OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

Enrollment Improvements Program Year 2
Stabilizing & Increasing Enrollment
September 13, 2017

Presented by:

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Mission

Contribute to stabilizing & increasing OUSD enrollment.

OAKLAND UNIFIED SCHOOL DISTRICT
Pathway to Excellence · 2015-2020

Every Student Thrives!

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

Goals & Actions

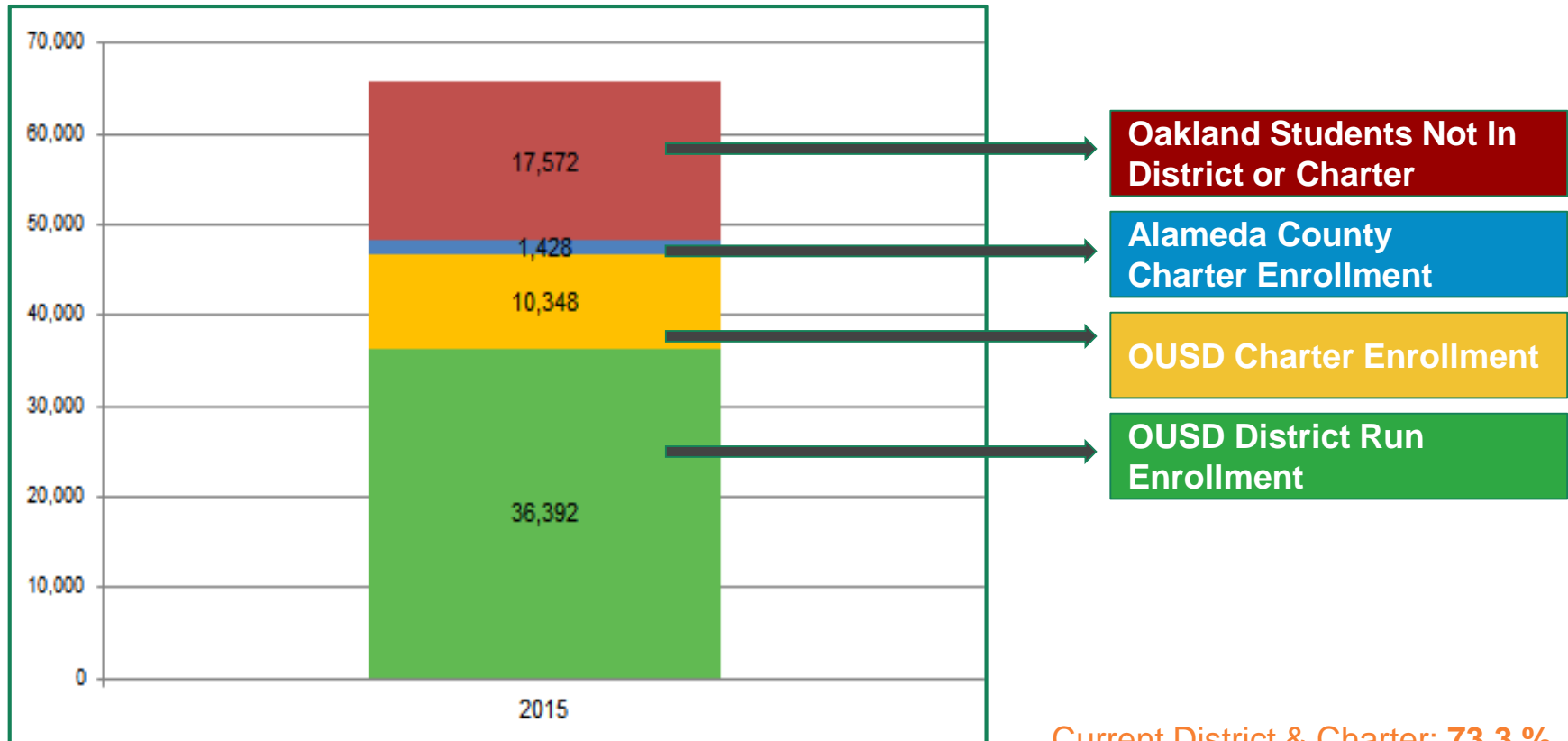| Goals Year 2	Actions Year 2
1 Improve family experiences, communication & change narratives (Tech & Process Upgrade Project)	New software system, clearer information, targeted outreach, & family centered processes
2 Improve assessment and data use (Enrollment Data Analytics Project)	Develop new assessment, 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

1 Improve Family Experiences, Communication & Change Narratives

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

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

Communications Focus: Using Data

Chart showing 2015 enrollment breakdown:
- Oakland Students Not In District or Charter: 17,572
- Alameda County Charter Enrollment: 1,428
- OUSD Charter Enrollment: 10,348
- OUSD District Run Enrollment: 36,392

Current District & Charter: **73.3 %**

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

* Capture rate analysis includes only children living within Oakland; it does not account for students living outside Oakland attending Oakland schools.

- 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.

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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

Develop new assessment, data analysis and enrollment projections practices

Outcomes	Milestones	
● Improve District level enrollment projections accuracy at the district and school level ● 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) 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

Develop & update enrollment policies

Outcomes	Milestones	
• New / Updated enrollment policies to increase equitable access • 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. ● 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**