

# **Charter Enrollment System Overview**

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July 2016

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# **What Are We Trying to Accomplish?**

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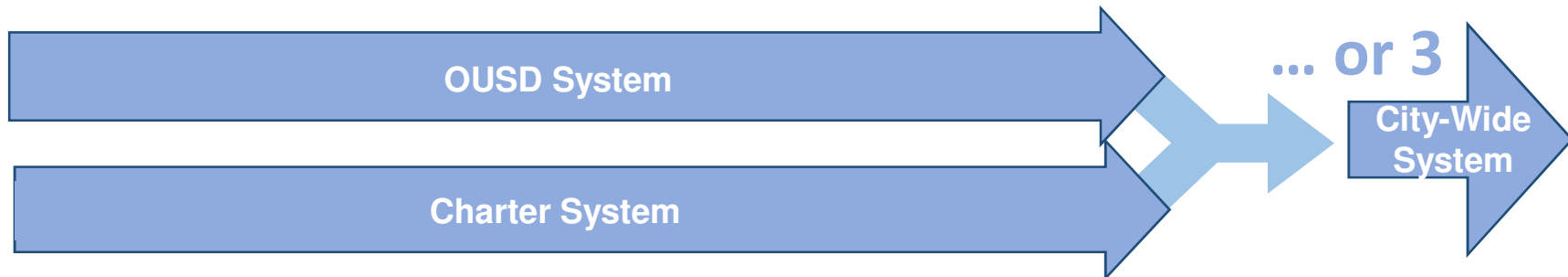
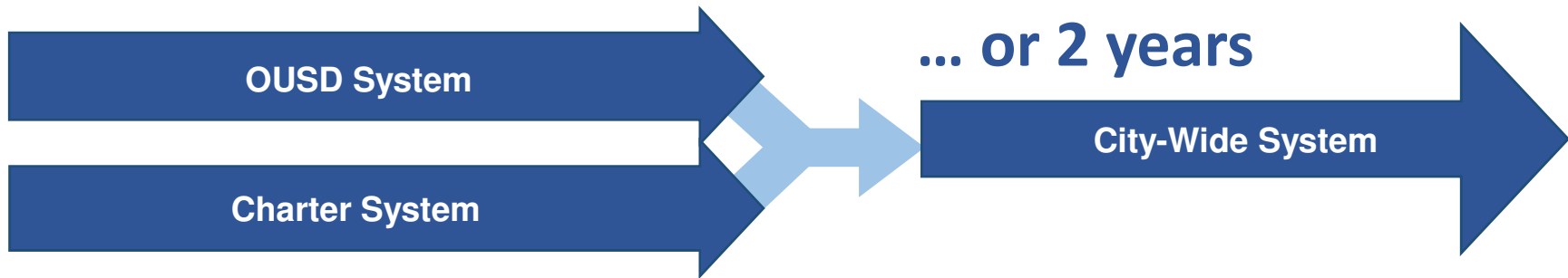
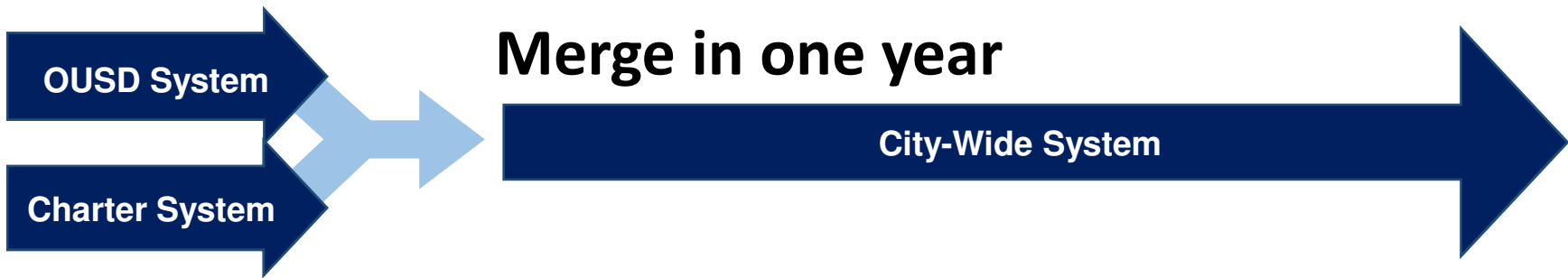
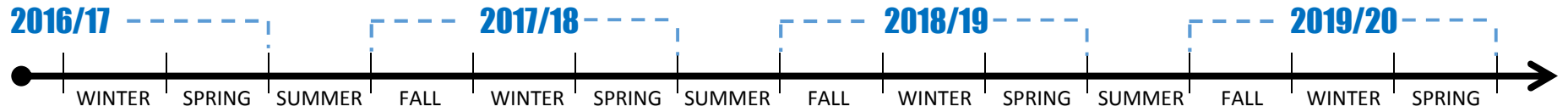
# Trying to Create.....

