appearance of School

Safety

Enrichment Opportunities

Reputation of the District

**18.2** If there are any other important factors that weighed into your school choice decision, please specify them here.

**18.3** As a result of your most recent school choice decision, what school did you enroll your child in for the 2010 - 2011 school year?

**18.4** What type of school is this?

Parochial school

Private school

Public charter school

OUSD school

Non-OUSD district school

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**#19. Demographic Information**

**19.1** Before we conclude, please enter some demographic data that will help us analyze the results of our survey.

**19.2** Please identify the group(s) with which you identify:

African American

American Indian/Alaska Native

Asian

Filipino

Hispanic or Latino

Pacific Islander

White (Not of Hispanic Origin)

Other (Please specify)

**19.3** Please indicate your annual household income

Less than \$25,000

\$25,001 - \$50,000

\$50,001 - \$75,000

\$75,001 - \$100,000

\$100,001 - \$150,000

\$150,001 - \$200,000

More than \$200,000

**19.4** What is the highest level of education you have achieved?

Some K-12

High School Diploma

Some college

Associates Degree

Bachelors Degree

Some graduate school

Masters or Doctorate Degree

**19.5** What is the highest level of education either of your parents has achieved?

Some K-12

High School Diploma

Some college

Associates Degree

Bachelors Degree

Some graduate school

Masters or Doctorate Degree

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## **#20. Closing**

**20.1** If you would be willing to participate in a focus group further exploring your school choice decision process, please enter your name, email address, and phone number here.

Name

Email address

Phone

**20.2** If you would like to enter the drawing for the \$100 gift certificate, please enter your name, email address, and phone number here.

Name

Email address

Phone

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## **#21. Thank you – not eligible**

We are only collecting responses from parents/ guardians of current pre-K to grade 12 children or recent high school graduates at this time. If you are interested in providing feedback about the school choice decision process as a non-parent/guardian, please enter in your name and contact information below.

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## **#22. Thank you**

You are now done completing the survey. We appreciate your thoughtful responses. Thank you very much for your time.

## B. Online survey results

**Figure B1**

**Are you an Oakland Resident?**

n = 302		
	Count	%
Yes	284	94.0%
No (please indicate what city you live in)	18	6.0%

**Figure B2**

**What is your ZIP Code?**

n = 303

Neighborhood	Zip codes included	Count	%
Upper Hills	94611, 94619, 94618	131	43.4%
Lower Hills	94610, 94602	74	24.5%
North Oakland	94609, 94608	24	7.9%
Downtown/Chinatown	94612	3	1.0%
West Oakland	94607	2	0.7%
Fruitvale/San Antonio	94612, 94606, 94601	25	8.3%
East Oakland	94621, 94605, 94603	24	7.9%
Other	all others	20	6.3%

**Figure B3**

**Please select the description(s) that applies to you.**

n = 297		
	Count	%
I am a parent/guardian of a child currently enrolled in grades K-12.	234	78.8%
I am a parent/guardian of a pre-Kindergarten aged child.	83	27.9%
I am not a parent/guardian of a child.	7	2.4%
I am a parent/guardian of a recent high school graduate. (Please indicate	14	4.7%

**Figure B4**

**How many children do you have?**

n = 290		
	Count	%
1	74	25.5%
2	170	58.6%
3	37	12.8%
4	7	2.4%
5	2	0.7%

### Figure B5

For the rest of the questions in this survey, we would like you to think about the most recent school choice decision you had made, or are in the process of making. Please select the school level you were/are evaluating.

n = 287		
	Count	%
Elementary School	148	51.6%
Middle School/ Junior High School	92	32.1%
High School	47	16.4%

### Figure B6

Please check the school year your child entered (or will enter) this school level.

n = 287		
	Count	%
Before 2006	18	6.3%
2006 - 2007	16	5.6%
2007 - 2008	10	3.5%
2008 - 2009	35	12.2%
2009 - 2010	52	18.1%
2010 - 2011	139	48.4%
After 2011	17	5.9%

