Annual Report: Enrollment Stabilization 2024-2025

grow with us

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OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

Overview

1. **Overview of Enrollment Stabilization**
2. **Strategy I:** *Improve Access*
3. **Strategy II:** *Increase visibility & brand awareness*
4. **Strategy III:** *Enrollment Focal Schools*
5. **Challenges & Future Forward**

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Overview of Enrollment Stabilization

BP 5115: Enrollment Stabilization

- *Adopted April 2021:* "Enrollment is chief driver of revenue for the District. Declining enrollment has been a lead driver of OUSD's budget difficulties over the last twenty years, leading to the need for budget cuts, layoffs, and school closures. This policy affirms that enrollment stabilization and growth is a top priority for OUSD and that all OUSD employees and officials are expected to make every effort to stabilize and grow enrollment in OUSD-operated schools. "
- "The Superintendent or designee shall include expenditures in the annual proposed budget, starting with the proposed budget for 2021-22 fiscal year, to help each school to stabilize and grow as appropriate, with both universal and targeted supports."
- Policy calls for:
  - Collective responsibility for enrollment (central, site, Board)
  - Direct central support for schools
  - Increasing accessibility for families
  - No resource for competing systems

Overview of Enrollment Stabilization

Centralization of Enrollment Services

Departments/ Offices Directly Enrolling Students: 2022

1. Enrollment Department
2. DHP
3. Early Childhood Education
4. ELLMA
5. Foster Youth
6. High School Network
7. Juvenile Justice
8. McKinney-Vento
9. Special Education

School Board **Attachment A &** inter-department collaboration

Departments/ Offices Directly Enrolling Students: 2024

1. Enrollment Department
2. DHP
3. ELLMA* (Refugee & Asylee Office in deep collaboration w/ Enrollment)

Overview of Enrollment Stabilization

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ROI*: Bringing SCP enrollment back into Enrollment office has allowed 30-300 hours annually allowing 4 Coordinators and 4 Directors to refocused the work on instructional supports for students with special needs rather than administrative enrollment tasks.

Overview of Enrollment Stabilization

Enrollment Department

Three Teams

Student Welcome Center
- Manages all TK-12 enrollment, including the creation of enrollment projections
- Based at Lakeview and four satellite offices
- 25-26 FTE = 9.6 (Δ **-1.35**)

Strategic Outreach: Enrollment Marketing Team
- Implements BP 5115
- Promotes district enrollment
- Manages portfolio of focal schools
- Develop mailers, social media and school site campaigns.
- 25-26 FTE = 2.0 (Δ **-0.5**)

ECE enrollment team
- Manages PK enrollment
- Supports PK recruitment and TK/ K transition
- Supports ECE operations
- Some full-time at Lakeview; others split between Lakeview & sites
- 25-26 FTE = 14.5 (Δ **-0.5**)

Overview of Enrollment Stabilization

Current Enrollment

Grade Span	20-21	21-22	22-23	23-24	24-25	4/4/25
Elementary	18,537	17,794	17,766	17,660	**17,690**	*17,842*
Middle	6,973	6,868	6,742	6,888	6,675	*6,720*
High	9,928	9,902	9,769	9,632	9,620	9,344
TOTAL	35,565	34,566	34,265	34,059	33,916	34,027

Enrollment is declining at a lower rate over time, and actually **increased at elementary in 24-25**. It is currently higher than the official 24-25 enrollment count.

	5-year change	1-year change
Total	**(1,649)**	**(143)**
Percent	**(4.43%)**	**(.4%)**

Overview of Enrollment Stabilization

Current Enrollment: TK expansion

Grade Span	20-21	21-22	22-23	23-24	24-25	4/4/25
TK only	524	584	757	1,025	1,241	1,288

OUSD has been a state-wide leader in TK expansion, and this has been an important driver of enrollment stabilization. However, because family interest in TK enrollment does not align with facility capacity is limiting our ability to expand.

Schools with ability to expand TK based on family interest do not have space to expand.

	5-year change	1-year change
Total	**717**	**216**
Percent	**136.8%**	**21.1%**

Strategy 1:
Improve Access

Fostering an attitude of YES

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Strategy 1: Improve Access

Fostering an attitude of YES

- Many of our systems are designed around upper-middle class, English-dominant, tech-literate community members ➜ **What would it look like if we shifted that assumption and designed systems for the low-income, multi-lingual, tech-timid members of our community first?**
- As a public school district, particularly a public school district facing declining enrollment and intense challenge from competing systems, we must abandon a gate-keeper mentality at every stage of the enrollment system.

Strategy 1: Improve Access

Key Actions

1) **Implement Blenderbox's Enrollwise tool for use a core enrollment platform**

   - Enrollwise is highly mobile optimized and we learned in the pandemic that low-income families primarily access the internet through mobile devices
   - Enrollwise has continued to be an active partner in implementing an Oakland-specific Enrollment tool and modifying in response to community feedback (see appendix)
   - *As a result,* Early Childhood Enrollment and summer learning both adopted Enrollwise as an enrollment platform.
   - *As a result,* paradigm-shifting work to bring all Expanded Learning applications under the Enrollwise umbrella is underway

Strategy 1: Improve Access

Key Actions

2) **Establish four Satellite Offices** (*currently:* WOMS, UPA, CCPA, Elmhurst)

- Lakeview location is not accessible nor convenient to all families
- Those locations support elementaries with low rates of 5th grade applications *and* are adjacent to charters with high rates of district re-enrollment

3) **Significantly increased training and communication**

- PD 2-3 times per year with Principals, Clerical, Counselors, and Community School Managers
- Create and disseminate monthly enrollment memo highlighting key dates, policies, and resources
- Open-line of communication to Executive Director

Strategy 1: Improve Access

Key Actions

4) Remove arbitrary barriers that impede enrollment for many families

- Implemented 2-step enrollment process, so that families could complete an application and without documents, and then receive case-management to submit necessary paperwork
- Expanded list of alternate ID verification documents beyond birth certificates
- Worked with CSMs and Newcomer social workers to design intake routines and systems so that students stopped being "sent home" on their first day after being enrolled
- Improved access and transparency to alternative education

Strategy 1: Improve Access
# OUSD applications continue to increase

IMPACT
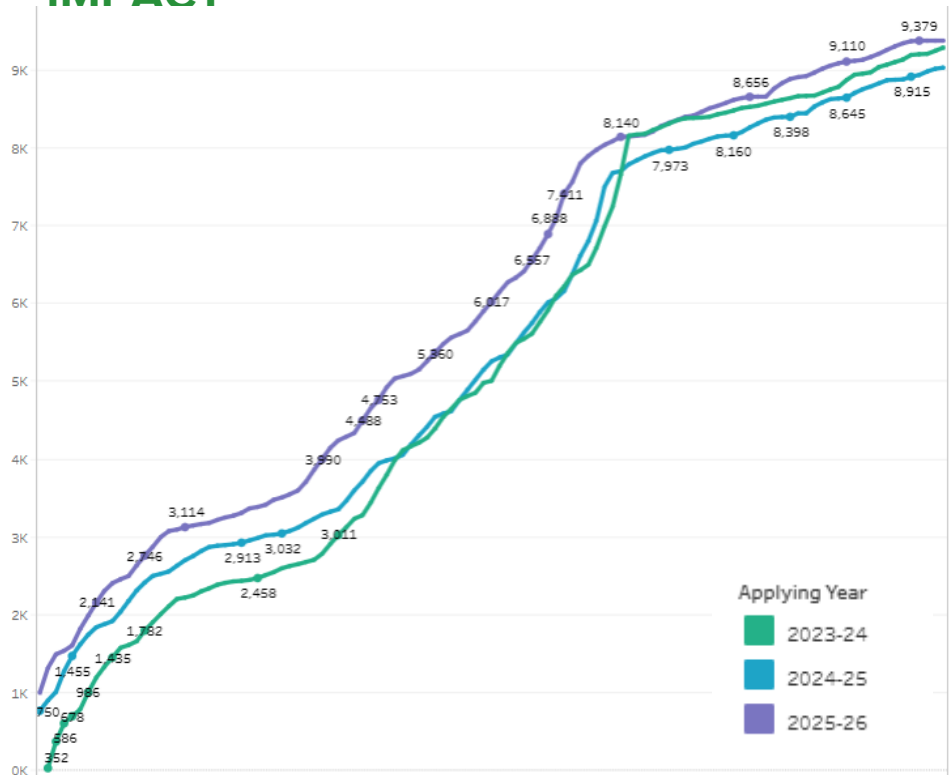
Through the first 110 days of the enrollment window, we are currently **442** applications **ahead** of 24-25, and **175** applications **ahead** of 23-24. Given the smaller Kinder and TK eligible birthrates, and the smaller size of 5th and 8th grade classes, this speaks to the success of our Enrollment Stabilization work.

