OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

Enrollment Improvements Program Year 2
Stabilizing & Increasing Enrollment

Spring Update # 2 - April 25, 2018

Presented by:

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Enrollment Improvement Program
Year 2 Goals & Actions

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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

Presentation Objectives

1. **Share the results to date of "Goal 1: Improve family enrollment experiences, communication and change narratives."**
   - Did the purchase of the enrollment system meet the expectations of Goal 1?
   - How will the new system meet the demands of "Goal 3: More equitable access to Quality Community Schools?"
   - What myths or beliefs are being challenged by this work?

2. **Provide a preview of the draft Year 3 scope.**
   - Estimated Cost of changes to School Finder in Year 3

ENROLL OUSD
in 4 easy steps!

1 FIND   2 APPLY   3 CONFIRM   4 REGISTER

Story By The Numbers

★ On-Time Applications Submitted: **8,804**
   (Increased by 694 from last year!)

★ Offers Accepted: **6,457 or 73.3 %** of offers were accepted
   ○ Offers Declined: **1,560 or 17.7%** of offers were declined
   ○ Applicants that did not accept or decline their offer: **788 or 8.9%**.
   ○ Total # of waitlist placements: **5,182**

★ Late applications to date: **More than 1,050**

Story By The Numbers: Wins

★ First time that we have had more than 50% of offers accepted by the confirmation deadline. 91% of families confirmed this year.

★ **In the past** waitlist opportunities favored those with access. In the past, <u>we did</u> have fewer applicants on waitlists (1,000-1,500 applicants), because:
  ○ Families that were unable to come in person to apply for a waitlist or had difficulty navigating the process could not access the opportunity for another chance at one of their top ranked choices.
  ○ Families could only select to be on the waitlist at one school.

★ **Myth:** *"The old 'appeals' process gave me a better chance because it was based on being first in line and waitlist offers were made based on the reason of the appeal."*
  Truth: Waitlist have always been lotterized & appeals are universally accepted
  Myth: *"Every year before this year, all families always received one of their six choices"* **Truth: Every year, some students don't get one of their choices. Initial data indicates a slight increase in 1st choice assignments this year.**

**We believe that we are going to see more diverse placements because of the new enrollment system.**

# Family Experiences of Choice & Quality: Daugher at NW Middle School

4.0 GPA Student, single parent working two jobs. Loves school and loves being on the Lacrosse team, wants to play for the Tech Bulldogs. Waitlist number at Oakland Tech is above 440. Family did not know that Skyline also has Lacrosse, and available seats for Grade 9. Family did not apply to any other OUSD, charter or private schools

Potential Enrollment Improvements Year 3 Actions:
- New policy to give priority placement for Feeder Schools.
- Increasing outreach efforts to help families learn about more OUSD choices.
- Reaching out to families that select only one school on their application, before the Open Enrollment window closes.
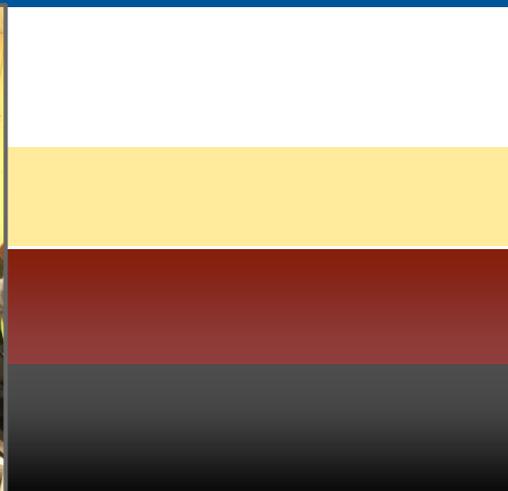
Family Experiences of Choice & Quality: Supporting families who defaulted to Neighborhood School
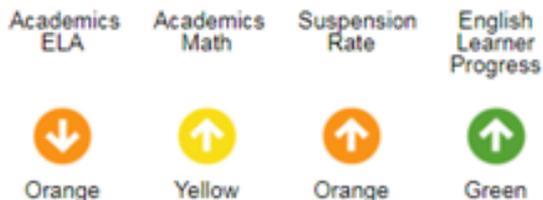
School Website
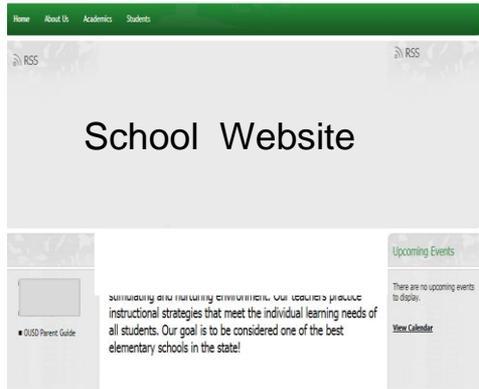
This North East elementary school received a total of 231 applications. Only 36 families (16%) selected this school as their 1st choice. Because of the new system, we were able to quickly know how many families were assigned by default (other choices full, mega-boundary school, etc.). We were able to reach out to them and the school Principal to coordinate school tours.

