



OAKLAND UNIFIED
SCHOOL DISTRICT

expect **Success**

Academic & Fiscal Solvency Community Survey Overview

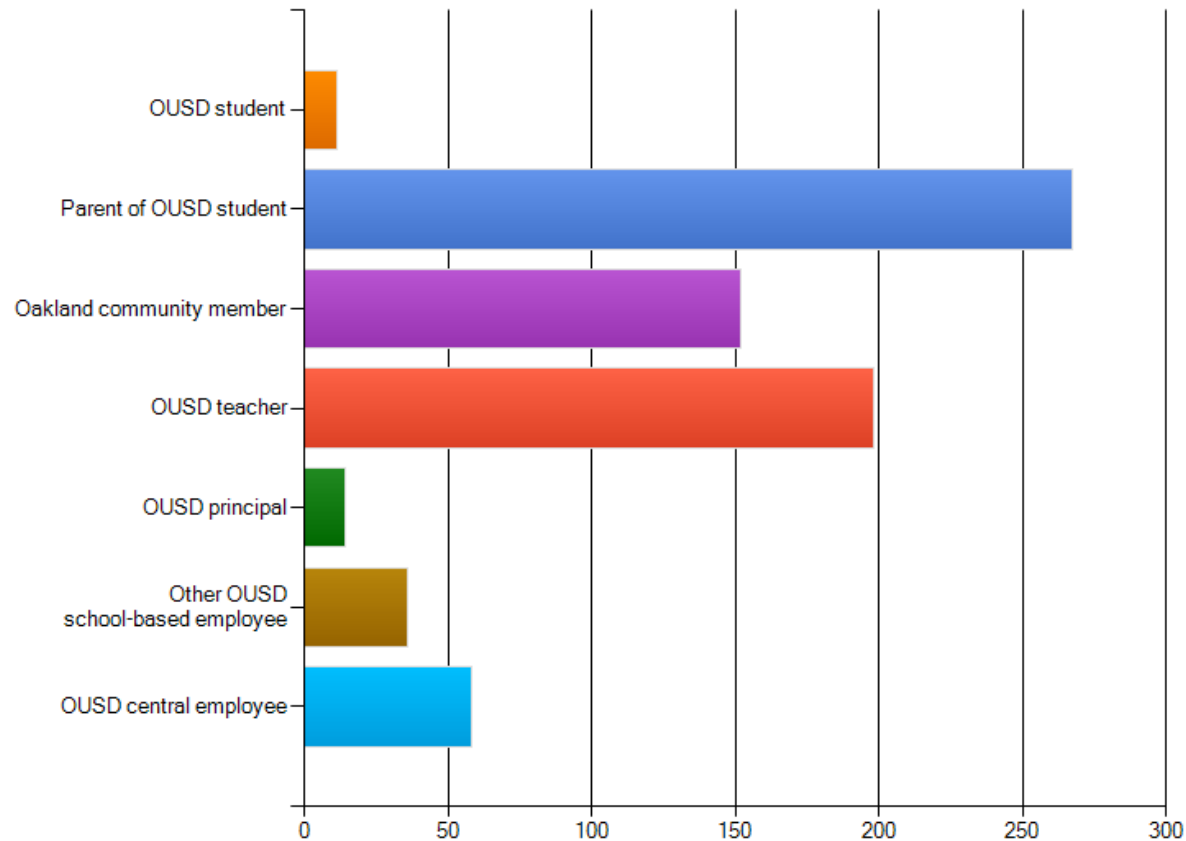
Spring 2010

The Survey

- Launched in mid-November 2010
- Available on OUSD website
- Promoted through newsletter, online announcements, and in individual school communities
- Started Survey: 739
- Completed Survey: 530 (71.7%)
- Survey provided in English, Spanish, and Chinese
- Comprised primarily of open-ended questions (essay format)
 - Budget Priorities
 - Attendance & Enrollment
 - Cost Reductions
 - Additional Feedback