Strategy 1: Improve Access
School leaders attest to improved process

IMPACT

"Vast improvement from previous years. Process is clearer, more responsive, and easier to navigate." -H.S. principal
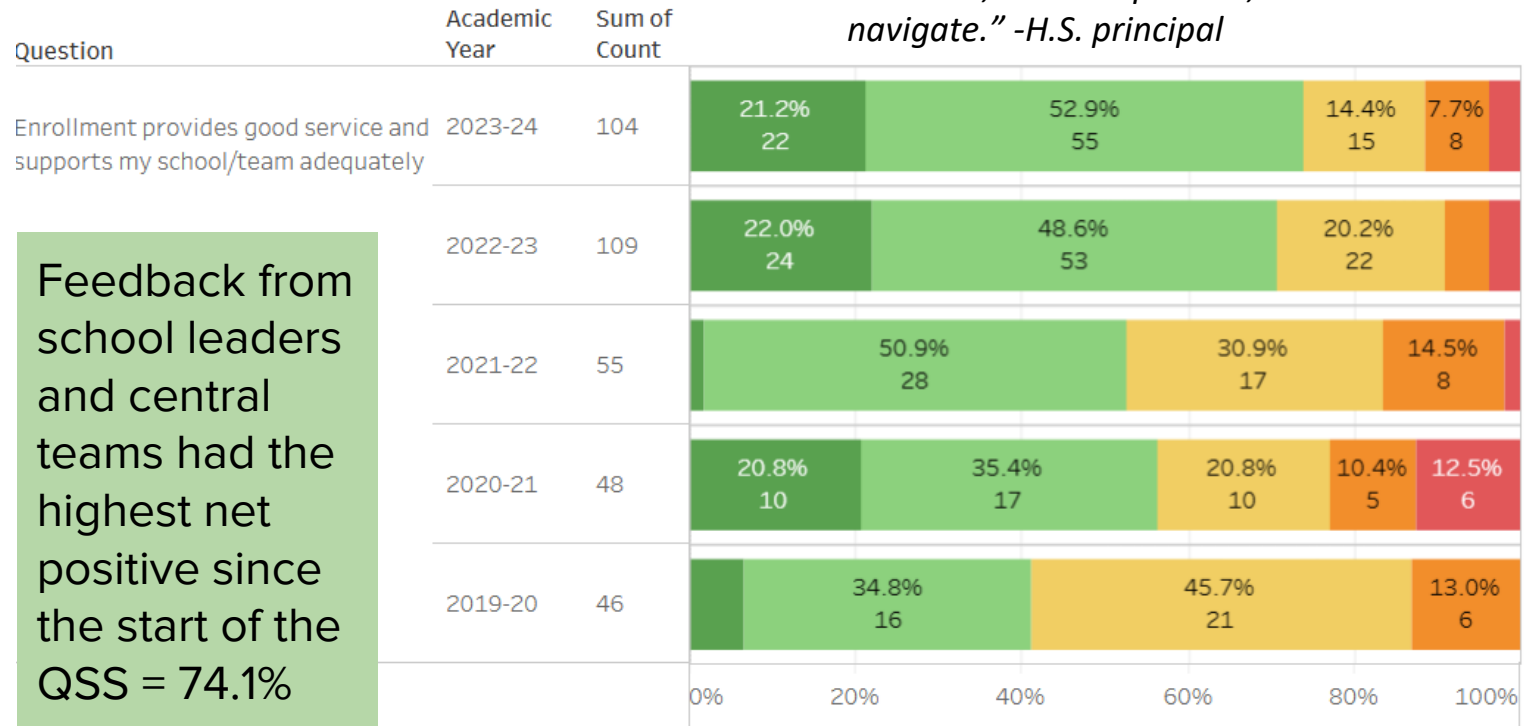
Feedback from school leaders and central teams had the highest net positive since the start of the QSS = 74.1%

Question	Academic Year	Sum of Count	
Enrollment provides good service and supports my school/team adequately	2023-24	104	21.2% (22), 52.9% (55), 14.4% (15), 7.7% (8)
	2022-23	109	22.0% (24), 48.6% (53), 20.2% (22)
	2021-22	55	50.9% (28), 30.9% (17), 14.5% (8)
	2020-21	48	20.8% (10), 35.4% (17), 20.8% (10), 10.4% (5), 12.5% (6)
	2019-20	46	34.8% (16), 45.7% (21), 13.0% (6)

0%   20%   40%   60%   80%   100%

Strategy 1: Improve Access
Outside groups acknowledge best practices

IMPACT

A new report from EdNavigator highlights many practices from the OUSD Enrollment Office as a national model of welcome and support.
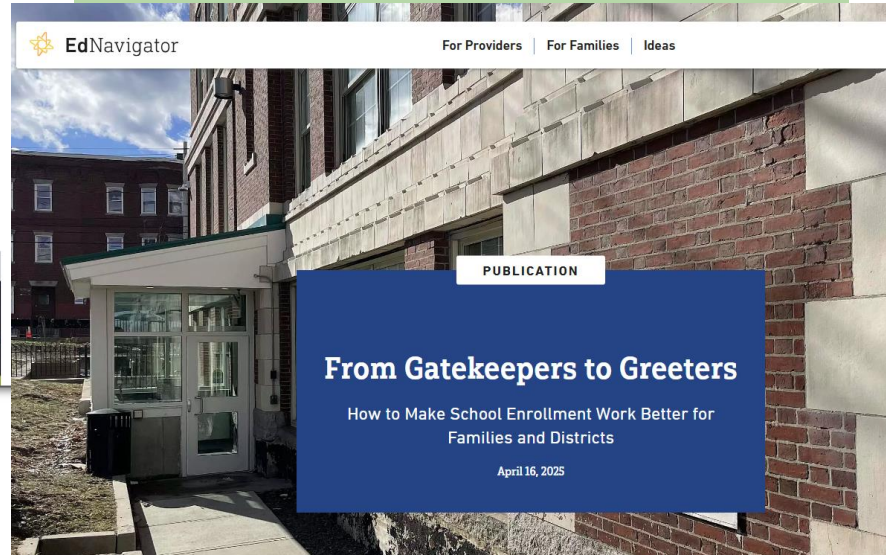
In Every Language, Oakland Schools Makes Enrollment Possible for Newcomers

Oakland's multilingual enrollment office goes to exceptional lengths to eliminate the "million reasons" why immigrant students aren't in school.

PUBLICATION

From Gatekeepers to Greeters

How to Make School Enrollment Work Better for Families and Districts

April 16, 2025

1 of 2 articles from The74Million profiling the OUSD Enrollment Team.

Strategy 2:
Increase visibility & brand awareness

OUSD is the first thought; not an afterthought.

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Strategy 2: Increase visibility & brand awareness

OUSD is the first thought; not an afterthought

- As a district, we have many challenges, but we have an extensive home field advantage--**things we do literally better than anyone else!**
  - Diverse and inclusive climate and culture
  - Early literacy supports
  - Dual language instruction
  - Expanse of middle school opportunity
  - College and career high school pathways
- We have to tell our own stories.
- When we tell our own stories, and stop attacking ourselves and apologizing for ourselves, and instead focus on what makes us great, we have the power to shift public perception of our district, and change patterns in the choices families make for the children's educational future.

Strategy 2: Increase visibility & brand awareness

Key Actions

1) **Broadly promote key enrollment timelines**

   ● Static and digital billboard across the city
   ● Print advertising in key publications such as 510Parents and the Oakland Post
   ● Spanish language advertising on 93.3 *La Raza*
   ● *Pending Board approval*: new partnership with an organization to better reach Mam speaking community members

1) **Tabling at events**

   ● Dia de los Muertos, Oktoberfest, Black Joy, Juneteenth, Town Nights, Laurel Street, Fair, and more
   ● Connects the district, some schools, and the enrollment team to the community

Strategy 2: Increase visibility & brand awareness

Key Actions

3) Establish three social media brands to tell the inside story of OUSD schools

- TownSproutsOUSD (Elementary), OakintheMiddle (Middle School), TheLinkOUSD (High School)
  - This year, we hired a high school intern from Skyline & Castlemont to contribute to TheLink ➔ expanding to McClymonds & MPA6-12
- Reinforce the type of stories--OUSD's home field advantage--that moves the needle on family perception
- Proactively tell a more nuanced and positive story about OUSD schools that are unavailable elsewhere: For example, the intimate look at Prescott's amazing TK teacher, following Elmhurst 8th graders kayaking in the Bay, watching Fremont architecture pathway students framing up a house before heading to Algebra II.
- Also reinforce key enrollment logistic and timeline messages

Strategy 2: Increase visibility & brand awareness

Key Actions

**4) Create and disseminate a podcast (Grow With Us) to tell nuanced stories of OUSD's home field advantages**

- Moreso than print and even video, podcasts are a medium where high information families consume information
- Accessible and easily shareable and consumable artifacts for disseminating both information and stories about our work
- A way to shine a spotlight on core work that is not well understood or underappreciated by the Oakland community

Strategy 2: Increase visibility & brand awareness

Key Actions

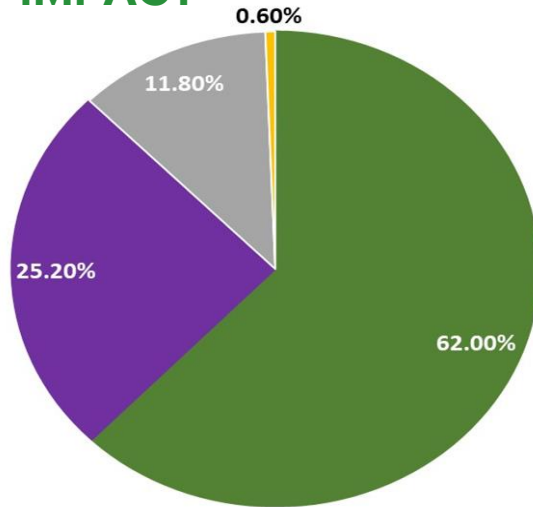### 5) Use new tools to increase the use and effectiveness of direct mail