### Figure B7

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 274		n = 274		n = 274			
	Top Source		2nd Source		3rd Source		Total Mentions	
	Count	%	Count	%	Count	%	Count	%
Other parents	78	28.5%	77	28.1%	53	19.3%	208	25.3%
School Visit	78	28.5%	70	25.5%	47	17.2%	195	23.7%
Personal experience	47	17.2%	19	6.9%	32	11.7%	98	11.9%
My child	22	8.0%	29	10.6%	40	14.6%	91	11.1%
OUSD brochures or website	10	3.6%	23	8.4%	23	8.4%	56	6.8%
GreatSchools.org	11	4.0%	15	5.5%	17	6.2%	43	5.2%
Family	9	3.3%	11	4.0%	7	2.6%	27	3.3%
Blogs or Newsgroups	1	0.4%	14	5.1%	13	4.7%	28	3.4%
Staff at a prior school	6	2.2%	8	2.9%	10	3.6%	24	2.9%
Radio, TV, or Newspaper	1	0.4%	0	0.0%	3	1.1%	4	0.5%
Real Estate Agent	1	0.4%	1	0.4%	3	1.1%	5	0.6%
None of these	10	3.6%	7	2.6%	26	9.5%	43	5.2%

**Figure B8**

**Did you feel that you had sufficient information to compare district, charter, parochial, and private schools?**

n = 270		
	Count	%
Yes	212	78.5%
No	58	21.5%

**Figure B9**

**What other types of information would have been useful in the school choice process?**

n = 123		
School Name	Count	%
Comparison brochure/website of all schools	42	34.1%
Parent meetings/events	19	15.4%
Curriculum details	11	8.9%
None	9	7.3%
Personal connection to school	6	4.9%
College attendance statistics - how many graduates	5	4.1%
School safety statistics	4	3.3%
Likelihood of getting choice	3	2.4%

**Figure B10**

**In your most recent school choice decision, did you actively consider enrolling your child this type of school?**

	District		Charter		Parochial		Private		
	n =	264	n =	268	n =	281	n =	291	
	Count	%	Count	%	Count	%	Count	%	
Yes, I actively considered enrolling my child in this type of school in Oakland.	246	93.2%	101	37.7%	57	20.3%	123	42.3%	
Yes, I actively considered enrolling my child in this type of school outside of Oakland.	7	2.7%	4	1.5%	13	4.6%	35	12.0%	
No, I did not actively consider enrolling my child in this type of school.	11	4.2%	163	60.8%	211	75.1%	133	45.7%	











































**Figure B11**

Responses shown represent the choice selected by the highest proportion of respondents.

Rating key:

Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
				

Statement	OUSD School	Charter School	Private School	Parochial School	OUSD District
1. Is a safe place for my child	43.7% 	41.2% 	81.8% 	67.2% 	32.5% 
2. Demographics reflect my family	42% 	38.2% 	35.6% 	32.8% 	36.1% 
3. Schools are clean and well kept	42.4% 	44.1% 	75% 	70.7% 	30.2% 
4. Test scores are excellent	38.7% 	37.3% 	41.7% 	36.2% 	33.7% 
5. Offers multiple enrichment opportunities	46.2% 	47.1% 	74.2% 	50% 	37.3% 
6. Like the neighborhood the school is in	69.7% 	29.4% 	40.9% 	44.8% 	N/A
7. School has an excellent reputation	48.3% 	52.9% 	72.7% 	51.7% 	42.5% 
8. Has many quality elementary schools	N/A	N/A	N/A	N/A	37.7% 
9. Has many quality middle schools	N/A	N/A	N/A	N/A	32.9% 
10. Has many quality high schools	N/A	N/A	N/A	N/A	31% 
11. Is better than Berkeley USD	N/A	N/A	N/A	N/A	40.5% 
12. Is better than San Leandro USD	N/A	N/A	N/A	N/A	52% 
13. Is the most improved school district in CA	N/A	N/A	N/A	N/A	36.1% 

### Figure B12a

What was your top choice school in Oakland Unified School District (OUSD)?

