



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Enrollment Improvements Program Year 2 Stabilizing & Increasing Enrollment August 23, 2017



Presented by:

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Mission



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Contribute to stabilizing & increasing OUSD enrollment.



Provide an easier and more efficient enrollment process, and improve access to quality community schools.



Goals & Actions

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

1

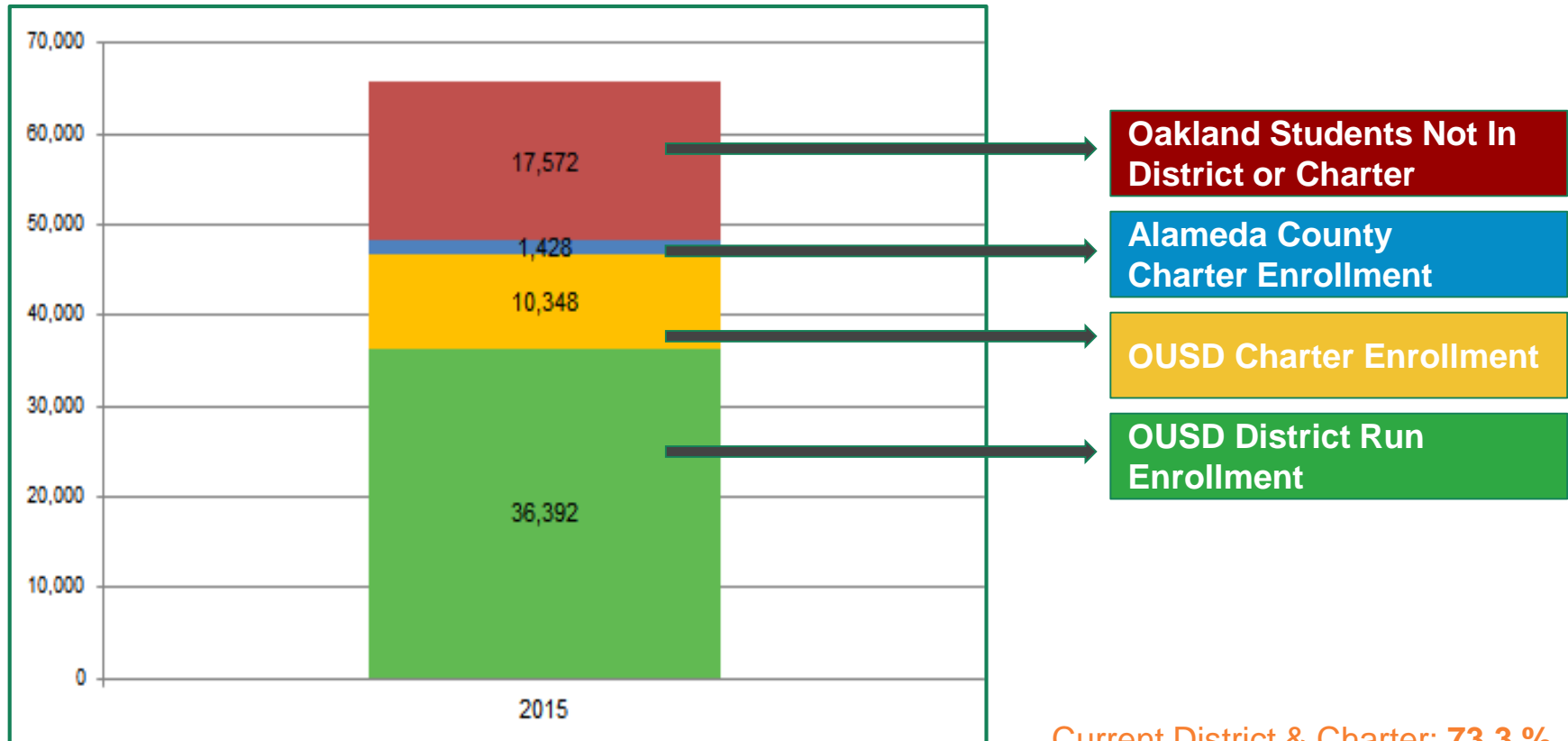
Improve Family Experiences, Communication & Change Narratives



New software system, clearer information, targeted outreach, & family centered processes (paper forms will still be made available)

Outcomes	Milestones	
<ul style="list-style-type: none"> 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 Nov 13
	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)

Communications Focus: Using Data



* Capture rate analysis includes only children living within Oakland; it does not account for students living outside Oakland attending Oakland schools.