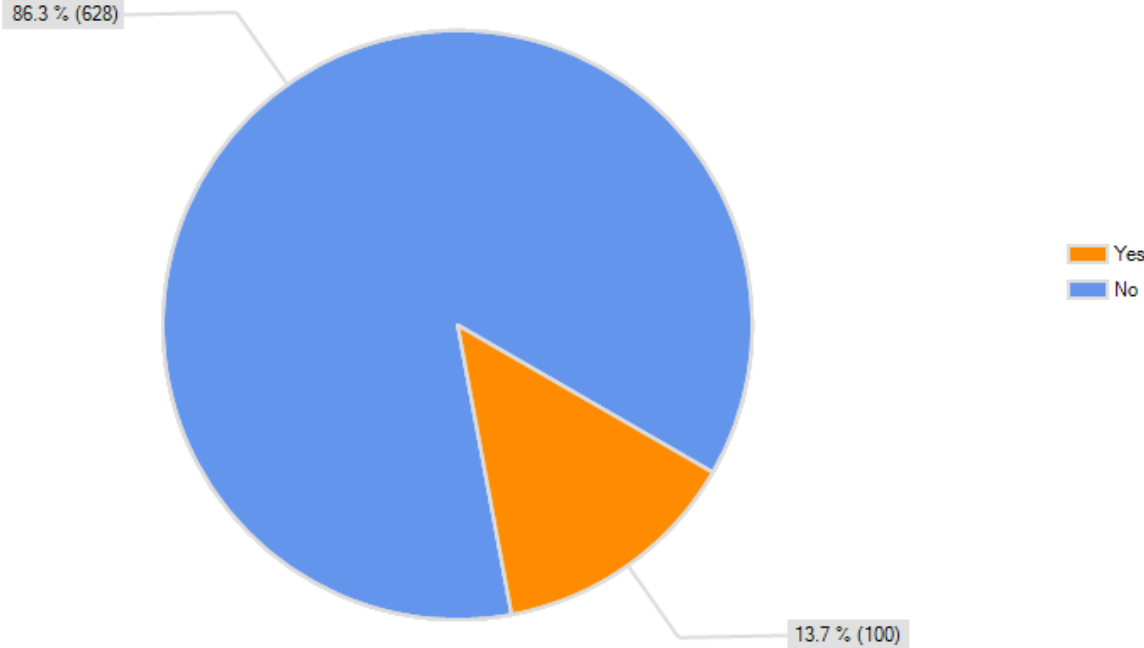
Survey Participants

What is your role in relationship to OUSD? Select all that apply:



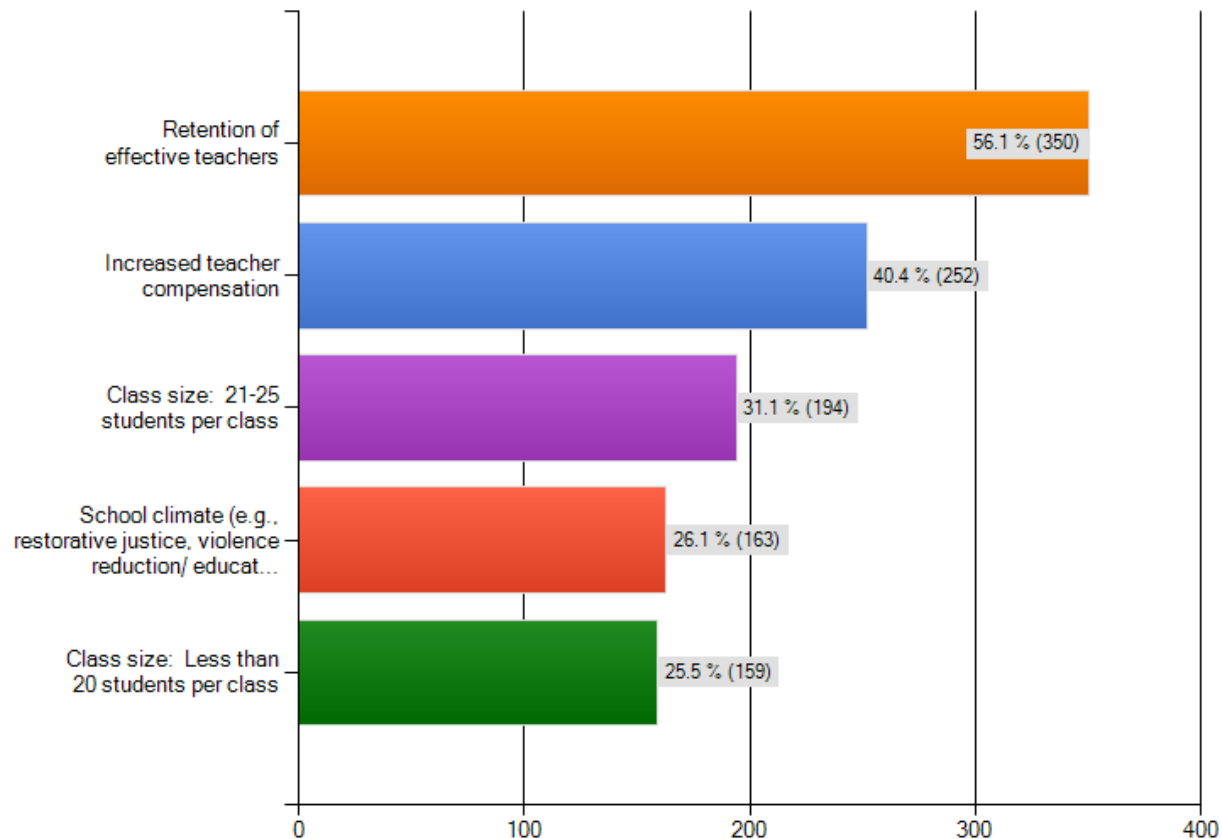
Did you attend a Community Meeting?

