

## Oakland Enrolls SY23-24 Common Charter Application - MOU Overview

Each year, Oakland Enrolls shares an Memorandum of Understanding (MOU) with our charter school partners that wish to participate in the Common Charter Application. As a reminder, Oakland Enrolls is a non-profit organization that aims to empower Oakland families to make informed choices about their public school options and make the process of selecting and enrolling in a public school easy, efficient, and equitable.

For the past six years, Oakland Enrolls has partnered with more than 95% of Oakland's charter schools to support the Common Charter Application. With our charter partners, we have served over 35,000 families submitting over 85,000 applications to our school partners. Participation in the Common Charter application includes a public school enrollment campaign, school profile in [Oakland Enrolls School Finder](#), a family support team, and individualized training/support for our school partners. With our school and community partners, we have streamlined the charter application system for Oakland families, allowing them the ability to view all of their public charter school options in one place, and on one timeline.

### How Much Does it Cost?

- The annual SchoolMint license fee for the common charter application will be about \$4,200 per school
- Schools will also be required to select a service tier to partner with Oakland Enrolls. Tiers range from \$4,120 to \$15,450.
- Oakland Enrolls will also be offering optional services to meet the specific needs of our school partners.

The MOU runs August 1, 2022 to July 31, 2023.

**What's Included in the MOU?** As in years past, a signed MOU and partnership agreement with Oakland Enrolls includes various benefits and services. These include, but are not limited to:

- Citywide marketing campaign to promote the application (includes paid advertising, billboards, newspaper ads, social media, and posters/flyers)
- Multilingual family services team to provide over-the-phone/text/email/in-person support to families
- Oakland Enrolls' partnerships with community-based organizations to inform families about the process/tools
- Oakland Enrolls School Finder profile with all public charter school options
- Webinar-based training for school enrollment/operations staff
- Advocacy for public charter school enrollment policies in Oakland
- Operations Scorecard - tracking the efficiency of school partners
- Application information provided to each school
- License and SchoolFinder fee for SchoolMint