	<b>n =</b>	238
School Name	Count	%
Montera Middle School	35	14.7%
Edna Brewer Middle School	26	10.9%
Redwood Heights Elementary School	25	10.5%
Oakland Technical High School	19	8.0%
Peralta Elementary School	17	7.1%
Skyline High School	15	6.3%
Crocker Highlands Elementary School	14	5.9%
Claremont Middle School	11	4.6%
Hillcrest Elementary School	11	4.6%

### Figure B12b

What was your top choice public charter school?

	<b>n =</b>	102
School Name	Count	%
North Oakland Community Charter School (NOCCS)	45	44.1%
Oakland School for the Arts	17	16.7%
Conservatory of Vocal and Performing Arts (COVA)	8	7.8%
Lighthouse Charter School	6	5.9%
American Indian Charter School	5	4.9%

### Figure B12c

What was your top choice parochial school?

	<b>n =</b>	58
School Name	Count	%
Bishop O'Dowd High School	11	19.0%
Saint Theresa School	7	12.1%
St. Paul's Episcopal School	6	10.3%
Corpus Christi Catholic School, Piedmont	5	8.6%
St. Mary's College High School, Berkeley	5	8.6%
St. Elizabeth High School	3	5.2%
Zion Lutheran School, Piedmont	3	5.2%

### Figure B12d

What was your top choice private school?

	<b>n =</b>	132
School Name	Count	%
Redwood Day School	17	12.9%
Head-Royce School	11	8.3%
Park Day School	9	6.8%
Black Pine Circle Day School	8	6.1%
Aurora School	7	5.3%
Julia Morgan School for Girls	6	4.5%

### Figure B13

Please enter 3 words that describe OUSD

		<b>n =</b>	680
OUSD Descriptor	Count	%	
Diverse	64	9.4%	
Improving	34	5.0%	
Underfunded	33	4.9%	
Struggling	27	4.0%	
Bureaucratic	18	2.6%	
Challenged	15	2.2%	
Trying	12	1.8%	
Big	11	1.6%	
Low-scoring	10	1.5%	

### Figure B14

Question: Please rank the following attributes according to importance in your most recent school choice decision process:

n =		1 Least		2		3		4		5		6		7		8 Most		Average
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	
232	Demographics	19	8.2%	44	19.0%	34	14.7%	45	19.4%	40	17.2%	26	11.2%	16	6.9%	8	3.4%	3.9698
232	Neighborhood	18	7.8%	25	10.8%	35	15.1%	36	15.5%	31	13.4%	29	12.5%	32	13.8%	26	11.2%	4.6466
232	Test Scores	13	5.6%	27	11.6%	20	8.6%	23	9.9%	37	15.9%	43	18.5%	41	17.7%	28	12.1%	5.0560
232	Reputation of the School	1	0.4%	13	5.6%	23	9.9%	35	15.1%	31	13.4%	27	11.6%	34	14.7%	68	29.3%	5.7543
232	Physical Appearance of School	34	14.7%	57	24.6%	61	26.3%	35	15.1%	25	10.8%	15	6.5%	5	2.2%	0	0.0%	3.1078
232	Safety	3	1.3%	5	2.2%	8	3.4%	26	11.2%	30	12.9%	39	16.8%	64	27.6%	57	24.6%	6.1595
232	Enrichment Opportunities	11	4.7%	23	9.9%	28	12.1%	19	8.2%	27	11.6%	46	19.8%	37	15.9%	41	17.7%	5.2371
232	Reputation of the District	133	57.3%	38	16.4%	23	9.9%	13	5.6%	11	4.7%	7	3.0%	3	1.3%	4	1.7%	2.0690

### Figure B15

If there are any other important factors that weighed into your school choice decision, please specify them here.

n = 104

School Name	Count	%
Community	15	14.4%
Academic Rigor	12	11.5%
Strong teaching	10	9.6%
Curricula	13	12.5%
Proximity	8	7.7%
Special Needs	5	4.8%
Cost	6	5.8%