Have you attended an Academic and Fiscal Solvency engagement meeting?
Select one.



Top Five Budget Priorities

The following includes some of OUSD's many budget priorities. Please select your top three priorities. This question requires you to choose exactly three options.



Attendance & Enrollment

OUSD loses money every day a student is absent from school. What ideas do you have to increase student attendance? (504 responses total)

Recurring Themes:

- Most popular response: Marketing or PR Campaign to educate parents about the financial impact of truancy/Parent Education
- Hold parents accountable (fine parents, bill parents, wage garnishment, prosecute)
- Rewards for positive attendance (certificates, awards, prizes, pay students for attendance)
- Provide more engaging teachers and classes
- Neighborhood Schools/Provide school buses or other transportation

Other ideas: No more minimum days, smaller class size, home visits, change the system that attaches funding to attendance, make home study easier, closed campuses, health care at school

Attendance & Enrollment

OUSD can increase its funding by increasing enrollment. What ideas do you have to increase enrollment in OUSD schools? (518 responses total)

Recurring Themes:

- Most popular response: More marketing/PR/outreach – promote our schools’ success stories, increase positive media coverage, advertise, “The new website is a good start, as is better communication of successes, and Mr. Smith's high visibility is reassuring to present and prospective parents.”
- Improve school quality (specifically test scores and facilities)
- Increase perceptions of safety
- Neighborhood schools/build connections in individual school communities
- Stop approving charters and close charter schools

Other ideas: Makes schools look better, clean, more K-8s instead of middle schools, school websites for all schools, better/happier teachers

Cost Reductions

What OUSD programs or services are particularly valuable to you? (411 responses total)

Most popular answers in order of popularity:

- Afterschool Programs (free afterschool childcare)
- Music and the Arts
- Violence Prevention (Second Step, Positive School Climate, Restorative Justice)
- Adult Education (parenting classes)
- Sports (afterschool athletics, OAL)

Other popular answers: GATE, History Department (Nancy Midlin and Stan Pesick), New Teacher Support, Early Childhood Education, the District website and announcements from the Superintendent, small classes/class size reduction

Cost Reductions

What budget-cutting ideas do you have? (447 responses total)

Recurring Themes:

- Most popular response: Cut consultants/less spending on contracts
- Decrease the number of administrators (cut NEXOs)
- Close under-utilized and very small schools
- Build efficiency (move to electronic and online systems and communications, increase energy efficiency, decrease waste)

Other ideas: Fight the state, reduce text book and supplies purchases, retirement incentives, cut Si Swun, continue to keep cuts away from the classroom

Cost Reductions

What best practices have you seen in other districts or other organizations that OUSD should consider? (337 responses total)

Recurring Themes:

- Develop alternative funding streams (parcel tax, partner with Foundations, individual donors, District-wide fundraisers, corporate partnerships and sponsorships)
- Grow-your-own teachers (partnerships with local credentialing programs, more student teachers)
- Multiple pathways (workforce-based education, MetWest model)
- Teacher pay (pay teachers more, pay flexibility, pay for performance)
- Parent involvement (mandatory parent work at schools, more parent conferences, get rid of parent fingerprinting requirement to volunteer, “hold parents accountable”)
- **Other ideas:** Get rid of testing, better food in schools, Harlem Children’s Zone, computerize payroll/attendance for employees and students, the hiring process and onboarding is a pain point

Additional Feedback

Do you have other suggestions for OUSD? (311 responses)

Recurring Themes:

- More marketing, PR, outreach, more positive press – “Celebrate our successes!”
- Pay teachers more
- Improve school safety
- “Lobby Sacramento,” “Fight the state,” “Change the system!”

Other ideas: merit pay, change tenure policies, remove unproductive employees, continue to increase transparency, certain central office departments criticized, focus on middle and high schools, create an online suggestion box/conduct more surveys