## Tiered Services for SY23-24 MOU

| Oakland Enrolls Tiered Services   |   |  |  |   |   |
|---|---|--|--|---|---|
| <b>Software Vendor Fees (Required) per School</b>                         | \$4,200 per school<br>- Common application<br>- Lottery and waitlist<br>- Communications<br>- Oakland School Finder   |  |  |   |   |
| <b>Level</b>  | <b>Baseline Support</b>   | <b>Light Support</b>   | <b>Medium Support</b>  | <b>Intensive Support*</b>   | <b>Optional Services Chart</b>  |
| <b>Tiered Service Pricing per School</b>                                  | \$4,120   | \$6,180  | \$10,300   | \$15,450  | Per-School Pricing Below  |
| <b>Oakland Enrolls Tiered Services (Required) Schools must choose one</b> | <b>Operations</b><br>- Operations Scorecard<br>- Access to resource folder<br>- Operations Newsletter<br>- Operations Calendar<br>- Operations Trainings<br>- Creating portal logins for school admins<br>- Standard automatic messaging<br>- Support with troubleshooting, lottery setup, and registration (from software vendor support team only)<br>- Ad hoc data pulls for aggregate student information<br><br><b>Marketing &amp; Recruitment</b><br>- Website language for On-Time & Late application period<br>- Virtual School Enrollment Fair<br><br><b>Data &amp; Analysis</b><br>- OE will correct On Time duplicate applications by calling all families with duplicate apps, confirming information, cancelling duplicate apps and making changes<br><br><b>Network Benefits</b><br>- Participate in a network that includes over 97% of Oakland's charter schools<br>- Reap the benefits of a system maintained by an organization solely focused on enrollment, with institutional knowledge, and a focus on continuous improvement<br>- Contributing to a system striving for equity in enrollment practices<br>- Community of support and solidarity in face of shifting political winds<br><br><b>Oakland Enrolls Council Membership</b><br>- Voting<br>- Quarterly update meetings<br>- Network-wide enrollment updates<br>- Updates from Oakland Enrolls Executive Director & Team | <b>Everything in Baseline, PLUS:</b><br><br><b>Additional Operations:</b><br>- Support with login issues<br>- Help navigating reports/app index<br>- Help navigating communications tab<br>- Help editing student applications<br>- Help managing student profiles<br>- Customized automatic messaging<br>- Support with application portal/vendor troubleshooting (from Oakland Enrolls team)<br><br><b>Additional Data &amp; Analysis</b><br>- OE will correct On Time age/grade inconsistent applications by calling all families with age/grade discrepancies, collecting information, making changes and reporting to schools<br><br><b>Marketing/Recruitment:</b><br>- Marketing opportunities<br>- Oakland Enrolls enrollment presentation/workshop to your school<br>- Oakland Enrolls events calendar | <b>Everything in Low-Touch, PLUS:</b><br><br><b>Additional Marketing/Recruitment:</b><br>- Creating and translating messages in application portal<br>- Soft copy enrollment marketing materials for On-Time and Late Application periods<br>- Outreach Trainings<br>- Newsletter with resources and tips<br>- Transition grade family enrollment packet materials<br>- Will list your school in marketing materials to community partners<br><br><b>Additional Data &amp; Analysis:</b><br>- Pipeline report with applicant trajectory from application to enrollment | <b>Everything in Medium-Touch, PLUS:</b><br><br><b>Additional Marketing/Recruitment</b><br>- Hard copy enrollment marketing materials for On-Time and Late Application periods<br><br><b>Additional Data &amp; Analysis</b><br>- Summary of On-Time enrollment reports for each school<br>- OE summarizes and sends duplicate, age/grade, 'submitted' apps, and stagnant offers in Late application period<br><br><b>Charter Advocacy:</b><br>- OE's support in charter advocacy within Oakland | On-time applications support (weekly reports, messaging to families, phone outreach to families): \$3,090<br><br><b>Custom outreach strategic plan</b> to support school marketing/communications efforts: \$2,575 - \$8,755 (depending on level of service)<br><br><b>Graphic Design</b> to support school's marketing efforts: \$3,100 - \$6,200 (depending on level of service)<br><br><b>Seat Offer Tool and custom reports</b> to optimize hitting enrollment targets: \$2,575<br><br><b>Managing offers</b> (follow up with families, rescinds stale offers, makes new offers): \$3,090 |
| <b>Paid for by Philanthropy</b>   | \$5,000 per school<br><b>Family Support Center</b><br>- Multilingual phone/text/in-person family support<br><br><b>Community Outreach &amp; Marketing</b><br>- CBO partnerships<br>- Presentations<br>- Workshops/Enrollment Events<br>- Communications (email, text, social media)<br>- Marketing materials shared with partners<br>- Paid marketing: billboards, bus shelters, social media, news/radio   |  |  |   |   |

# Sample Application Cycle

## Oakland Enrolls Application Cycle 2022-23

| July 2021 |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| Su        | M  | Tu | W  | Th | F  | Sa |
|           |    |    |    | 1  | 2  | 3  |
| 4         | 5  | 6  | 7  | 8  | 9  | 10 |
| 11        | 12 | 13 | 14 | 15 | 16 | 17 |
| 18        | 19 | 20 | 21 | 22 | 23 | 24 |
| 25        | 26 | 27 | 28 | 29 | 30 | 31 |

**July**  
5-9 4th of July Week

| January 2022 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|
| Su           | M  | Tu | W  | Th | F  | Sa |
|              |    |    |    |    |    | 1  |
| 2            | 3  | 4  | 5  | 6  | 7  | 8  |
| 9            | 10 | 11 | 12 | 13 | 14 | 15 |
| 16           | 17 | 18 | 19 | 20 | 21 | 22 |
| 23           | 24 | 25 | 26 | 27 | 28 | 29 |

**January**  
1 New Year's Day  
10 \*Waitlist does not roll over, apply for 21-22\*  
12 Lottery Training (webinar)  
17 Martin Luther King Jr. Day  
21 Last Day to confirm lottery setup with SchoolMint  
28 Last Day to request lottery design updates

| August 2021 |    |    |    |    |    |    |
|-------------|----|----|----|----|----|----|
| Su          | M  | Tu | W  | Th | F  | Sa |
| 1           | 2  | 3  | 4  | 5  | 6  | 7  |
| 8           | 9  | 10 | 11 | 12 | 13 | 14 |
| 15          | 16 | 17 | 18 | 19 | 20 | 21 |
| 22          | 23 | 24 | 25 | 26 | 27 | 28 |
| 29          | 30 | 31 |    |    |    |    |

