



100% VOTING
OAKLAND CHARTER SCHOOLS VOTE

Murmuration School Directory Information Sharing



4 of 7 Seats are Open on the OUSD School Board to be decided 11/3/2020



D7: Deep East Oakland Almost 1/2 students in charter schools; many candidates in this race

D3: W Oakland 1/3 students in charter schools; many candidates in this race

D1: N Oakland Very few charter students but A LOT of voters; many potential candidates

D5: Fruitvale >1/2 of students in charter schools. 3 candidates so far...

The ACOE election in D2 showed us how contested the OUSD elections in November will be with **4 of 7 seats are OPEN**, and the outcomes will **determine the fate of charter schools in Oakland for the next 4 years...**

14,000

***WHAT IF* 100% of the families of Oakland's 14,000 charter students voted in the November 3, 2020 election?**

**The Fact:
Where 60% of
charter families
vote, values-aligned
candidates win***

*CCSA case study LAUSD school board elections

How do we make it happen?

Oakland Charter 100% voting campaign

100% Voting
Campaign Element:
Murmuration

Our Campaign will Leverage Murmuration to Target our Voter Registration and Outreach

- We will conduct targeted voter registration of charter teachers, staff, families and alumni - using Murmuration & Oakland voter file
- We will educate and engage our existing and prospective voters so they can use their voice in the November elections - including the vital school board elections!
- We can set goals and track progress through Murmuration M{insight} tools



How does the Murmuration + FIA + Oakland Charter Schools partnership work?

- FIA holds a “parent” contract with Murmuration and **pays all costs** for accessing the Oakland voter file and Murmuration tools for the 100% Voting Campaign
- All Oakland charter schools are eligible to hold a “child” account through the FIA account at no cost and are able to access Oakland voter file and Murmuration tools
- Oakland charter schools can also opt to open their own Murmuration account - the fee is about \$6K per school/network
- Schools will be able to identify which school parents/staff are registered to vote and their likelihood of voting so that voter registration and outreach efforts can be targeted

Share Your School Directory Information via CSV File

- Sign and submit the data agreement to fiaoakland@gmail.com by July 15
- Send your Parent directory information to fiaoakland@gmail.com in a CSV format by July 20 (or identify a point person to do so).
- CSV file should include: **Both Parents First and Last Name, Phone, Cell Phone, Address, Email, Primary Language, School CMO/District Name, School Name.**
- Optional: Identify a point person who will be the contact for the directory information sharing.
- We are here to help! For questions please contact: FIA Special Projects Manager, Priscilla Zamora at fiaoakland@gmail.com or 510-203-0712



School Best Practices - Sharing Directory Information

- Each year, schools are required to provide written notice of what the school has defined as “directory information” to their families. In this case it is “parent first/last name, phone, address and primary language”. This is generally provided as part of the school’s general notification of rights under FERPA.
- Sharing directory information does not require family opt in, but does provide a family the option to opt-out. Schools are asked to keep track of opt-out’s



Next Steps: 100% Voting Campaign

- Sign on to the campaign + identify a team for the FIA summer leadership training**
- Branding - Share high resolution school logo with transparent background** - send out mock ups and survey, who are audiences, and what would appeal to us
- Branding - Give input on branded campaign “look”** - starting week of 6/29
- Collaboration/leadership - Sign up for a committee(s)**
 - Murmuration/Data Use
 - Branding/Comms/Collateral - Maya, Sue
 - Campaign Actions & Events
 - Civics Education - Lisa
 - Other:
- Data - Get data agreement signed with FIA/Murmuration + identify contact person to set up data sharing**
- Host a school site action meeting between August 15 - September 11**
- Send a large delegation to the FIA Summit (late September)**