- 25% of our Oakland students do not go to any Oakland school (District run or Charter)
- We are planning to reach out to the families that are not in any Oakland (District run or Charter), plan in development.

Current District & Charter: **73.3 %**

Current Pool of Oakland School Age Children: **65,740**

Communications Focus: Changing Narratives



Top 5 Reasons to Choose an OUSD Middle School

- **Computer Science Classes in Every Middle School**
- **Innovative Teaching Practices and Personalized Learning Strategies to Meet Individual Needs**
- **New Dual Language track available**
- **Clubs, Sports and Afterschool Programs at Every School**
- **Restorative Justice Program in Every Middle School**



2

Improve assessment and data analysis



Develop new assessment, data analysis and enrollment projections practices

Outcomes	Milestones	
<ul style="list-style-type: none"> ● 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 Projections Assessment & Recommendation Report (Part of Quality School Blueprint) Implement improved projections process & methodology
	Winter	Scenario and impact analysis for changes in Oakland school portfolio: ongoing
	Spring	
	Summer	

3

More Equitable Access To Quality Schools

Develop & update enrollment policies

Outcomes	Milestones	
<ul style="list-style-type: none"> • New / Updated enrollment policies to increase equitable access • Provide data-based Feeder Pattern & School Portfolio recommendations 	Fall	Benchmarking, research, assessment, & scenario analysis using new enrollment software system
	Winter	
	Spring	Scenario analysis using new enrollment software Final Policy recommendation
	Summer	Implement & communicate policy changes

Path To Changing OUSD Enrollment Policies



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 progress
OUSD Legal assessment of enrollment policy changes	January 2018	In process
Implementation of policy software testing environment	Feb-March 2018	In progress
Impact analysis conducted through vendor testing environment to assess impact of policy changes)	March -June 2018	To Be Started
Implementation plan to operationalize all changes: software, process, communication and others.	April-June 2018	To Be Started
Internal review with staff and Superintendent	March-April 2018	To Be Started
Review and approval by OUSD Board of Directors	April-June 2018	To Be Started

4

Align enrollment planning & school portfolio management



One leader over both depts., continue redesign of both depts., Enact Impact Analysis Policy comprehensively across OUSD

Outcomes	Milestones	
<ul style="list-style-type: none"> 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	Phase 1 Implementation
	Spring	
	Summer	Phase 2 Planning

EVERY STUDENT THRIVES!

Enroll OUSD Today



Enroll OUSD Today



Enroll OUSD To



Enroll OUSD Today



Enroll OUSD Today



Enroll OUSD To



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Appendix

Budget: What is the one time & ongoing cost/funding source?

Software Upgrade Budget

Implementation / One Time Cost				Ongoing Cost				
Item	Funding Source	Amount 16-17	Amount 17-18	Item	Funding Source	Amount 17-18	Amount 18-19	Amount 19-20
School Enroll Implementation & Customizations	Oakland Education Fund	\$135,000	\$40,000	Annual Licensing School Finder	OUSD	\$27,000	\$27,000	\$27,000
	OUSD	N/A	\$51,000	Annual Licensing School Apply	OUSD	\$125,000	\$125,000	\$125,000
				Annual Licensing	OUSD	\$40,000	\$146,250	\$195,000
Total		\$135,000	\$91,000	Total		\$192,000	\$298,250	\$347,000