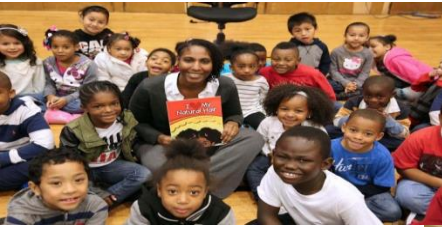




OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Enrollment Stabilization Policy Update October 27, 2021



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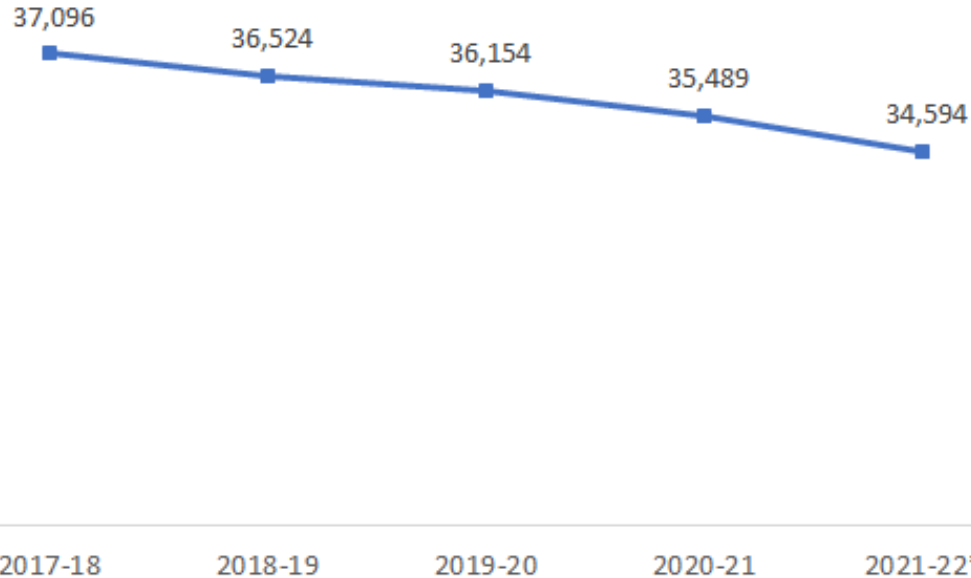


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Ask of the Board

- Receive update on the implementation of Board Policy 5115 – Enrollment Stabilization (“BP 5115”)
- Approval of proposed new Administrative Regulation 5115 – Enrollment Stabilization (“AR 5115”)

Enrollment Update - Overall



*As of October 27, 2021, only Uncertified Census Day enrollment is available for 2021-22 (all other years show Certified Census Day enrollment). Uncertified numbers are typically slightly higher than Certified Census Day enrollment.

Enrollment Update - By Grade Span

Grades	2017-18	2018-19	2019-20	2020-21	2021-22*	5-year Difference	1-year Difference
Elementary Grades TK-5	19,911	19,473	19,135	18,510	17,795	-2,116 (-11%)	-715 (-4%)
Middle Grades 6-8	7,192	7,034	6,978	6,973	6,868	-324 (-5%)	-105 (-2%)
High Grades 9-12	9,895	10,017	10,041	10,006	9,769	-126 (-1%)	-237 (-2%)

Changes for incoming grades:

Grades TK/K 5-year change: -497 (-13%) 1-year change: +134 (+4%)

Grade 6 5-year change: -185 (-7%) 1-year change: -76 (-3%)

Grade 9 5-year change: -46 (-2%) 1-year change: +51 (+2%)

*As of October 27, 2021, only Uncertified Census Day enrollment is available for 2021-22.

Largest School Increases in Enrollment

School Name	5-Year Difference in Enrollment
Fremont High School	+232 students (+28%)
Coliseum College Prep Academy	+181 students (+38%)
Melrose Leadership Academy	+111 students (+22%)
MetWest High School	+104 students (+60%)

Differences based on comparing 2017-18 Certified enrollment to 2021-22 Uncertified enrollment.

