



Executive Director Report 9.18.24

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Enrollment



Planning for 25-26 Enrollment

- ▶ Enrollment Kick-off: October
- ▶ Lower School
 - ▷ Tours every 2 weeks
 - ▷ Open House - November 16 and January 25
 - ▷ Targeted school visits
- ▶ Upper School - new students
 - ▷ Tours every 3 weeks
 - ▷ Targeted middle school visits to EBIA
 - ▷ High School fairs and info sessions
- ▶ Upper School - current families
 - ▷ Information at conferences for all grades
 - ▷ Bridge Day for current 8th-grade



Marketing

- ▶ Google Ads
- ▶ Social Media presence
- ▶ Ads/Directory Placement
 - ▷ Bay Area Parent Magazine
 - ▷ 510 Families
 - ▷ Berkeley Parents Network
 - ▷ Oaklandside
- ▶ Event attendance
 - ▷ Dia de los Muertos Oakland (November)
 - ▷ Black Joy Parade Oakland (February)
 - ▷ Farmers Markets



Other Events

- ▶ Fall Fest, October 19
- ▶ Astronomy Night, November 21
- ▶ Backyard events
- ▶ Other suggestions?

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Program Updates



▶ August/September Highlights

- ▶ PLC Kick-off August 28
- ▶ MAP Testing - Sept 9 & 23
- ▶ EPIC Parent Potluck - Sept 5
- ▶ Student Club Fair and Elections at US
- ▶ Student of the Month Celebration at LS



▶ Looking Ahead in October

- ▶ Fall Fest - October 19
- ▶ Fall Fundraising Drive - November
- ▶ Hispanic Heritage Month/Career Panel
- ▶ Dia de los Muertos Celebration
- ▶ End of First Trimester
- ▶ Student-led Conferences



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Strategic Planning Updates



▶ Graduate Profile

- ▶ September 20 - staff graduate profile workshop
- ▶ Sept 24 - SLT creates draft for feedback
- ▶ Sept-October - community feedback opportunities
- ▶ October 16 - Board presentation and vote
- ▶ Next Steps