



Summary of Oakland's Charter Enrollment System: Enrollments for the 2017/18 School Year

July 1, 2016

GOVERNANCE

How will the charter enrollment system be governed?

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).

THE COMMON APPLICATION

How will parents be able to apply to the charter school(s) of their choosing?

Applications for enrollment will be available to parents in three ways:

- 1) Online application – via home computer, laptop, tablet, or smart phone (utilizing SchoolMint technology)
- 2) Paper application
- 3) Phone-in application – phone number will be available for parents to phone-in applications, if absolutely necessary

What information will be captured on the common application?

Participating charter leaders and staff agree that the only information parents/guardians should 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 (as defined by each school's board policy). As such, no questions will be asked on the common application relative to previous grades/transcripts, race/ethnicity, IEP status, socio-economic status, discipline history, 504 plan, etc.

Will families be asked to rank the schools they are applying to?

- Yes. Participating charter leaders and staff agree that parents should rank their charter school choices for the following reasons:
- Participating CMOs with multiple campuses need this data, as it provides them necessary information to assign students to their most-preferred campus
 - It is believed that 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)
 - 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

Please note that applications will clearly communicate to parents that their 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.

How will paper applications be collected and processed?

Although parents will be highly encouraged to apply using their smart phone or computer, paper applications will also be made available at all participating schools. Paper applications may be submitted at any participating school or at the central charter enrollment office (exact location TBD). Each school may elect to do one of the following:

- 1) Utilize their school staff to enter the data for each application received at their school (training and certification for school-based data-entry staff will be required), OR
- 2) Forward all collected paper applications to the Enrollment Team for data-entry

TIMELINE

What will the charter enrollment system timeline be?

Applications made available to families → November 1, 2016

Applications due → February 17, 2017

Lotteries run → March 6 – 15, 2017

Notifications given to parents by schools (call/email/text/letter) → Any time between March 6 and March 17, 2017

Confirmations-to-enroll due to schools from parents → April 3, 2017

MARKETING

Which joint marketing initiatives will be pursued?

Leveraging help from external organizations (e.g., PR firm), the Enrollment Team will conduct the following marketing and outreach:

- Advertising campaign, including social media, billboards, unpaid media, etc.
- Proactive outreach to “transitioning” students, with supports and training provided to those closest to these students (e.g., preschools, 5th grade teachers, 8th grade counselors, etc.)
- Charter school joint open house event (details TBD)

Other marketing projects that will be further explored for viability include a charter school expo or fair, production of a video, and procurement of mobile or “pop-up” information stations.

DATA SHARING

What data will my school see relative to applications and demand?

Each participating school will have real-time visibility to a list of their applicants and macro-level ranking information (e.g. “4 students have ranked your school 1st, 10 students have ranked your school 2nd, 2 students have ranked your school 3rd...”) as soon as the application window has opened.

Additionally, after the parent confirmation due date (April 3, 2017), schools will have line-of-sight to the numbers of students on their rosters and waitlists who have enrolled at other participating schools. This information should be helpful for staffing and planning purposes and support will be provided by the Enrollment Team to minimize these numbers over time (i.e. calls made to parents to determine which school they truly plan to have their child attend).

How will applicant and demand data be used external to the common system?

While each participating school may share their own applicant number and ranking information with any person or organization they choose, the Enrollment Team will not share this information with anyone other than the affected school(s).

SCHOOL SPECIFICS

How much should my school expect to pay to participate in the common system?

For the first year or two of the common system (i.e. enrollments affecting the 2017/18 school year), philanthropic support from Educate78 will cover all costs associated with the combined charter enrollment system, including but not limited to:

- Technology costs associated with implementation of common online application
- Technology costs associated with implementation of school-based automated lotteries
- Technology costs associated with implementation of school-based roster and waitlist management
- Marketing costs associated with adequately promoting the new system and conducting outreach to families
- Operational costs associated with hiring and supporting the ED and his/her staff
- Operational costs associated with producing and processing paper applications
- Operational costs associated with providing world-class support to parents and participating schools
- Project management costs associated with successful implementation

What does my school need to do to confirm that we will be participating?

Please complete the “Letter of Intent to Participate” form and email it to Shannon Fitzgerald (shannon.r.fitzgerald@outlook.com) no later than July 15, 2016.

Who should I contact with questions about the system and/or my school’s participation?

Kate Nicol	OFQS and Vincent Academy	kate@oaklandfamilies.org	(510) 772-9601
Hae-Sin Thomas	Education for Change	hthomas@efcps.net	(510) 759-1331
Shannon Fitzgerald	Educate78 – Contractor	shannon.r.fitzgerald@outlook.com	(303) 590-4033