

Board Office Use: <b>Legislative File Info.</b>	
File ID Number	21-0113
Introduction Date	2/10/2021
Enactment Number	_____
Enactment Date	_____



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

# Board Cover Memorandum

**To** Board of Education

**From** Kyla Johnson-Trammell, Superintendent  
Sondra Aguilera, Chief Academic Officer  
Cliff Hong, Middle School Network Superintendent  
Geoff Vu, Oakland in the Middle Lead

**Meeting Date** February 10, 2021

**Subject** Oakland in the Middle Campaign -- Learnings and Recommendations

**Ask of the Board** To discuss the successes and challenges learned from Oakland in the Middle Campaign and identify how the learnings can impact future supports for boosting schools' enrollments.

**Background** **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)

Since the inception of Oakland in the Middle, the Middle School network has seen moderate improved growth in application and enrollment rates, in contrast to its

peers at k-5 and high school.

**Discussion**

We cannot assume that families just “know” about programs and the processes of applying and confirming schools. For middle schools, it’s been 6 years since many families experienced the application process. There needs to be a strategic priority in both long-term and short-term recurring marketing materials to engage our families and keep them connected around their school choices and the selection process.

**Fiscal Impact**

If increasing enrollment is a priority for the Board, the district may want to make strategic investments in marketing OUSD schools.

**Attachment(s)**

- [Presentation \(See Legislative File Attachment\)](#)
- [oaklandinthemiddle.org](http://oaklandinthemiddle.org)
- [youtube.com/oaklandinthemiddle](https://youtube.com/oaklandinthemiddle)