- Map target audiences inside desired zones and design messages for families in those zones
- Can reach families not currently enrolled
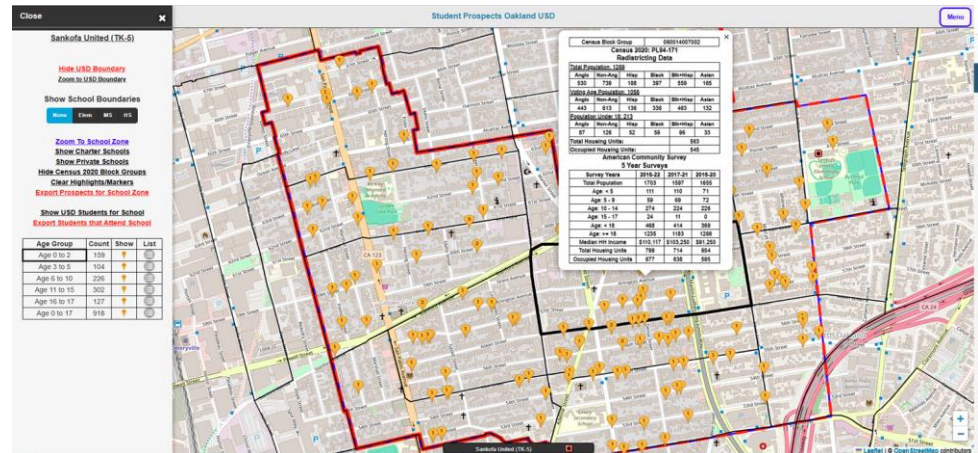
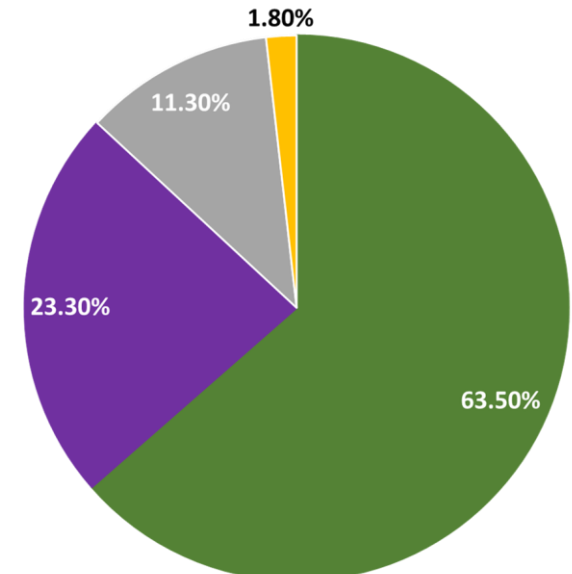# Strategy 2: Increase visibility & brand awareness OUSD gains residential enrollment share

IMPACT

0.60%
11.80%
25.20%
62.00%

Share of Oakland enrollment by system 2020-2021 55,965 students

OUSD has gained 1.5 percentage point of residential enrollment market share, even as the total school-age population has declined.
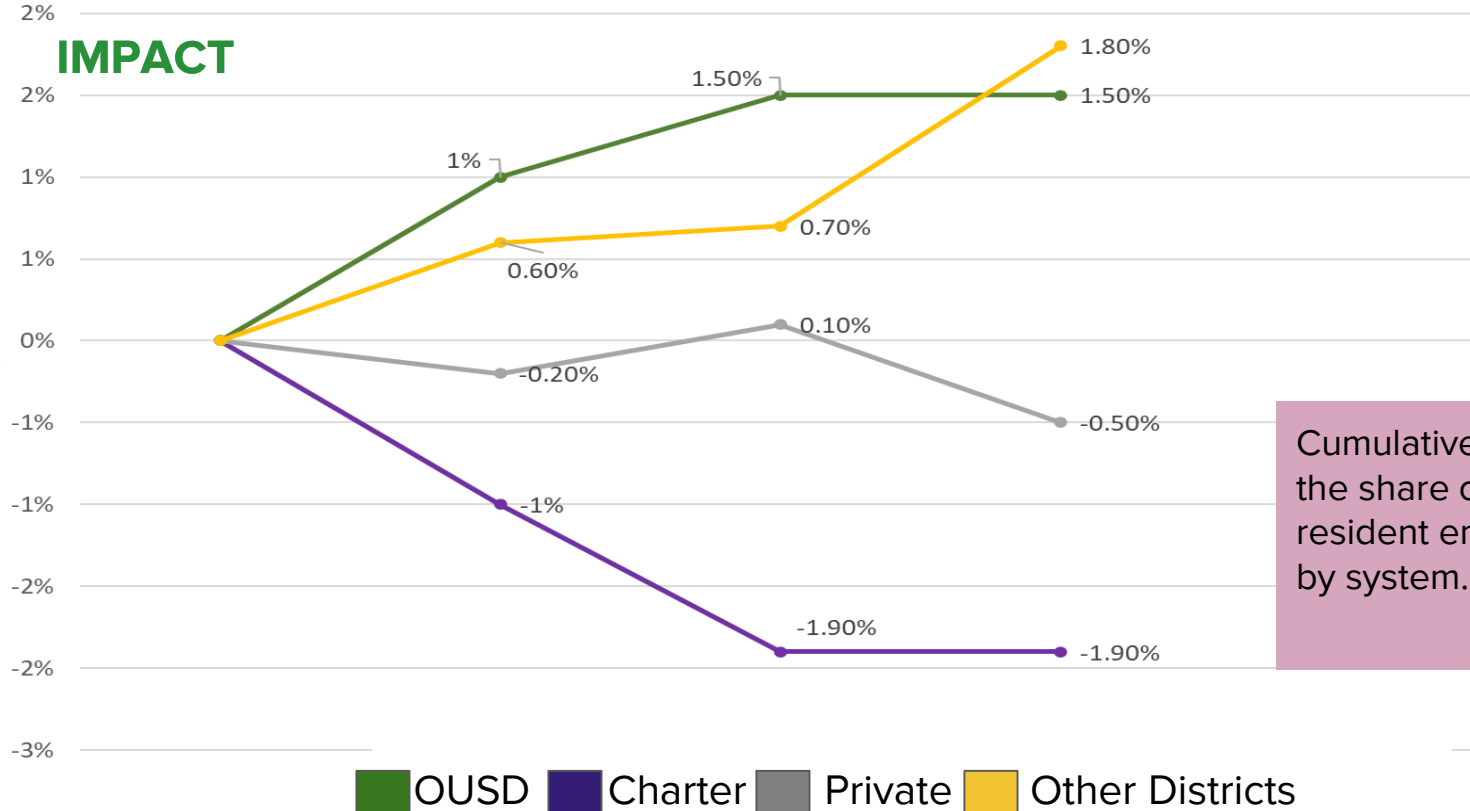
Share of Oakland enrollment by system 2023-2024 53,667 students

1.80%
11.30%
23.30%
63.50%

■ OUSD ■ Charter ■ Private ■ Other Districts

Strategy 2: Increase visibility & brand awareness OUSD gains residential enrollment share

IMPACT

Chart axis: 2%, 2%, 1%, 1%, 0%, -1%, -1%, -2%, -3%

- OUSD: 1%, 1.50%, 1.50%
- Charter: -1%, -1.90%, -1.90%
- Private: -0.20%, 0.10%, -0.50%
- Other Districts: 0.60%, 0.70%, 1.80%

Legend: OUSD · Charter · Private · Other Districts

Cumulative change of the share of Oakland resident enrollment, by system.

Strategy 2: Increase visibility & brand awareness
OUSD more stable where other systems decline significantly

IMPACT

With investments, OUSD avoids the significant cumulative enrollment decline experienced by other major urban districts, the county, and the state.

Data labels on OUSD line: 0.08%, -0.84%, 0.77%, -1.54%, -1.01%, -1.84%, -2.99%, -0.81%, -0.68%

X-axis: 15-16 24, 16-17, 17-18, 18-19, 19-20, 20-21, 21-22, 22-23, 23-

Y-axis: 0.00%, -5.00%, -10.00%, -15.00%, -20.00%, -25.00%, -30.00%

Legend: OUSD, Fontana, Santa Ana, SFUSD, LBUSD, LAUSD, Alameda County, California

Strategy 2: Increase visibility & brand awareness
OUSD more stable where other systems decline significantly