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A City-wide, Charter-only Enrollment System for 2017/18 SY, which could feature:

- ✓ **One timeline** for charter schools
- ✓ **One application** for charter schools
- ✓ **Shared data on enrollments**
- ✓ **Joint recruiting & marketing** initiatives, including targeted outreach to transitioning students
- ✓ **Coordination** on mid-year entries and transfers

# Two-System Phase Can Last As Long As Needed



# **Charter Enrollment System Overview**

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# Governance Structure

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Three independent teams will be jointly responsible for governing the shared system:

- 1** ***Charter Enrollment Council*** – one council seat will be allocated to each participating school/campus. The Council will meet roughly twice per year to provide feedback and guidance to the Board.
- 2** ***Charter Enrollment Board*** – 5-8 leaders who will provide frequent and direct guidance to the Executive Director (ED).
- 3** ***Charter Enrollment ED and Operations Team*** – the ED and his/her team will report directly to the Board and will be housed at Oakland Families for Quality Schools (OFQS).

# Online, Paper & Phone-In Applications

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## ONLINE



- Application offered via web (internet) and smart phone app
- URL and app information widely publicized (goal → maximize online applications)
- Parent/guardian goes through enrollment application “wizard”, providing information in a safe, dynamic, and responsive environment

## PAPER



- Paper applications will be available at each participating school
- Paper applications may be submitted at any participating school or at the central charter enrollment office (exact location TBD)
- Each school will have the following options –
  1. Do the data-entry for each paper application submitted at your school (training and certification required)
  2. Forward all submitted paper applications to central team for data-entry

## PHONE-IN



- Toll-free phone number available for anyone to call-in and verbally submit their information
- Number will be staffed centrally



# What Information Will We Capture on Our Application?

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The only data parents/guardians will be asked to provide is information that will allow each school to:

- A) properly identify the applicant, and
- B) properly prioritize the applicant for the purposes of each school's lottery



# Will We Ask Families to Rank Their Choices?

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Preferences:

