



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

AR 3650 Enrollment Impact Analysis



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Presented to:

Oakland Unified School District Board of Education

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Purpose and Timeline of BP 3650

Purpose:

- Positions the District to maintain financial vitality and sustainability.
- Student enrollment is the main driver of revenue.
- Numerous decisions made by the Board annually have significant impact on student enrollment.
- The enrollment impact analysis allows the Board to have more complete information regarding the potential impact of its decision-making on enrollment and financial stability.

Timeline:

- BP 3650 was introduced as a new matter on January 25, 2017 and adopted on April 12, 2017.
- Due to a change in the Board Agenda for the December 13, 2017 meeting, AR 3650 was postponed to February 28, 2018.
- The first Enrollment Impact Analysis was presented to the Board on November 8, 2017 (focusing on the potential impact of Latitude 37.8 High School and Oakland Charter High School).

What is an Enrollment Impact Analysis?

Per BP 3650:

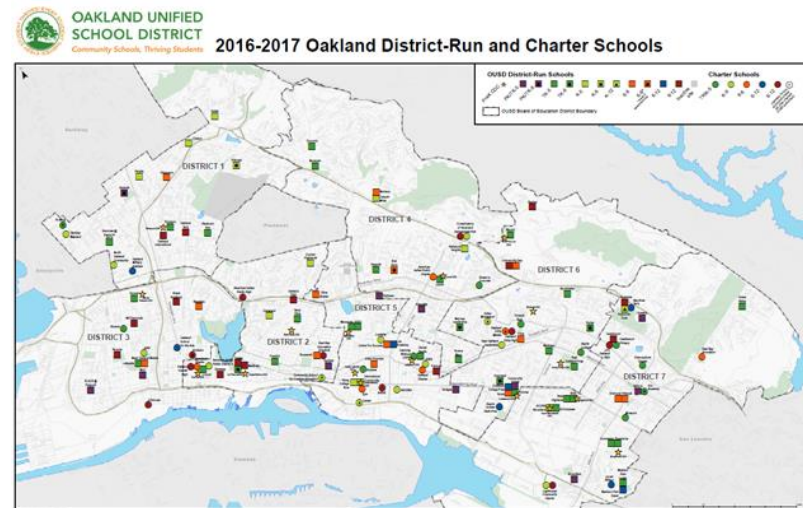
“An Enrollment Impact Analysis shall accompany Board consideration of any of the following:

- Proposition 39 offers that may require relocation of District students
- New district and charter schools, closure of district and charter schools, grade expansions of district or charter schools,
- Program changes for magnet schools
- Changes in the transportation services offered by District,
- Relocation of programs from one location to another (including Special Education programs),
- Collaboration with the charter sector around enrollment
- Any other change in policy or practice that is likely to affect student enrollment in District.”

Proposed AR 3650

Enrollment Impact Analyses will use data to inform decisions. The types of data can include, but are not limited to:

- Attendance boundaries
- Historical enrollment on CBEDS day
- School feeder patterns
- Demand
- Location
- Proximity to other schools
- 5 year average enrollment growth or decline
- School performance data
- Funding/financial and budget data



STRATEGIC REGIONAL ANALYSIS

Proposed AR 3650

Routine Metrics

The enrollment department will report on a defined set of metrics quarterly to provide information on seasonal enrollment trends.

The set of metrics includes, but is not limited to:

- Enrollment data
- QLess survey data
- Zendesk interactions and satisfaction data

Ad Hoc/Seasonal Topics

Seasonal topics will also be addressed, including:

- March 2018: Proposition 39 offers
- June 2018: Postmortem on enrollment options process; Blueprint for Quality Schools
- September 2018: 20 day counts and projections reconciliation
- December 2018: Concurrence of application between charter and district systems

Note: Requests for other ad-hoc analysis need to be received 8 weeks prior to the due date, and these will be conducted taking into account capacity constraints at the time. After we build in capacity to automate sections of the report in year 1, we will look to produce more thorough analysis in future years. Given changes to the context, revisions to topics above may be made to provide more relevant or timely data to the Board and community.

Proposed AR 3650: Process

Typically, the analysis process will include:

1. Investigation of the context surrounding the subject matter with internal and external data;
2. Data collection and review;
3. Data Analysis: Compile data and run analyses and scenarios to formulate hypotheses; data analysis will include financial data, mapping analytics, feeder pattern analysis, demand rates, historical enrollment data, along with program design and performance; we will incorporate long-term (5 year) enrollment and fiscal implications, knowing that a series of assumptions must be made based on the best evidence available at the time but that these assumptions are subject to change with new evidence;
4. Consultations with internal and external stakeholders related to the subject matter, analyses, and hypotheses;
5. Design and create the enrollment impact analysis report;
6. Quality and accuracy review of all data, scenarios, and hypotheses;
7. Internal discussions of draft report; and,
8. Finalize memo to the board.

Proposed AR 3650: Owners

Owners	Responsible for
Executive Director, Enrollment & Registration Management and School Portfolio Management	Oversee the cross-functional development and execution of the enrollment impact analysis process
Enrollment, Finance, Research Assessment & Data, Special Education, Operations, Legal, Transportation, and Office of Charter Schools	Collaborate to provide data, review data and analyses, and create the enrollment impact analyses for the Board
Enrollment Department	Initiate the process and submit the final memo to the Board
Board of Directors	Request a board presentation to accompany the memo. Determine other forums for staff to present their report (e.g. District Budget Advisory Committee, Community Advisory committee meetings, etc.)

Questions?