## Figure B16

**As a result of your most recent school choice decision, what school did you enroll your child in for the 2010 - 2011 school year?**

n =		226	
(Schools with 3+ attendees noted here)			
School Name	Count	%	
Montera Middle School	19	8.4%	
Redwood Heights Elementary School	15	6.6%	
Edna Brewer Middle School	13	5.8%	
Skyline High School	11	4.9%	
Crocker Highlands Elementary School	10	4.4%	
Claremont Middle School	7	3.1%	
Joaquin Miller Elementary School	7	3.1%	
Hillcrest Elementary School	6	2.7%	
Julia Morgan School for Girls	5	2.2%	
Peralta Elementary School	5	2.2%	
Piedmont Avenue Elementary School	5	2.2%	
Bret Harte Middle School	4	1.8%	
Oakland School for the Arts	4	1.8%	
Redwood Day School	4	1.8%	
Sequoia Elementary School	4	1.8%	
Aurora School	3	1.3%	
Black Pine Circle School	3	1.3%	
COVA Conservatory Charter School	3	1.3%	
Montclair Elementary School	3	1.3%	
North Oakland Community Charter School	3	1.3%	
St. Paul's Episcopal School	3	1.3%	
Head-Royce School	2	0.9%	

## Figure B17

**What type of school is this?**

n =		232	
	Count	%	
Parochial school	8	3.4%	
Private school	36	15.5%	
Public charter school	20	8.6%	
OUSD school	152	65.5%	
Non-OUSD district school	16	6.9%	

## Figure B18

**Please identify the group(s) with which you identify:**

n =		255	
	Count	%	
African American	42	16.5%	
American Indian/Alaska Native	3	1.2%	
Asian	26	10.2%	
Filipino	7	2.7%	
Hispanic or Latino	22	8.6%	
Pacific Islander	3	1.2%	
White (Not of Hispanic Origin)	152	59.6%	
Other (please specify)	0	0.0%	

### Figure B19

**Please indicate your annual household income**

<b>n =</b>		227
	Count	%
Less than \$25,000	2	0.9%
\$25,001 - \$50,000	12	5.3%
\$50,001 - \$75,000	32	14.1%
\$75,001 - \$100,000	34	15.0%
\$100,001 - \$150,000	69	30.4%
\$150,001 - \$200,000	42	18.5%
More than \$200,000	36	15.9%

### Figure B20

**What is the highest level of education you have achieved?**

<b>n =</b>		226
	Count	%
Some K-12	0	0.0%
High School Diploma or equivalent	3	1.3%
Some college	8	3.5%
Associates Degree	10	4.4%
Bachelors Degree	68	30.1%
Some graduate school	21	9.3%
Masters or Doctorate Degree	116	51.3%

### Figure B21

**What is the highest level of education either of your parents has achieved?**

<b>n =</b>		229
	Count	%
Some K-12	11	4.8%
High School Diploma or equivalent	27	11.8%
Some college	19	8.3%
Associates Degree	8	3.5%
Bachelors Degree	55	24.0%
Some graduate school	13	5.7%
Masters or Doctorate Degree	96	41.9%

**Figure B22**

**Parents residing in Fruitvale/San Antonio/East Oakland**

<b>In your most recent school choice decision, did you actively consider enrolling your child in a parochial school?</b>			
<b>n =</b>	39		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a parochial school in Oakland.	13	33.3%	
Yes, I actively considered enrolling my child in a parochial school outside of Oakland.	3	7.7%	
No, I did not actively consider enrolling my child in a parochial school.	23	59.0%	
	39	100.0%	
<b>In your most recent school choice decision, did you actively consider enrolling your child in a public charter school?</b>			
<b>n =</b>	37		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a public charter school in Oakland.	14	37.8%	
Yes, I actively considered enrolling my child in a public charter school outside of Oakland.	1	2.7%	
No, I did not actively consider enrolling my child in a public charter school.	22	59.5%	
	37	100.0%	