IMPACT

Chart values by district:
- California: -3.46
- OUSD: -4.43
- Alameda: -4.57
- SFUSD: -5.84
- Fontana: -6.36
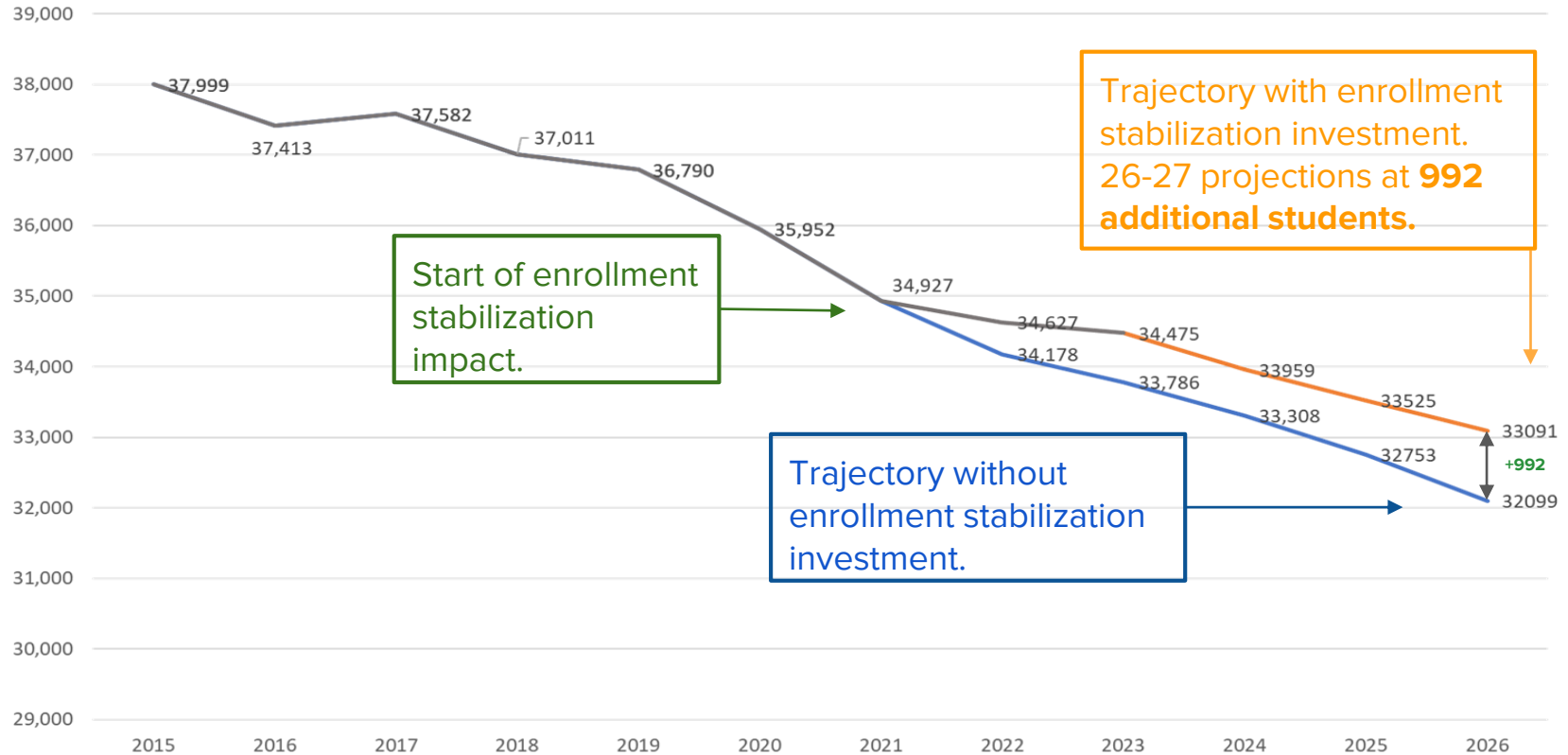- LBUSD: -7.85
- LAUSD: -9.14
- Santa Ana: -14.24

Cumulative enrollment loss during the Enrollment Stabilization period 20-21 through 23-24. OUSD demonstrates significantly less decline than comparable districts.

Strategy 2: Increase visibility & brand awareness
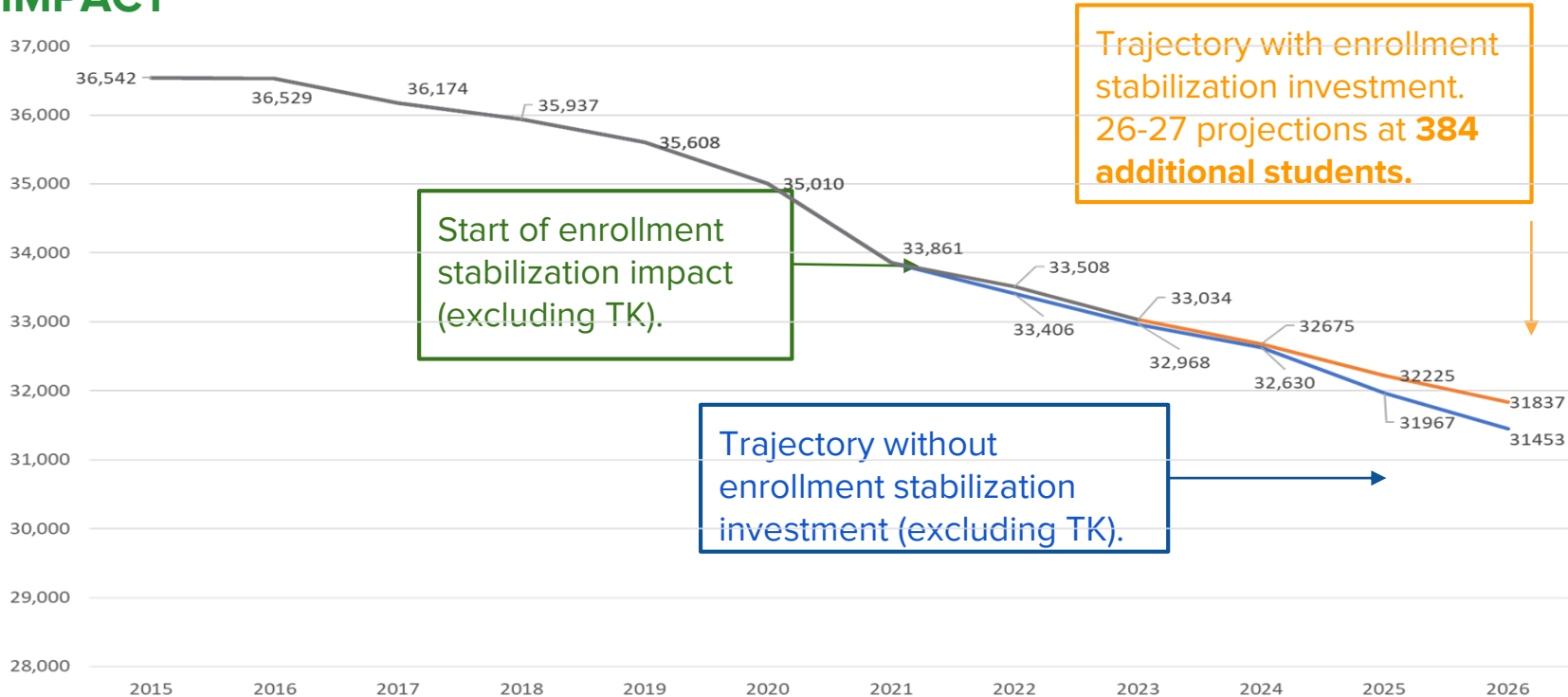## Enrollment Stabilization investments improve enrollment trajectory

IMPACT

Start of enrollment stabilization impact.

Trajectory with enrollment stabilization investment. 26-27 projections at **992 additional students.**

Trajectory without enrollment stabilization investment.

Strategy 2: Increase visibility & brand awareness
Enrollment Stabilization investments improve enrollment trajectory

IMPACT

Trajectory with enrollment stabilization investment. 26-27 projections at **384 additional students.**

Start of enrollment stabilization impact (excluding TK).

Trajectory without enrollment stabilization investment (excluding TK).

36,542 · 36,529 · 36,174 · 35,937 · 35,608 · 35,010 · 33,861 · 33,508 · 33,406 · 33,034 · 32,968 · 32,630 · 32675 · 32225 · 31967 · 31837 · 31453

Strategy 3:
Enrollment Focal Schools

Our schools are better than most people know.

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Strategy 3: Enrollment Focal Schools

Our schools are better than most people know

- As our schools continue to build toward excellence, they may fall short of our expectations, and yet they almost **universally outperform the prevailing public perception.**
- If we concentrate central support to a portfolio of enrollment focal schools selected not by hunch or politics, but by relevant data, we can drive a public perception of our schools that is based on reality, not rankings on a real estate website.
- Inclusion in this group should not be permanent, but should be benchmarked against these data, allowing schools to move in and out of focal school status as determined by the data

Strategy 3: Enrollment Focal Schools

Key actions

1) **Build enrollment health dashboard to identify focal schools**

   - Utilize the following data (definitions in appendix):

     - 1- year enrollment change
     - 3-year enrollment change
     - grade span cohort survival rate
     - demand rate
     - net progression rate
     - neighborhood charter rate

   - We enter these data into the tool annually, assigning quintile ranked point values to data set where negatives equal low enrollment health and positives equal high enrollment health
   - We then rank the schools by network and select the 20-25 schools most in need of support

Strategy 3: Enrollment Focal Schools

Key actions

2024-2025 Enrollment Focal Schools by Board Member DIstrict	
Elementary	**Secondary**
District 1: Sankofa (*new*) **District 2:** La Escuelita, Garfield **District 3**: Hoover, MLK, Prescott **District 4:** *none* **District 5:** Bridges (*new*), Horace Mann **District 6:** Burckhalter, OAK, Pride **District 7:** Grass Valley, KDA, Madison Primary	**District 1:** *none* **District 2:** Roosevelt **District 3**: McClymonds, WOMS, Westlake **District 4:** Bret Harte **District 5:** *none* **District 6:** Skyline **District 7:** Castlemont, Elmhurst *(new)*, MPA,
Exit: Brookfield, Carl Munck, Esperanza, Laurel	**Exit:** Frick

Strategy 3: Enrollment Focal Schools

Key actions

2) Provide assets

- Branded materials for recruitment efforts: pencils, stickers, tablecloths, pop-ups, etc.
- "I Chose" magnets for families who accept an offer to attend an individual school
- Creation of fresh and updated logos (*as needed*)
- Creation of outreach materials, such as flyers or postcards
- Super graphics or murals on buildings
- Site-specific advertising, such as billboards or targeted social media posts
- Pre-made social media tools
- Featured on social media brands (TownSproutsOUSD; OakintheMiddle; TheLinkOUSD)
- Promotional videos (*currently on pause*)

Strategy 3: Enrollment Focal Schools

Key actions

3) Provide technical support

- Priority in requesting enrollment staff for support with on-site events
- Provide curated lists of families with expired offers for ongoing outreach
- Student Welcome Center staff support with calls to families with pending offers throughout the enrollment season

4) Provide adaptive support

- Provide stipends and ongoing guidance for enrollment plans and strategies
- Provide deep (weekly or bi-monthly) principal coaching at three schools
- Host PLC of site-selected staff to build skills and best practices for site-based social media and web-site development

Strategy 3: Enrollment Focal Schools

IMPACT	1st Choice Rate Year Before Focal School work	1st Choice Rate After Inclusion in Focal School work	Improvement
Horace Mann	21%	65%	44 points
Reach*	75%	118%	43 points
Allendale*	46%	83%	37 points
Highland*	36%	67%	31 points
Castlemont	33%	63%	30 points
OAK	31%	53%	22 points
McClymonds	28%	49%	21 points
Hoover	65%	85%	20 points

The 1st choice demand rate for most focal schools improves immediately upon inclusion. The average year-1 growth is **eight** percentage points.

