

OUSD Middle School Recruitment Efforts -Lessons Learned- February 10, 2021



WELCOME TO OAKLAND IN THE MIDDLE!



Ask of the Board

- We are here to share our work around the “Oakland in the Middle” Campaign
- This will be for discussion, not a vote

Outline

- What's Oakland in the Middle?
- Our learnings around Middle School enrollment
- Successes, Challenges, & Recommendations



From Elementary to the Middle What's the Difference?

922 views • 1 year ago



Oakland in the Middle

New 6th Graders reflect on their first impressions and the biggest differences they've observed so far throughout Middle School!

What's Good? Oakland in the Middle!

Oakland in the middle

Bringing us together through the great stories, moments, and joys of middle school life!

We believe that our school programs are robust, unique, and competitive. We also believe that many families and students remain unaware of our many offerings and opportunities. We have evidence of this through declining enrollment across every sector of our district, so we know that enrollment based on previous grade levels is not guaranteed.

Our work is to explore and experiment with as many outreach avenues as possible to inform, engage, and stay connected with current and prospective middle school students.

- Social media (Facebook, Instagram, Youtube, Tiktok)
- Web (Site, family forums & newsletters, etc)
- Mailers (Postcards, letters, brochures, etc)
- Phone (school messenger)

Oakland in the Middle General Strategies

GOAL & METRIC: Increase the enrollment of 6th grade students 10% over the next 5 years



For students

- Celebrate the unique middle school experience
- Provide a platform for schools to be seen, heard, and appreciated

For families

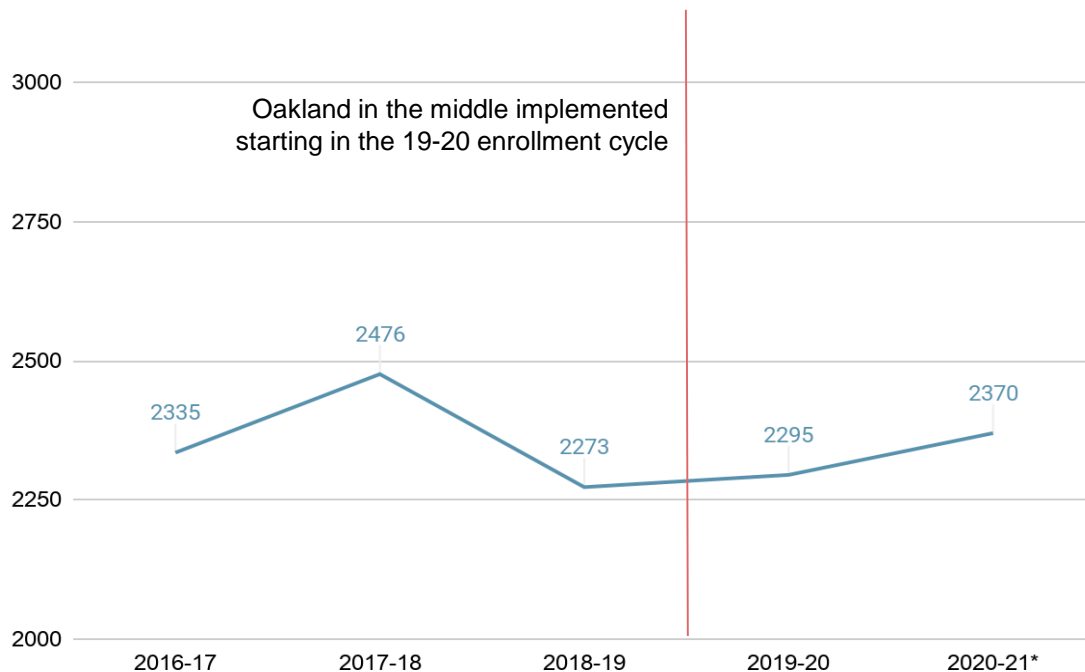
- Support the transition from childhood to pre-teen, from elementary to middle
- Demonstrate our student-centered values as a network
- De-mystify middle school life
- Spotlight staff, students, and school culture
- Help make the process to apply, enroll, and register as easy as possible

For school and network

- Highlight school offerings and events of each school
- Current OUSD parents as promoters to other parents
- Support sites' own recruitment endeavors (media, presentations, family engagements)
- Work with elementary schools to be promoters of our middle schools
- Outreach to prospective families (letters, postcards, etc)