Background and Outline

- Board approved BP 5115 on April 28, 2021
- Estimated cost of ~\$1.5 million annually
- Today: updates on all key sections of the policy
 - District Office Supports
 - Responsibilities of Schools
 - Shared Responsibility for Enrollment Stability
 - Making Enrollment More Accessible for Families
 - No Resources for Competing Systems

Update: District Office Supports

- Funding was allocated in early August from AB 1840
- 2 enrollment and engagement liaisons (1 hired, 1 offered) to work directly with schools: universal supports to all schools, targeted supports to certain schools
- Conducting research on our current system to drive our overall strategic plan
 - Landscape analysis
 - Secret shopper work

Update: District Office Supports

- Working with 510media to develop a new brand strategy for marketing → anticipate a forthcoming contract for materials
- Prepping for upcoming enrollment window (launching on November 15)
 - Virtual tour weeks for Middle Schools and High Schools
 - Billboards and bus shelter advertising
 - Social media advertising
 - Partnership with YouthBeat for 3 high school videos: Castlemont, Skyline, Madison Park

Update: Schools and Shared Responsibility

School Sites

- Developed first draft SPSA template and toolkit to support sites in reflecting on and defining enrollment goals.
- Will work with Network Supts to get feedback on template.

Central Departments

- Discussing with senior leadership team how enrollment stabilization can integrate into work of each division

Interdistrict Transfers (IDTs)

- Staff more specifically defined parameters and documentation for each of the County-permitted reasons → coming to Board in December

Update: More Accessible Enrollment

- More approachable website and working on user-friendly help/FAQs
- Improving physical appearance at Lakeview
- Hiring of 3 Student Welcome Center Counselor IIs in progress (1 hired, 1 offered, 1 still interviewing for)
 - 1 position prioritized for an Arabic speaker
- Recent enhancements to continue to codify:
 - Language Line for interpretation
 - Ability to easily enroll by email/text/phone (this is how school sites can enroll families)
 - Online late applications and rolling offers
 - Ability to make in-person appointments for enrollment

New OUSD Enrollment Homepage



OUSD Enrollment

Community Schools, Thriving Students

Home

Pre-K

Enroll in TK-12

Our Schools

Transfer

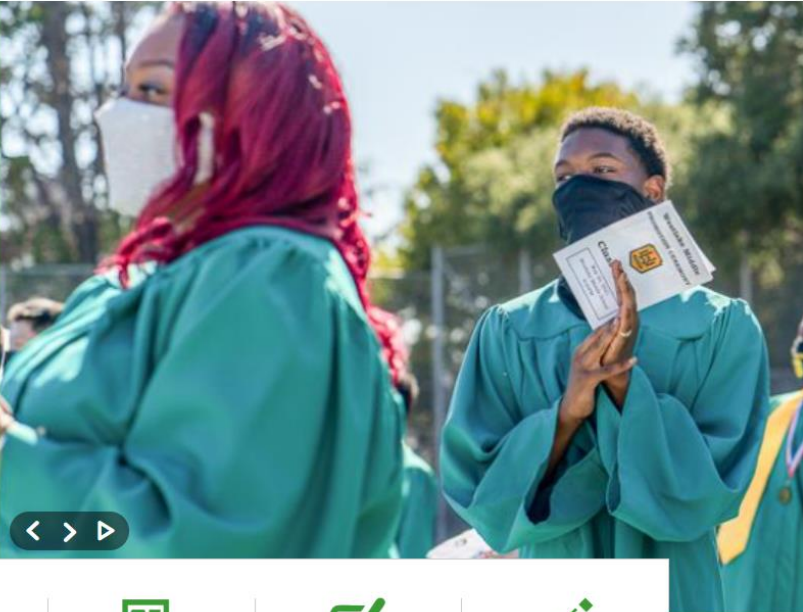
FAQs

Contact Us

Independent Study

Rain, shine, or pandemic...

Our number one goal is preparing our students for the future. Whatever it takes, we're committed to offering the single best experience we can for our young people and our community. Come be a part of this! Email enroll@ousd.org or call/text 510-879-4600 today!



EXPLORE



APPLY



ACCEPT/DECLINE OFFERS



BACK TO SCHOOL FORMS

Update: Competing Systems

- Removed charter schools from OUSD maps
- Printed new maps for Student Welcome Center
- Working with Research and Data team and Legal to update other public-facing websites and documents
- New SchoolFinder tool development in progress
 - New contract with SchoolMint (Board approved in June 2021)
 - Based on feedback from families and OUSD staff, new Finder will include an improved (and more mobile-friendly) layout, an option to filter, and updated content for schools

AR 5115

- Board must approve first iteration of AR 5115
 - Any subsequent changes to AR 5115 need only be provided to Board 60 calendar days before they take effect
- More clearly establishes staff responsibilities and timeline to provide required documents (e.g., Annual Enrollment Stabilization Plan Template)
- Gives examples of prohibition on using OUSD resources to support enrollment or marketing of competing schools



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