* denotes schools that have exited focal work

Strategy 3: Enrollment Focal Schools

IMPACT: Case Study: Laurel Elementary

Recent high-point for enrollment: **559** (2016)

Enrollment at point of inclusion: **424** (2022) ➜ 3 years of decline

Key Actions:

1. Deep engagement with principal about outreach strategy ➜ principal and team fully embrace focal work
2. Full range of assets provided to school for recruitment, outreach, and branding
3. Creation of new logo and corresponding mural
4. *Non-enrollment benefit*: Playground upgrade from Eat, Learn, Play and new CDC construction

Strategy 3: Enrollment Focal Schools

IMPACT: Case Study: Laurel Elementary

20-21	21-22	22-23	23-24	24-25	25-26
445 students	424 students	424 students	412 students	**475 students** **+63**	475 (projected)
	Teacher consolidated	**1st year year enrollment focal work**		2nd TK **added**; 4/5 teacher **added**	Both TKs full after 1st round
1st choice kinder rate 52%			1st choice kinder rate 69%	1st choice kinder rate 76%	**On pace to exceed projection**

Strategy 3: Enrollment Focal Schools

IMPACT: Case Study: Laurel Elementary

- After two years as an Enrollment Focal School, Laurel Elementary realized a net gain of 51 students and 2.0 FTE
  - Highest since 2018
- 1st choice Kinder rate 52% ➜ **76%**
- 1st choice TK rate 67% ➜ **208%**
- Neighborhood enrollment rate 30.9% ➜ **35.8%**

Increased enrollment also increased proportion of families **enrolling in their neighborhood school.**
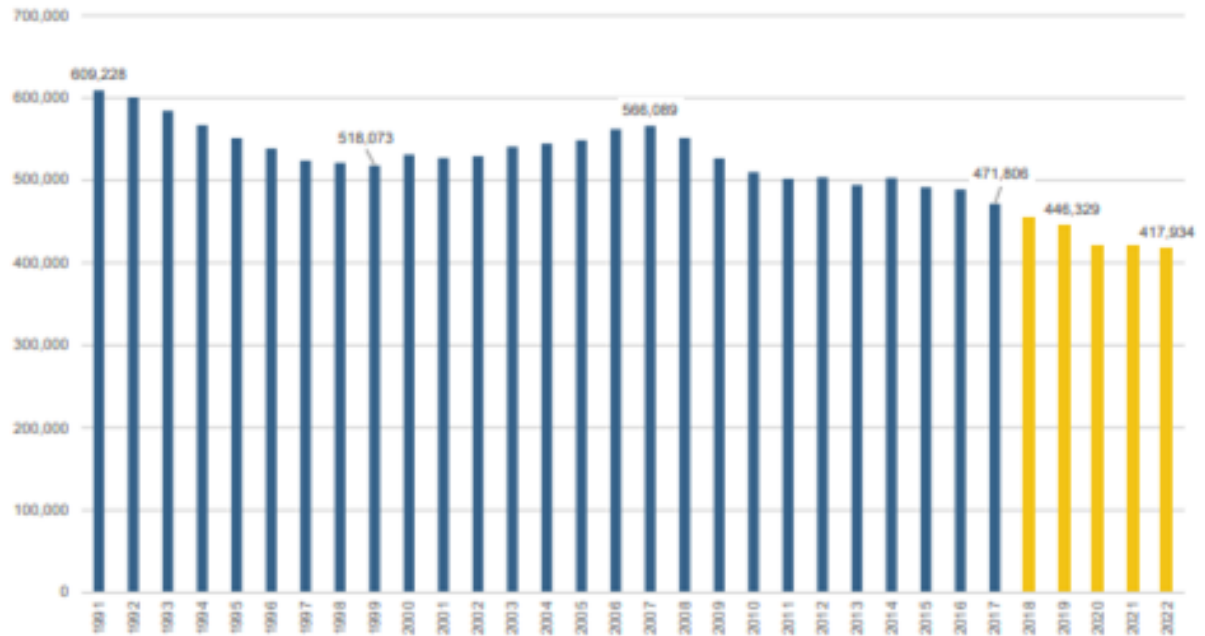

Laurel ELEMENTARY

Opportunities & Future Forward

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External Factors:
Declining enrollment driven by lower birth rates statewide

A significant factor is the decline in birth rates in California. This trend is impacting both Alameda County and the city of Oakland.

External Factors:
Declining enrollment in most counties statewide

The majority of counties saw a net enrollment decline since 2017, including many of the most populous counties. Alameda county is part of this trend.

External Factors: Statewide Data

Enrollment in public school is declining, charters & private school are on the rise

Inclusive of all systems California's total student enrollment is in a multi-year decline.

Internal Challenges:
Uncertain funding; uncertain staffing

Fiscal Year	Budget	FTE dedicated to BP5115 workflow
21-22	$1,500,000	1.0
22-23	$1,500,000	4.0
23-24	$1,2500,000	4.5
24-25	$500,000 + Carryover *Board voted budget reduction	2.5
25-26	Carryover +1x Funding *No non-carry-overy funds allocated	2
26-27	$0	TBD

Salesforce funding for Middle School enrollment ends in 24-25; Federal DOE planning grant ("Fostering Diverse Schools") which contributed to BP 5115 work ends in 24-25.

Internal Challenges:
Uncertain funding; uncertain staffing

Fiscal Year	Budget	FTE dedicated to BP5115 workflow
21-22	$1,500,000	1.0
22-23	$1,500,000	4.0
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24-25	$500,000 + Carryover *Board voted budget reduction	2.5
25-26	Carryover +1x Funding *No non-carry-overy funds allocated	2
26-27	$0	TBD

Proportional 24-25 spending by strategy

- 16.3%
- 33.7%
- 33.6%
- 16.3%

■ Staffing ■ Increase Access
■ Focal Schools ■ Visibility & Brand Awareness
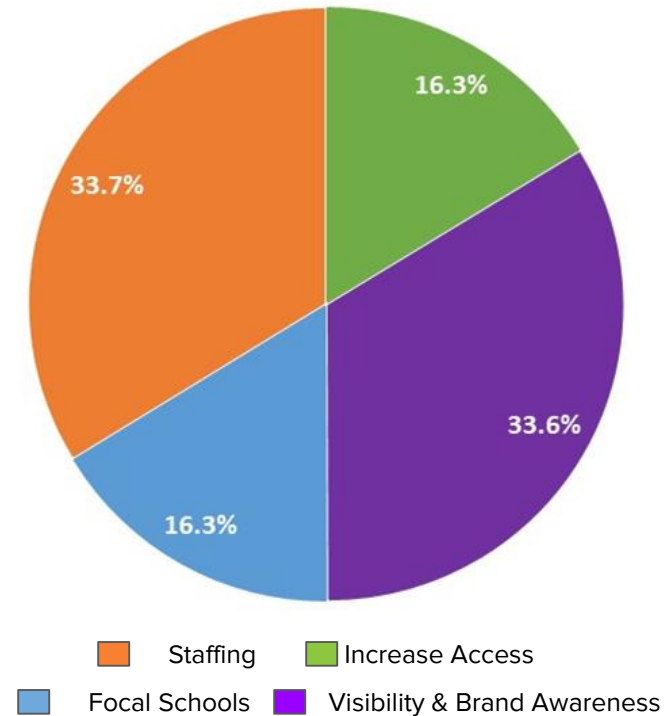
Internal Challenges:
Uncertain funding; uncertain staffing

- The lack of certain funding impairs the ability to staff because we are conserving funding as carry-over to ensure future funds
  - All previously curated carry-over funds will be expended in 25-26
- If stable funding were identified, we lack job descriptions to fully articulate the scope and scale of the evolving needs in the Enrollment Marketing Team
  - There is potential funding for early childhood specific enrollment outreach, but lack of clarity around role has paused hiring
- On the core enrollment team, we lack bilingual versions of enrollment positions necessary to ensure multilingual service to the community
- There is a continuing need to define work streams between departments to avoid duplication of effort, maximize resources, and avoid unnecessary turf battles

Internal Challenges:
An unstable district undermines enrollment

- The controversies, safety concerns, and work-stoppages of the past undermine trust and confidence in the district
  - Families cite these occurrences as reasons to leave an individual school, or leave OUSD as a whole
- Moving forward, one of the most powerful actions the Board, senior leadership, and labor partners can take for enrollment stabilization is contributing to a safe, stable district, typified by professional operations