Oakland in the Middle

Grade 6 Enrollment Over Time



Since 18-19 school year, Grade 6 enrollment has **increased by 4%.**

Over the same time period:

- Grade 9 enrollment decreased by 1%

*Based on preliminary Fall 1 CALPADS reporting as of 1/26/21, not yet final; other years based on certified Fall 1 CALPADS reporting

Oakland in the Middle

GOAL & METRIC: Increase the enrollment of 6th grade students 10% over the next 5 years

2019 Enrollment: 2291

2020 Enrollment: 2370

Successes:

- Building a brand for oakland middle schools. *Oakland in the Middle* is a unifying project. Students anticipate being represented or seeing their school represented. Teachers and staff forward and nominate all-star teachers to be featured. A sense of pride in the social sharing era leads to more positive exposure, and great advertising for our programs.
- Relationships: recruitment is challenging and like many things, another area of school leadership and design that is unsupported while extremely involving. This position works to bridge communication between elementary and middle schools, coordinate and support events and engagement for community and family, and generally to keep a pulse on said relationships and goals.
- **Growth of 4% in enrollment since 2018-19**

Oakland in the Middle

Challenge 1: Understand family desires

- **What we are doing:** We do our best to anticipate trends, looking at data from previous years, conducting empathy interviews, and brainstorming what we think are in the minds of prospective families.

Challenge 2: Provide information to families.

- **What we are doing:** We have made a dent through or exploration of social media (IG, FB, YouTube), physical media (postcards, brochures, and even stickers). Last month we hosted our first Virtual Tour week that included 9 of our 11 programs.

Challenge 3: Work with school site staff on processes.

- **What we are doing:** Organized and trained school personnel to call families and support the online process, Included step by step instructions in all our materials, in the 5 most prominent languages , Continued to collaborate with Enrollment Office to support school office personnel with confirming offers

**VIRTUAL (JAN 18TH-25TH)**
TOUR WEEK!
HEAR FROM YOUR FAVORITE OUSD MIDDLE SCHOOLS BEFORE THE APPLICATION WINDOW CLOSES FEBRUARY 1ST

**FEATURING TEACHER & FAMILY VOICES FROM...**
5PM: UNITED FOR SUCCESS ACADEMY
6PM: ELMHURST UNITED
TUESDAY JANUARY 19TH

5PM: BRET HARTE MIDDLE SCHOOL
6PM: ROOSEVELT MIDDLE SCHOOL
WEDNESDAY JANUARY 20TH

**5PM: WESTLAKE MIDDLE SCHOOL**
6PM: WEST OAKLAND MIDDLE SCHOOL
THURSDAY JANUARY 21ST

5PM: FRICK UNITED ACADEMY OF LANGUAGE
6PM: URBAN PROMISE ACADEMY
7PM: MONTERA MIDDLE SCHOOL
MONDAY JANUARY 25TH

FIND ZOOM LINKS AND MORE INFORMATION FOR ALL OUR SCHOOLS @ [OAKLANDINTHEMIDDLE.ORG](https://oaklandinthemiddle.org)



Zazzi Cribbs

Is there something like this for elementary schools?

Like · Reply · Message · 1w



Maria Antonieta Lema · · · ·



Ideas for Addressing Identified Challenges

Challenge 1: Understand Family Desires

Develop a systematic way to understand annually:

- How families received information about OUSD schools and how to improve those systems
- What characteristics of schools families desire, disaggregated by areas of the city
- Why families chose a certain OUSD school
- If they didn't choose an OUSD school, why they didn't

School sites and networks could use this information to be more responsive to families.

Ideas for Addressing Identified Challenges

Challenge 2: Provide information to families

Saturate the city with information about our schools.

- Use social media
- Encourage families to share information with each other
- Post information in the community

These recommendations are closely aligned to the equitable enrollment working group's recommendations

Ideas for Addressing Identified Challenges

Challenge 3: Continue working with school sites to strengthen processes

- Work with school site staff to call families and support the online process
- Continue to collaborate with Enrollment Office to support school office personnel with confirming offers and other outreach



Quality Schools in Every Neighborhood!



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

1000 Broadway, Suite 300, Oakland, CA 94607

www.ousd.org



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