- #1. *School B*
- #2. *School C*
- #3. *School D*

**YES.** Here's why:

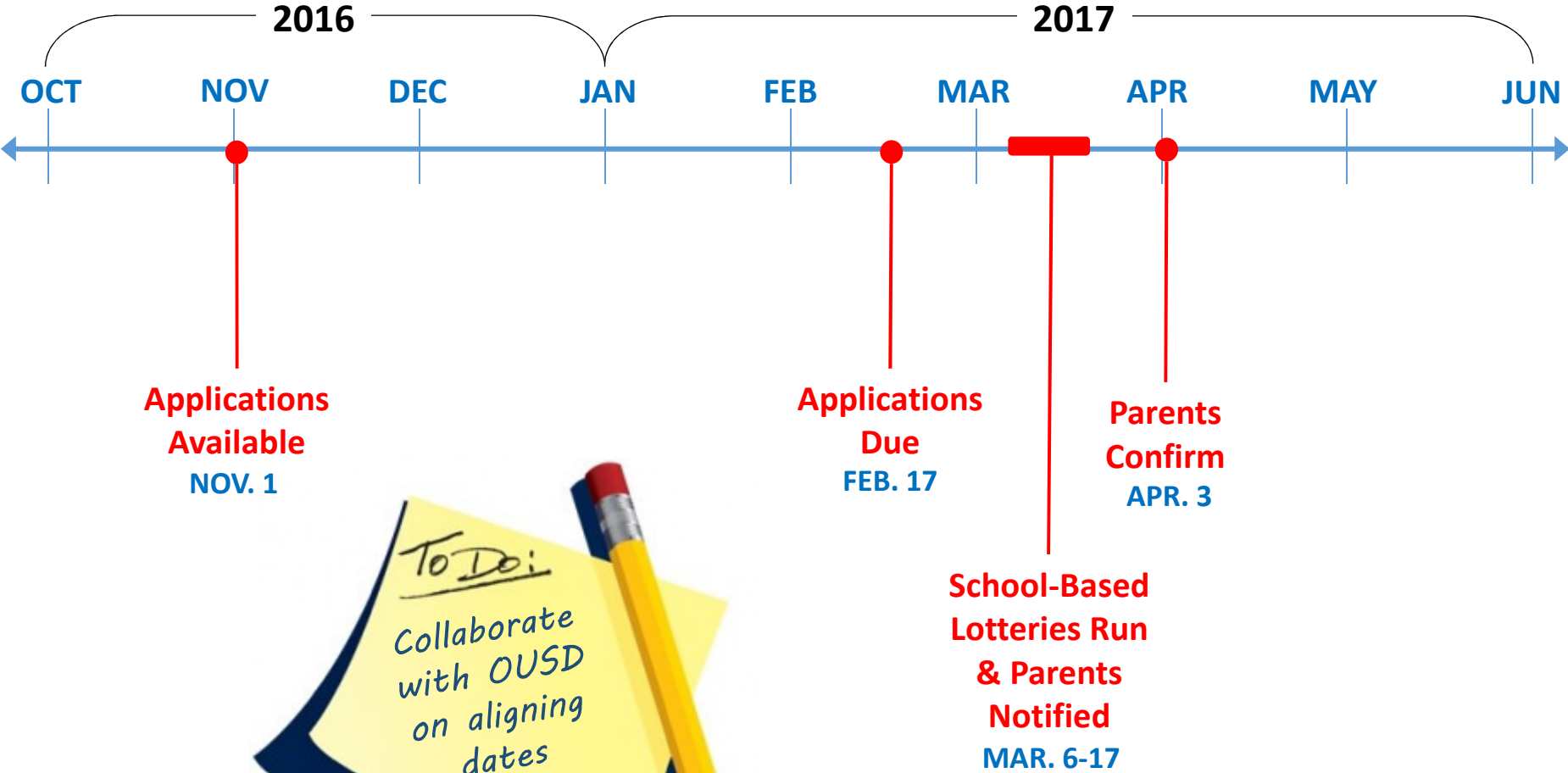
- 1) Participating CMOs with multiple campuses need this data, as it provides them necessary information to assign students to their most-preferred campus
- 2) Asking parents to rank their options will encourage them to put forth more thought into their choices, and potentially minimize the number of parents who “over-apply” (i.e. selecting all schools)
- 3) Because charter leaders and staff are interested in moving to a combined lottery system in subsequent years, it is necessary to have ranking data this year so that different student assignment algorithms may be fully tested for efficacy

## To Eliminate Parent Confusion:



Applications will clearly communicate that school rankings will not influence which school(s) their child will get in to, and that this information is being collected solely for informational purposes this year.

# Master Timeline



# Marketing Initiatives

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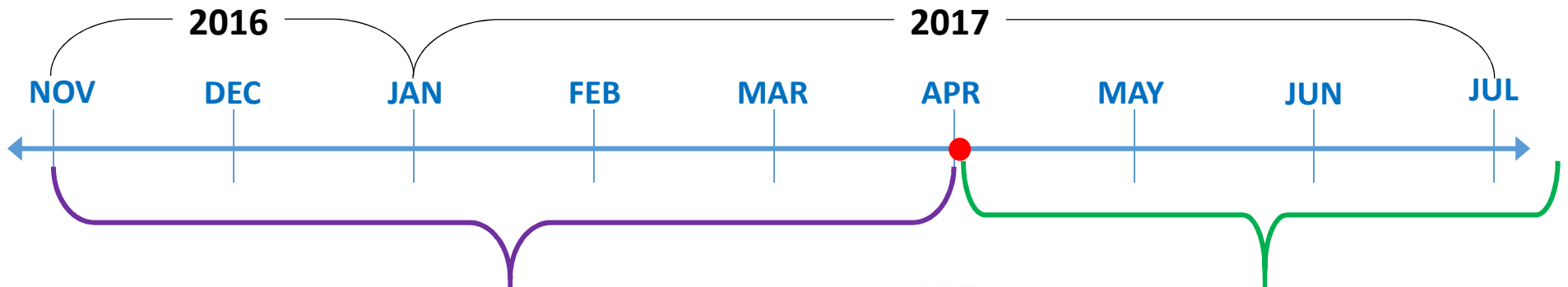
1. Comprehensive advertising campaign
  - ✓ Social media
  - ✓ Billboards
  - ✓ Unpaid media, etc.
2. Proactive outreach to “transitioning” students
  - ✓ Supports and training provided to those closest to these students (e.g., preschools, 5<sup>th</sup> grade teachers, 8<sup>th</sup> grade counselors, etc.)
3. Charter school joint open house event (details TBD)