Next Steps

1. Launch working group to suggest revisions to BP5115
   a. Including principals from all grade spans, teachers, entry grade families, impacted central departments
   b. Codify learnings of the last four years to update the policy, bring it into alignment with current conditions, and set conditions for the future
   c. Develop Key Performance Indicators for enrollment support for Board to monitor and track
2. Solidify future funding plan informed by current enrollment playbook and strategies
   a. Foregoing uncertainty and lack of clarity has negatively impacted the ability to implement effective long-term plans
3. Continue to refine outreach efforts to grow applications and convert applications into OUSD acceptances
   a. Analyze application and acceptance data to reverse engineer most effective outreach efforts ➜ previous iterations provided data that we should increase direct mail work
4. Building capacity of site leaders to better market their schools by broaden social media footprint and integrate into schools presence
   a. We have committed to IG/ Facebook, but should branch into YouTube Shorts, TikTok, and even blusky to continue to reach younger parent audiences
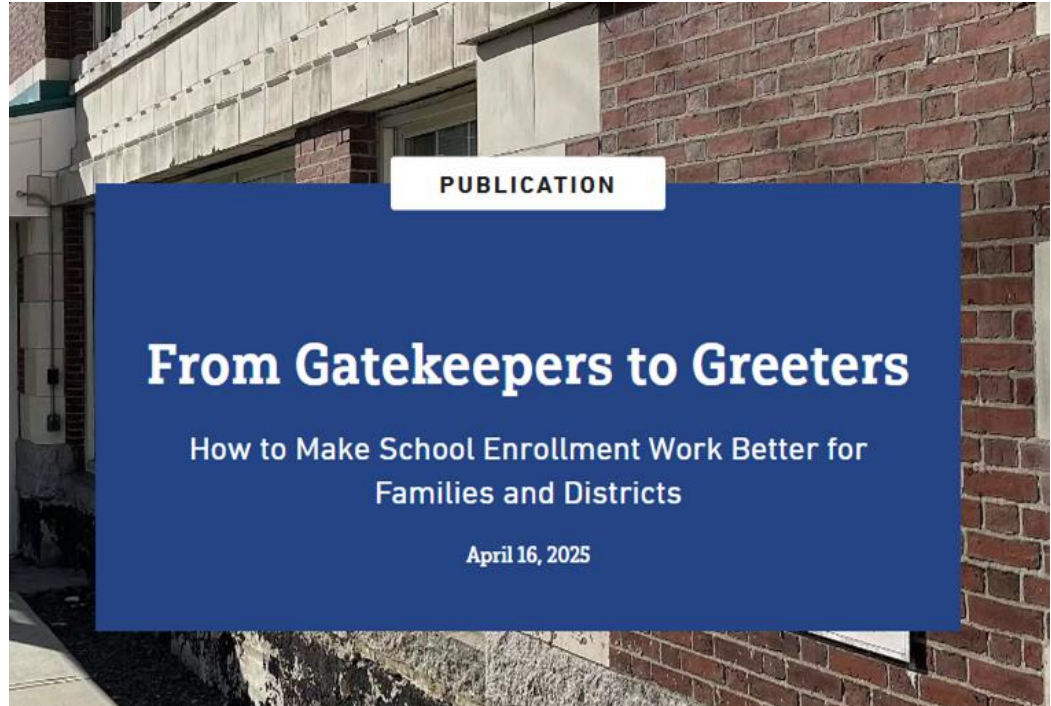
Appendix

Strategy #1: Improve Access
Fostering an attitude of yes

Newly published EdNavigator report featuring OUSD's enrollment office and highlighting many of its practices as a national model of equity and inclusion.

LINK:
https://www.ednavigator.org/publications/from-gatekeepers-to-greeters

PUBLICATION

From Gatekeepers to Greeters

How to Make School Enrollment Work Better for Families and Districts

April 16, 2025

Strategy #1: Improve Access

Sample of stakeholder driven Enrollwise upgrades

1. Changing school ranking interface to make it more user-friendly
2. Adding automated reminders to accept offers
3. Adding automated reminders to upload documents for unverified documents
4. Making unverified status visible to families
5. Refined log-in experience
6. Adding "expired" status to differentiate from applications that were declined manually versus those that weren't responded
7. Increased transparency around which children need to apply and which don't
8. Option for students to upload immunizations
9. Option for new 10th-12th graders to upload transcripts
10. Upgrading childcare question interface for PK applications
11. Making application priorities visible for each school to reinforce the priority system
12. Consolidate K-8 and 6-12 schools so they function as a single school in the system

Strategy #1: Improve Access:
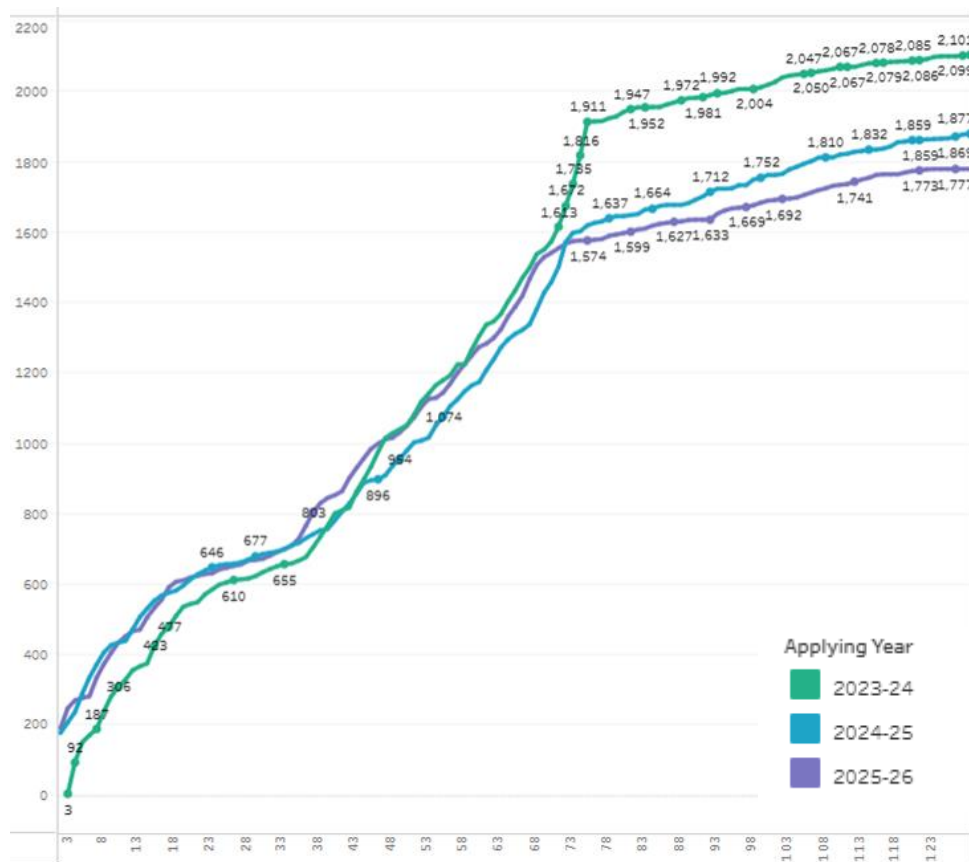# TK applications
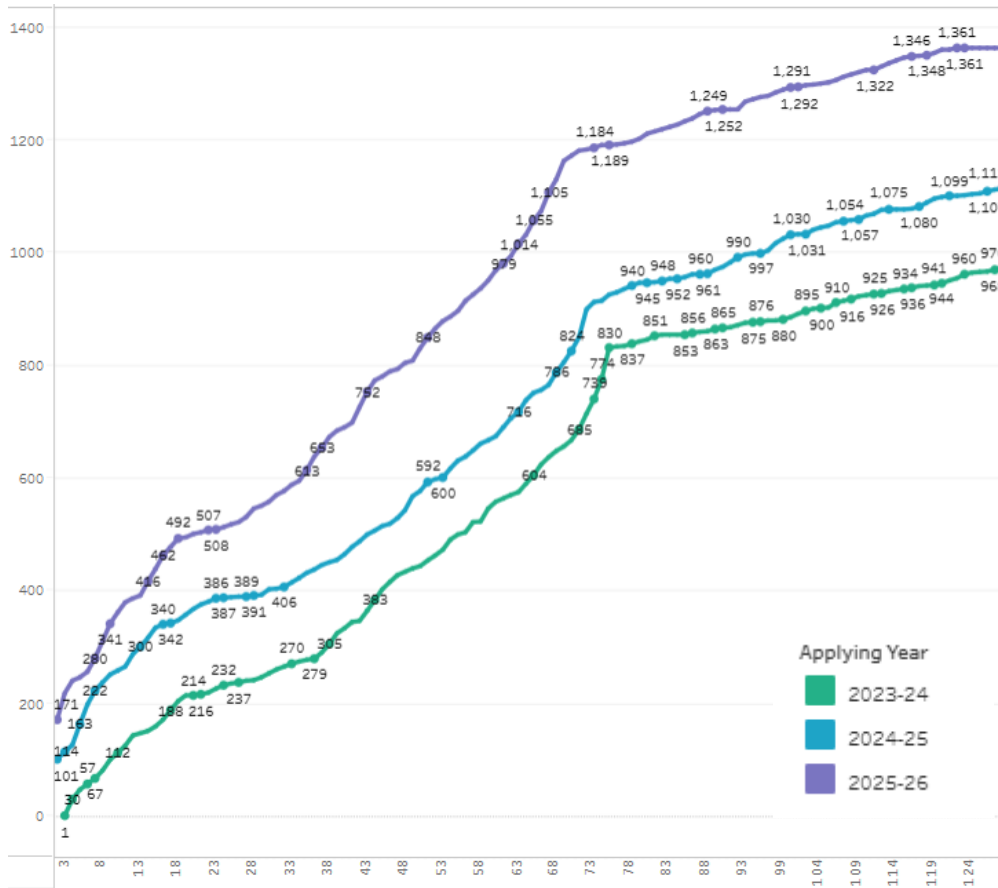
We have received more **250 more** TK applications than at this point in 24-25 and almost **400 more** than in 23-24. Unfortunately, our TK facilities are insufficient to meet this demand.
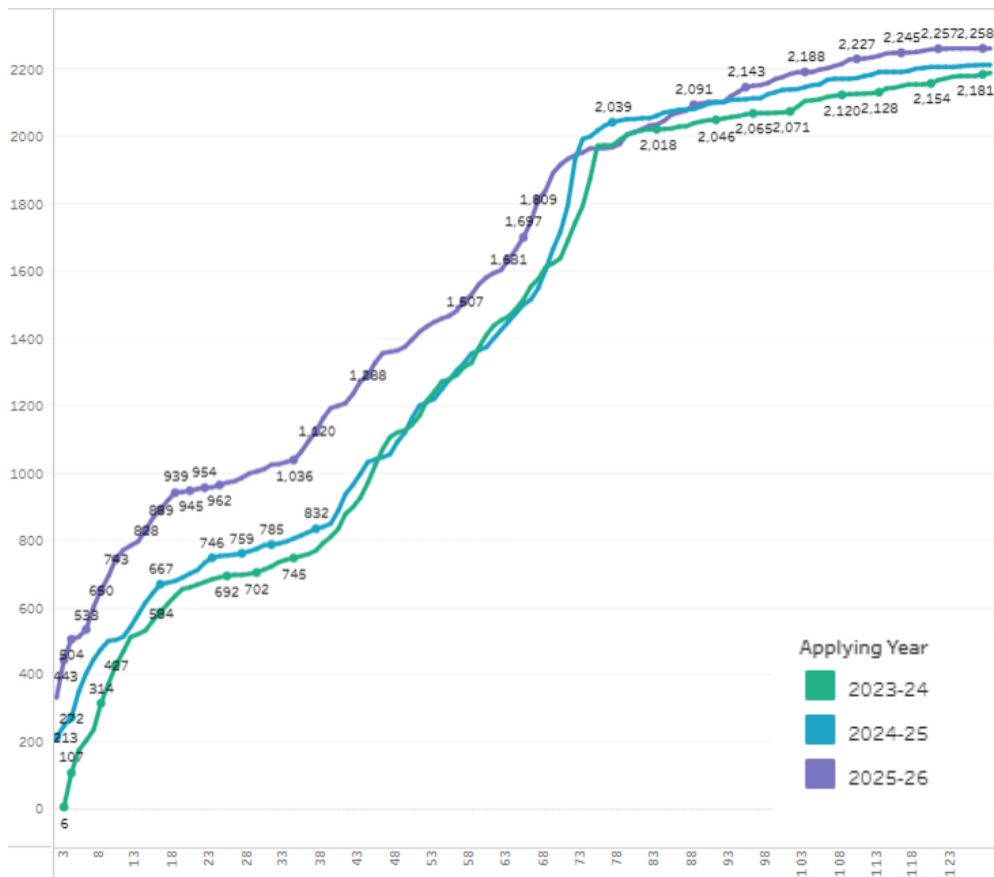
Strategy #1: Improve Access
Kinder applications