**Parents residing in Lower Hills**

<b>In your most recent school choice decision, did you actively consider enrolling your child in a parochial school?</b>			
<b>n =</b>	70		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a parochial school in Oakland.	10	14.3%	
Yes, I actively considered enrolling my child in a parochial school outside of Oakland.	3	4.3%	
No, I did not actively consider enrolling my child in a parochial school.	57	81.4%	
	70	100.0%	
<b>In your most recent school choice decision, did you actively consider enrolling your child in a public charter school?</b>			
<b>n =</b>	68		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a public charter school in Oakland.	22	32.4%	
Yes, I actively considered enrolling my child in a public charter school outside of Oakland.	1	1.5%	
No, I did not actively consider enrolling my child in a public charter school.	45	66.2%	
	68	100.0%	

## Parents residing in Upper Hills

<b>In your most recent school choice decision, did you actively consider enrolling your child in a parochial school?</b>			
<b>n =</b>	147		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a parochial school in Oakland.	28	19.0%	
Yes, I actively considered enrolling my child in a parochial school outside of Oakland.	6	4.1%	
No, I did not actively consider enrolling my child in a parochial school.	113	76.9%	
	147	100.0%	
<b>In your most recent school choice decision, did you actively consider enrolling your child in a public charter school?</b>			
<b>n =</b>	142		
	<b>Count</b>	<b>%</b>	
Yes, I actively considered enrolling my child in a public charter school in Oakland.	47	33.1%	
Yes, I actively considered enrolling my child in a public charter school outside of Oakland.	2	1.4%	
No, I did not actively consider enrolling my child in a public charter school.	93	65.5%	
	142	100.0%	

## Figure B23

### Parents considering elementary schools

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 143		n = 143		n = 143		Total Mentions	
	Top Source		2nd Source		3rd Source			
	Count	%	Count	%	Count	%	Count	%
Other parents	38	26.6%	39	27.3%	31	21.7%	108	25.2%
School Visit	46	32.2%	31	21.7%	27	18.9%	104	24.2%
Personal experience	20	14.0%	13	9.1%	11	7.7%	44	10.3%
My child	6	4.2%	8	5.6%	15	10.5%	29	6.8%
OSD brochures or website	6	4.2%	17	11.9%	11	7.7%	34	7.9%
GreatSchools.org	8	5.6%	10	7.0%	12	8.4%	30	7.0%
Family	6	4.2%	5	3.5%	6	4.2%	17	4.0%
Blogs or Newsgroups	1	0.7%	12	8.4%	9	6.3%	22	5.1%
Staff at a prior school	1	0.7%	5	3.5%	2	1.4%	8	1.9%
Radio, TV, or Newspaper	0	0.0%	0	0.0%	1	0.7%	1	0.2%
Real Estate Agent	1	0.7%	0	0.0%	3	2.1%	4	0.9%
None of these	10	7.0%	3	2.1%	15	10.5%	28	6.5%

### Parents considering middle schools

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 88		n = 88		n = 88		Total Mentions	
	Top Source		2nd Source		3rd Source			
	Count	%	Count	%	Count	%	Count	%
Other parents	25	28.4%	24	27.3%	16	18.2%	65	24.6%
School Visit	24	27.3%	24	27.3%	12	13.6%	60	22.7%
Personal experience	18	20.5%	4	4.5%	16	18.2%	38	14.4%
My child	11	12.5%	16	18.2%	14	15.9%	41	15.5%
OSD brochures or website	2	2.3%	5	5.7%	9	10.2%	16	6.1%
GreatSchools.org	3	3.4%	4	4.5%	4	4.5%	11	4.2%
Family	1	1.1%	6	6.8%	0	0.0%	7	2.7%
Blogs or Newsgroups	0	0.0%	2	2.3%	3	3.4%	5	1.9%
Staff at a prior school	3	3.4%	0	0.0%	5	5.7%	8	3.0%
Radio, TV, or Newspaper	1	1.1%	0	0.0%	1	1.1%	2	0.8%
Real Estate Agent	0	0.0%	0	0.0%	0	0.0%	0	0.0%
None of these	0	0.0%	3	3.4%	8	9.1%	11	4.2%