## **Other ideas to explore further:**

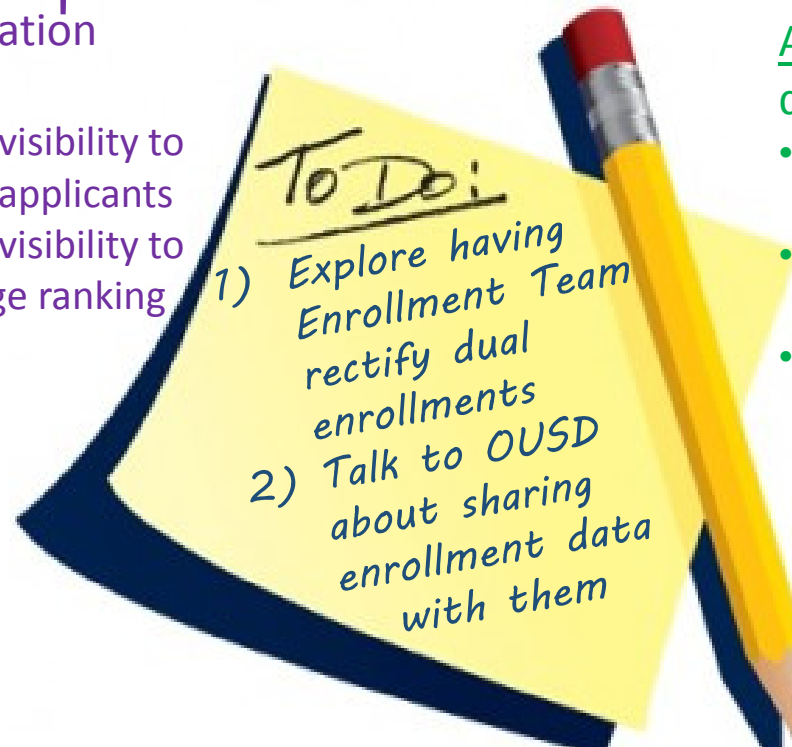
*Charter school expo or fair, production of a video, and procurement of mobile or “pop-up” information stations*

# What Data Will Be Shared Between Schools?



## Prior to parent confirmation date (November – March)

- Each school has visibility to only their list of applicants
- Each school has visibility to only their average ranking



## After parent confirmation date (April – August)

- Each school has visibility to only their list of applicants
- Each school has visibility to only their average ranking
- Via SchoolMint, each school is able to view the number of students currently confirmed at their school and also confirmed at another participating school

# How Will the Shared Data Be Used?

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## What Will the Enrollment Team Do with Applicant Data

(i.e. which students have applied to which schools)?

- Names and information of applicants will be shared only with the school(s) to which the student has applied
- Applicant information will never be shared with schools to which the student did not apply, nor with OUSD

## What Will the Enrollment Team Do with School Ranking Data

(i.e. how high or low applicants rank each school)?

- Each school's average ranking information will be shared only with that school
- Each participating school may share their school's ranking information with whomever they choose

# **Charter Enrollment System Contacts**

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# Key Contacts

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Kate Nicol, Oakland Families for Quality Schools  
(and Vincent Academy)

[kate@oaklandfamilies.org](mailto:kate@oaklandfamilies.org)

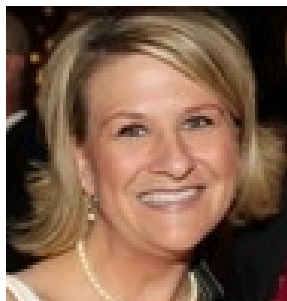
(510) 772-9601



Hae-Sin Thomas, Education for Change

[hthomas@efcps.net](mailto:hthomas@efcps.net)

(510) 759-1331



Shannon Fitzgerald, Enrollment Consultant

[shannon.r.fitzgerald@outlook.com](mailto:shannon.r.fitzgerald@outlook.com)

(303) 590-4033