As TK continues to become the default entry grade for more families, we see a decrease in Kinder applications, because families **do not** need to apply to stay in their same school from TK to K. Even with this decline, our overall application rate is higher than in previous years.
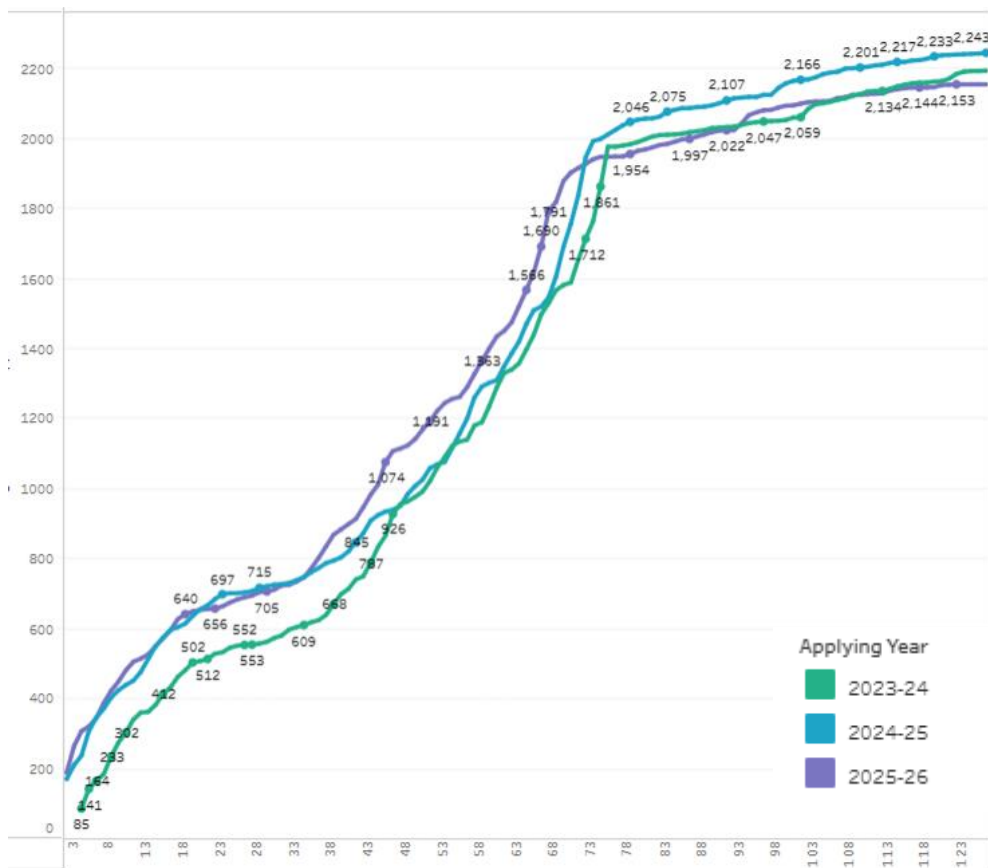
Strategy #1: Improve Access
6th grade applications

We have received about **50 more** 6th grade applications than in 24-25 and **77 more** than in 23-24. This is a significant, as there 75 fewer 5th graders enrolled currently than in 23-24, and yet we have generated more applications.

Strategy #1: Improve Access
9th grade applications

One area where we are lagging behind past years' pace is in 9th grade applications, where we have **85 fewer** applications. We strongly suspect this is driven by a decline in the Newcomer population, which we have factored into our projections.

Strategy #1: Improve Access
Satellite Offices

OUSD

2024-2025 Satellite Office Hours

School Site	Day/s	Times	Location
West Oakland Middle	Monday/Friday	8:30 am to 3:30 pm	Library
Havenscourt	Monday/Friday	8:30 am to 3:30 pm	Family Resource Center
Elmhurst United	Tuesday/Thursday	8:30 am to 3:30 pm	Family Resource Center
Urban Promise Academy	Tuesday/Thursday	8:30 am to 3:30 pm	Family Resource Center

Satellite Offices Hours start December 9, 2024 and end May 23, 2025

grow with us
Learning is growing.

www.chooseousd.org

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students
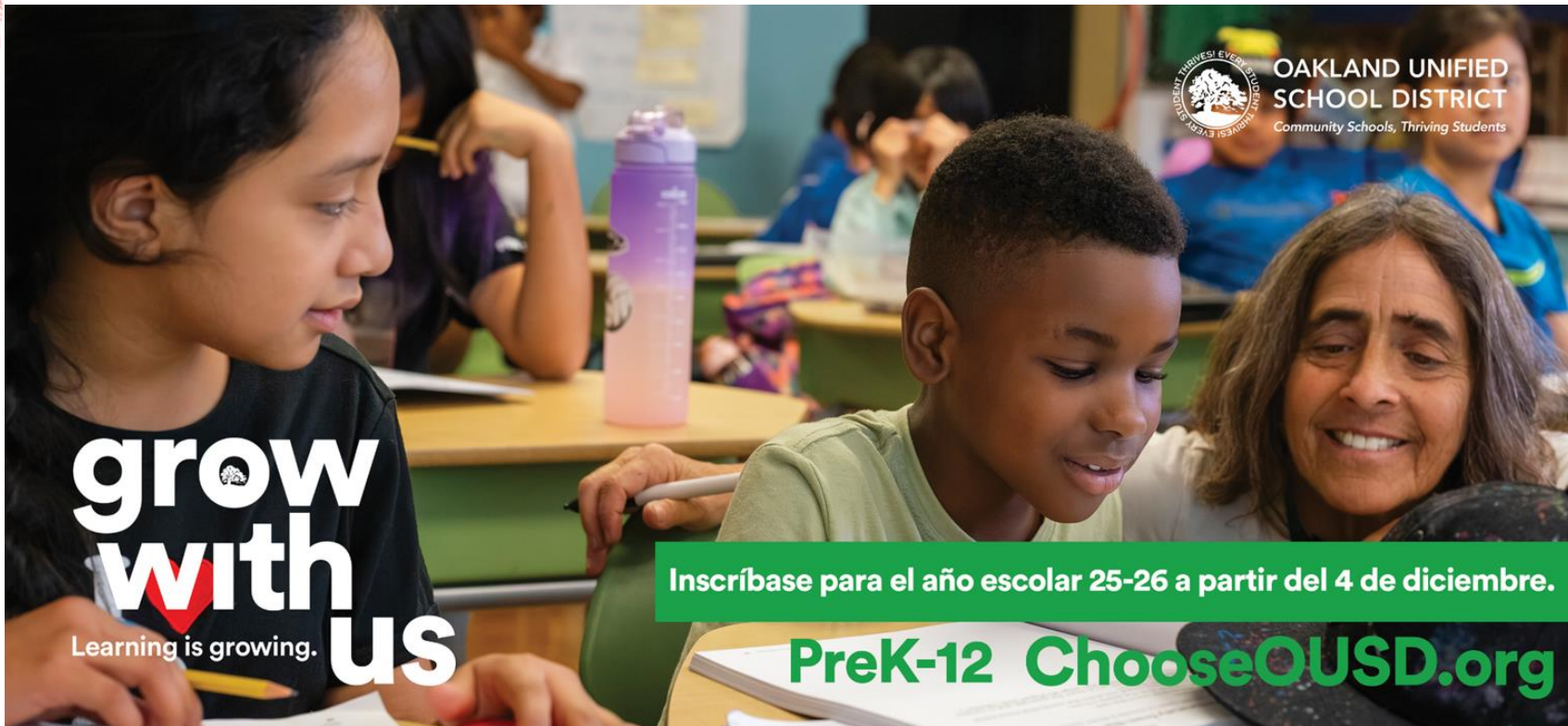
Strategy 2: Increase visibility & brand awareness
Promote Enrollment Timelines

Sample billboard promoting the open enrollment window.