### Parents considering high schools

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 44		n = 44		n = 44		Total Mentions	
	Top Source		2nd Source		3rd Source			
	Count	%	Count	%	Count	%	Count	%
Other parents	16	36.4%	14	31.8%	6	13.6%	36	27.3%
School Visit	8	18.2%	16	36.4%	8	18.2%	32	24.2%
Personal experience	9	20.5%	2	4.5%	5	11.4%	16	12.1%
My child	5	11.4%	5	11.4%	11	25.0%	21	15.9%
OSD brochures or website	2	4.5%	1	2.3%	3	6.8%	6	4.5%
GreatSchools.org	0	0.0%	1	2.3%	1	2.3%	2	1.5%
Family	2	4.5%	0	0.0%	1	2.3%	3	2.3%
Blogs or Newsgroups	0	0.0%	0	0.0%	1	2.3%	1	0.8%
Staff at a prior school	2	4.5%	3	6.8%	3	6.8%	8	6.1%
Radio, TV, or Newspaper	0	0.0%	0	0.0%	1	2.3%	1	0.8%
Real Estate Agent	0	0.0%	1	2.3%	0	0.0%	1	0.8%
None of these	0	0.0%	1	2.3%	4	9.1%	5	3.8%



## Figure B24

### Parents enrolling children in parochial or private schools

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 44		n = 44		n = 44			
	Top Source		2nd Source		3rd Source		Total Mentions	
	Count	%	Count	%	Count	%	Count	%
Other parents	9	20.5%	15	34.1%	10	22.7%	34	25.8%
School Visit	22	50.0%	12	27.3%	3	6.8%	37	28.0%
Personal experience	7	15.9%	4	9.1%	2	4.5%	13	9.8%
My child	2	4.5%	7	15.9%	14	31.8%	23	17.4%
OUSD brochures or website	2	4.5%	3	6.8%	2	4.5%	7	5.3%
GreatSchools.org	1	2.3%	1	2.3%	1	2.3%	3	2.3%
Family	1	2.3%	0	0.0%	2	4.5%	3	2.3%
Blogs or Newsgroups	0	0.0%	1	2.3%	2	4.5%	3	2.3%
Staff at a prior school	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Radio, TV, or Newspaper	0	0.0%	0	0.0%	1	2.3%	1	0.8%
Real Estate Agent	0	0.0%	1	2.3%	0	0.0%	1	0.8%
None of these	0	0.0%	0	0.0%	7	15.9%	7	5.3%

### Parents enrolling children in OUSD schools

In your most recent school choice decision, what were the top three information sources that influenced your choice of school for your child?

	n = 150		n = 150		n = 150			
	Top Source		2nd Source		3rd Source		Total Mentions	
	Count	%	Count	%	Count	%	Count	%
Other parents	45	30.0%	49	32.7%	23	15.3%	117	26.0%
School Visit	38	25.3%	38	25.3%	31	20.7%	107	23.8%
Personal experience	29	19.3%	8	5.3%	16	10.7%	53	11.8%
My child	11	7.3%	12	8.0%	19	12.7%	42	9.3%
OUSD brochures or website	5	3.3%	13	8.7%	16	10.7%	34	7.6%
GreatSchools.org	4	2.7%	7	4.7%	10	6.7%	21	4.7%
Family	5	3.3%	7	4.7%	2	1.3%	14	3.1%
Blogs or Newsgroups	1	0.7%	5	3.3%	9	6.0%	15	3.3%
Staff at a prior school	4	2.7%	6	4.0%	7	4.7%	17	3.8%
Radio, TV, or Newspaper	0	0.0%	0	0.0%	2	1.3%	2	0.4%
Real Estate Agent	0	0.0%	0	0.0%	2	1.3%	2	0.4%
None of these	8	5.3%	5	3.3%	13	8.7%	26	5.8%