Potential Enrollment Improvements Year 3 Actions:

- **Site-level:** Support schools to make direct connection to neighborhood parents who may not have known about / selected their school. This will allow schools to target their outreach efforts.
- **Central-level:** During the Open Enrollment window we will be able to see which applicants did not select their neighborhood school, and reach out to them make sure they know school tour dates, or other information.
- Include parent testimonials about schools in School Finder. **Parents want to hear from other parents.**

School State Reported Data
(Also available from School Finder)

Academics ELA	Academics Math	Suspension Rate	English Learner Progress
Orange	Yellow	Orange	Green

Review From Yelp 2014: "The office staff greeted us answered all our questions with respect and made sure we understood everything we were asked to sign in and given visitors badges...This is the kind of interaction you want to have hands on people working with your children."

Family Experiences of Choice & Quality:

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Each year many families miss opportunities in one of two ways to access seats at high demand schools.

Last Year (2017-18)

\# of students with post-season enrollment

- **Grade TK, K** - 1,081 / 30%
- **Grade 6** - 420 / 20%
- **Grade 9 -** 458 / 25%

This Year

- Two families had applied on-time but did not know that they had neighborhood priority for Glenview, and did not pick it as one of their options. Neither applied to charter or private schools. These families missed an opportunity to be placed at a high demand school.

- The families did not know that they could research schools using school finder to help them find schools close to their work.. We helped them apply as late applicants and select new school options that will better meet their needs

Potential Enrollment Improvements Year 3 Actions:
- Outreach, outreach, outreach.
- How-to videos
- Increased communications
- More and easier to understand information

Focus On Quality
Demand (% of First-ranked choices) & Waitlists

Top ten rank 1 schools (Accepted & Waitlist totals are for all grades)

School Name	Grades	# of Offers Accepted	# Students on the Waitlist
Oakland Technical	9-12	551	530
Montclair	TK-5	111	396
Hillcrest	K-8	100	357
Edna Brewer	6-8	316	292
Lincoln	TK-5	126	193
Melrose Leadership Academy	Tk-8	122	183
Coliseum College Prep Academy	6-12	135	164
Oakland High	9-12	425	16
Skyline High	9-12	362	5
Montera	6-8	260	1

- Ten schools represent **51% of all rank 1** selections. **Northwest has 48%** of all rank 1 selections, and **39%** of all requests (ranked 1-13). **79%** of all requests occur at three grade levels: Kindergarten, 6th, and 9th grades

Focus On Quality
Top 10 Schools With Highest Waitlists

School Name	Grades	# Students on the Waitlist
Oakland Technical	9-12	531
Montclair	TK-5	393
Hillcrest	K-8	357
Chabot	K-5	325
Thornhill	K-5	298
Edna Brewer	6-8	292
Sequoia	TK-5	277
Crocker Highlands	K-5	260
Life Academy	6-12	245
Cleveland	K-5	230
Joaquin Miller	K-5	188

Focus on Quality:
What determines how parents select a school for their children?