Strategy 2: Increase visibility & brand awareness
Publish content on Grow With Us Podcast

Example: Latest podcast episode at the Grow With Us Podcast "*You can't get that from a book": LIFE Academy & Linked Learning"

- Promotes the success of OUSD's Linked Learning methodology
- Celebrates one of our most successful high school's, located in the heart of the Fruitvale neighborhood
- Continues to position OUSD as a place of innovation and academic excellence
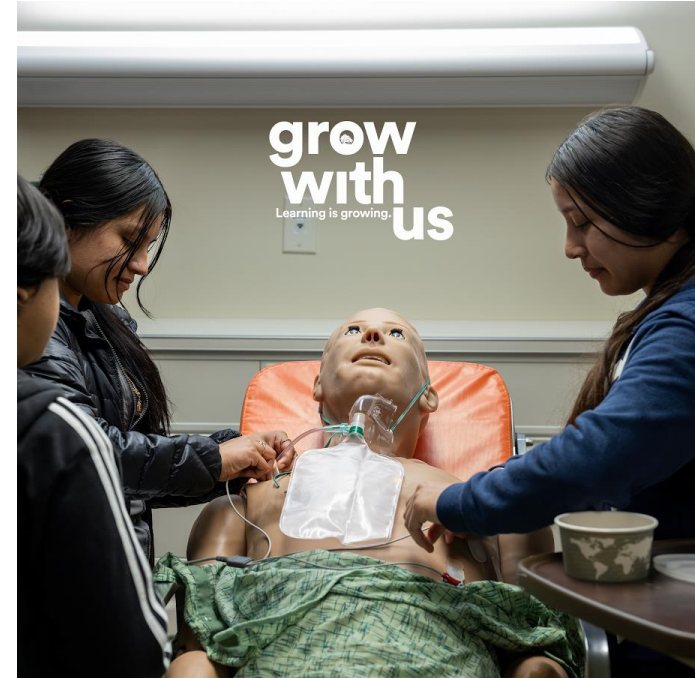
Strategy 2: Increase visibility & brand awareness
Increase use of direct mail

Example of targeted, multilingual direct mail to families of 2-, 3-, and 4-year-olds to promote preschool programs, with QR code to application website.

Strategy #3: Enrollment Focal Schools

Descriptions of data points uses in the Enrollment Health Dashboard

- ❏ **1- year enrollment change:** Change in a school's enrollment from one year to the next
- ❏ **3-year enrollment change:** Cumulative change in a school's enrollment over the preceding three years
- ❏ **Grade span cohort survival rate:** The percentage of students who enroll at a school's entry grade and leave at the terminal grade (e.g. K➜5; 6➜8; 9➜12) For elementary schools, we calculate this starting in kinder, not TK because of the lack of guaranteed TK seats at every school
- ❏ **Demand rate:** Calculated as a percentage, it is the number of first choice applications to a school received from the start of the on-time enrollment window (typically early December) through the final day of the school year (typically late May) divided by the maximum capacity of seats the school could enroll at their entry grade
- ❏ **Net progression rate:** The net change in a school's year-to-year enrollment after accounting for all the students who leave and all the new students who enter
- ❏ **Neighborhood charter rate:** The percentage of students who reside in a school's defined attendance boundary who attend a charter school.

Strategy #3: Enrollment Focal Schools

School	1st Choice Rate Year Before Focal School work	1st Choice Rate After Inclusion in Focal School work	Change
Allendale*	46%	83%	37%
Bridges	81%	88%	7%
Brookfield*	21%	13%	-8%
Burckhalter	42%	56%	14%
Carl B. Munck*	22%	28%	6%
EOP	60%	49%	-11%
Esperanza*	118%	99%	-19%
Garfield	47%	69%	22%
Grass Valley	23%	42%	19%
Highland*	36%	67%	31%
Hoover	65%	85%	20%

School	1st Choice Rate Year Before Focal School work	1st Choice Rate After Inclusion in Focal School work	Change
Horace Mann	21%	65%	44%
KDA	27%	38%	11%
La Escuelita	44%	60%	16%
Laurel*	54%	69%	15%
MPA Primary	96%	52%	-44%
MLK	75%	71%	-4%
OAK	31%	53%	22%
Prescott	22%	24%	2%
Reach*	75%	118%	43%
TCN	69%	60%	-9%

Complete list of all **elementary** schools 1st choice demand rate change after inclusion in focal school work. Schools denoted with an asterisk have been exited from focal school portfolio. *Note:* These are not weighted, so Reach and Highland represent more change than Mann or MPA.

Strategy #3: Enrollment Focal Schools

School	1st Choice Rate Year Before Focal School work	1st Choice Rate After Inclusion in Focal School work	Change
Castle	33%	63%	**30%**
Frick*	44%	58%	**14%**
Mac	28%	49%	**21%**
MPA 6-12 (6th)	69%	80%	**11%**
MPA 6-12 (9th)	101%	83%	**-18%**
Roosevelt	73%	77%	**4%**
Skyline	64%	51%	**-13%**
Westlake	59%	60%	**1%**
WOMS	44%	33%	**-11%**

Complete list of all **secondary** schools 1st choice demand rate change after inclusion in focal school work. Schools denoted with an asterisk have been exited from focal school portfolio. *Note:* These are not weighted, so Castle and Skyline represent more change than MPA or WOMS.
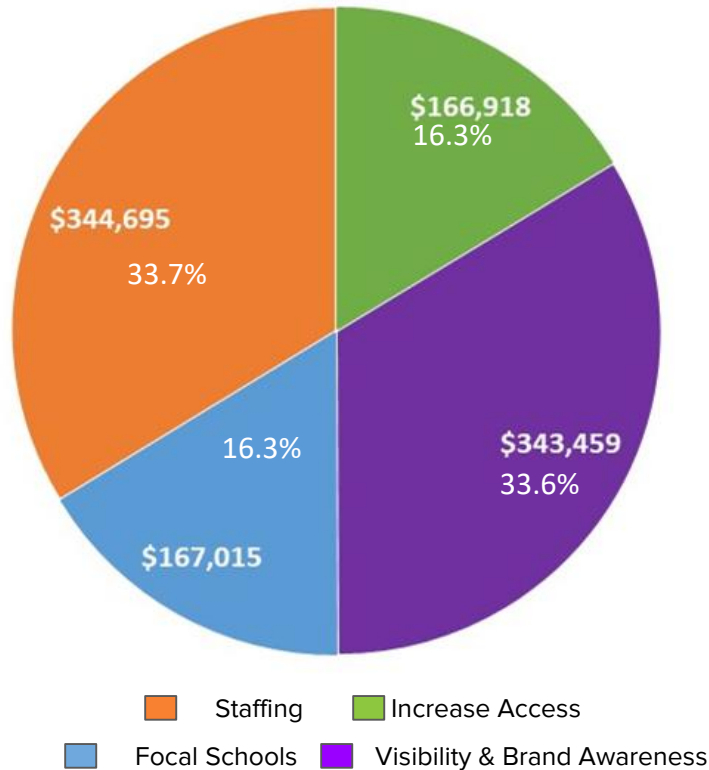
Strategy 3: Enrollment Focal Schools
Branded assets for schools
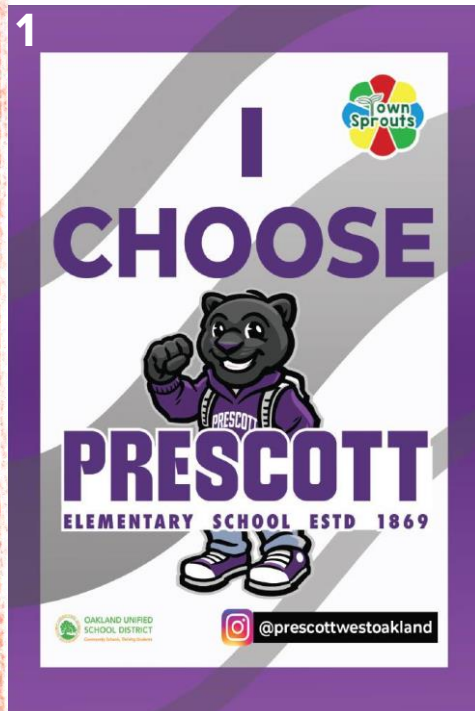
Examples of assets created for schools (left to right): 1) Car/ refrigerator magnets sent to families who accept offers; 2) lawn/ window signs to promote neighborhood enrollment; 3) promotional flyers for outreach.

Expenditures on BP5115 Activities 2024-2025

Pie chart showing expenditures:
- $166,918 — 16.3% (Increase Access)
- $344,695 — 33.7% (Staffing)
- $343,459 — 33.6% (Visibility & Brand Awareness)
- $167,015 — 16.3% (Focal Schools)

Legend:
- Staffing
- Increase Access
- Focal Schools
- Visibility & Brand Awareness

Total expenditures exceed 24-25 budgeted funds for Enrollment Stabilization because they include:
1) deliberately curated carry-over funds from previous years;
2) and grant funds that are expiring in 24-25 and will not be available in 25-26 and beyond.