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Current Parents: Most Important Factors in Selecting a School (ranked on a scale of 1-5)			
	n	**Mean**	**SD**
Safety at school and school neighborhood	872	4.72	0.597
Teachers	877	4.69	0.593
Academics (classes, curriculum, school test scores)	880	4.67	0.62
Safety to and from school	881	4.48	0.803
School climate	870	4.24	0.865
Location	862	4.19	0.935
School principal	876	4.18	0.878
Extracurricular (sports, music, clubs, etc.) or after school activities	876	4.04	0.907
Diversity	880	4.01	0.998
School reputation	879	3.93	0.96
Parent leadership	879	3.84	0.966
School size	876	3.37	1.129
Child's friends attend the same school	879	3.07	1.168

Remaining Year 2 Work & Year 3 Preview

Year 2 Remaining work

- Quote for cost to remove Charter Schools from School Finder: $128,000
- Implement the policy sandbox, and report results and policy recommendations.
- Pilot online registration (1-6 schools). This is modification from the original year 2 plan. We had hoped to have the system and school sites ready to launch online registration, however this is not recommended due to lack of adequate time to: customize and test the system, prepare and support sites with deployment, communicate and support parents in using a new online registration system

Year 3 Preview (Final Draft To Be Presented June 2018)

- Online Registration
- Special Ed Enrollment & Decreasing Transportation costs
- Increased outreach,communication and school selection support efforts
- Implement online application for Current Year Enrollment
- Additional enhancements to school finder, school apply to improve family and school staff experiences

Theory Of Action Year 3
OUSD Staff, Community, Board Members

Access is a vital path towards the goal of equity.

Appendix

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Quote for School Finder Changes

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Task	Dev Hours	Cost
Migrate Customer to v2 of Product	200	$ 20,000.00
Spin Up Separate Instance / Server for Finder	15	$ 1,500.00
Map and Migrate School Data in English (base)	20	$ 2,000.00
Map and Migrate School Data in Spanish	20	$ 2,000.00
Map and Migrate School Data in Vietnamese	20	$ 2,000.00
Map and Migrate School Data in Khmer	20	$ 2,000.00
Map and Migrate School Data in Chinese Traditional	20	$ 2,000.00
Map and Migrate School Data in Chinese Simplified	20	$ 2,000.00
Map and Migrate UI; Updates to UI to Isolate to District	25	$ 2,500.00
Employ Search Logic; Updates to Search Logic to Isolate to District	40	$ 4,000.00
Create Accounts and Role Access	10	$ 1,000.00
Additional Features and Improvements	Unknown	
Changes, Fit and Finish (typically 30% of total hours)	123	
Development Cost	533	$ 53,300.00
Project Management Cost (assumes 8 weeks full-time)	320	$ 48,000.00
QA Cost	267	$ 26,700.00
Total		$ 128,000.00

Thank You!

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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	Progress/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)

2 Improve assessment and data analysis

Develop new assessment, data analysis and enrollment projections practices

Outcomes	Milestones/Progress	
● 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 20 day counts Implement improved enrollment projections process & methodology
	Winter	Scenario and impact analysis for changes in school portfolio: ongoing
	Spring	
	Summer	

More Equitable Access To Quality Schools

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Develop & update enrollment policies

Outcomes	Progress towards Milestones	
● New / Updated enrollment policies to increase equitable access ● Provide data-based Feeder Pattern recommendations	**Fall '17**	Benchmarking, research, assessment, and community engagement
	Winter '18	
	Spring '18	
	Summer '18	Scenario analysis using new enrollment software

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4 Align enrollment planning & school portfolio management

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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	
	Spring	
	Summer	Recommendations and phase 1 Implementation

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 process
OUSD Legal assessment of enrollment policy changes	January 2018	In process
Implementation of policy software testing environment *	**April-June 2018**	**To Be Started**
Impact analysis conducted through vendor testing environment to assess impact of policy changes)	**June-August 2018**	**To Be Started**
Implementation plan to operationalize all changes: legal review, fiscal review, internal and external feedback	September 2018-February 2020	To Be Started
Review and approval by OUSD Board of Directors	June 2019	To Be Started
Implementation of changes in SchoolMint and testing	July 2020-Mar 2020	To Be Started

*Note: timing of policy change implementation dependent on availability of software testing environment