**August**

| February 2022 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| Su            | M  | Tu | W  | Th | F  | Sa |
|               |    |    |    |    |    | 1  |
| 2             | 3  | 4  | 5  | 6  | 7  | 8  |
| 9             | 10 | 11 | 12 | 13 | 14 | 15 |
| 16            | 17 | 18 | 19 | 20 | 21 | 22 |
| 23            | 24 | 25 | 26 | 27 | 28 | 29 |

**February**  
4 On-Time Enrollment ends  
7 Late Enrollment (formerly Round 2) Begins  
11 1. Confirm registration process  
2. Updates websites with Late enrollment info  
18 1. Add Custom Auto-Messaging to SM (baseline tier schools only)  
2. At least one test of Lottery in Sandbox  
25 Finish validating priorities/cleaning data

| September 2021 |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|
| Su             | M  | Tu | W  | Th | F  | Sa |
|                |    |    | 1  | 2  | 3  | 4  |
| 5              | 6  | 7  | 8  | 9  | 10 | 11 |
| 12             | 13 | 14 | 15 | 16 | 17 | 18 |
| 19             | 20 | 21 | 22 | 23 | 24 | 25 |
| 26             | 27 | 28 | 29 | 30 |    |    |

**September**  
3 Application Questionnaire due (lottery priorities, school info, & registration info)  
6 Labor Day  
29 Deadline to purchase SM registration (optional)

| March 2022 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| Su         | M  | Tu | W  | Th | F  | Sa |
|            |    |    | 1  | 2  | 3  | 4  |
| 5          | 6  | 7  | 8  | 9  | 10 | 11 |
| 12         | 13 | 14 | 15 | 16 | 17 | 18 |
| 19         | 20 | 21 | 22 | 23 | 24 | 25 |
| 26         | 27 | 28 | 29 | 30 | 31 |    |

**March**  
1 Ensure registration dates are open in your school's instance (if using SM Reg.)  
7-9 School Based Lotteries will be held  
8 "Explanation of Lottery and Timeline" Message  
10 Offers Bulk Released (Oakland Enrolls)  
21 "Reminder to Accept/Decline Offer" Message  
24 Stated deadline to Accept/Decline Offer  
25 Lottery Offers Bulk Rescinded (Oakland Enrolls)  
31 Cesar Chavez Day

| October 2021 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|
| Su           | M  | Tu | W  | Th | F  | Sa |
|              |    |    |    | 1  | 2  |    |
| 3            | 4  | 5  | 6  | 7  | 8  | 9  |
| 10           | 11 | 12 | 13 | 14 | 15 | 16 |
| 17           | 18 | 19 | 20 | 21 | 22 | 23 |
| 24           | 25 | 26 | 27 | 28 | 29 | 30 |

**October**  
7 Outreach and Operations Training (webinar)  
11 Indigenous Peoples' Day  
12-15 Application Test - FINAL CONFIRMATION of application/priority accuracy

| April 2022 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| Su         | M  | Tu | W  | Th | F  | Sa |
|            |    |    |    |    |    | 1  |
| 2          | 3  | 4  | 5  | 6  | 7  | 8  |
| 9          | 10 | 11 | 12 | 13 | 14 | 15 |
| 16         | 17 | 18 | 19 | 20 | 21 | 22 |
| 23         | 24 | 25 | 26 | 27 | 28 | 29 |
| 30         |    |    |    |    |    |    |

**April**

| November 2021 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| Su            | M  | Tu | W  | Th | F  | Sa |
|               | 1  | 2  | 3  | 4  | 5  | 6  |
| 7             | 8  | 9  | 10 | 11 | 12 | 13 |
| 14            | 15 | 16 | 17 | 18 | 19 | 20 |
| 21            | 22 | 23 | 24 | 25 | 26 | 27 |
| 28            | 29 | 30 |    |    |    |    |

**November**  
11 Veterans Day  
12 Deadline: update website w/ correct info  
15 On Time Enrollment Launch  
25-26 Thanksgiving Break

| May 2022 |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| Su       | M  | Tu | W  | Th | F  | Sa |
|          | 1  | 2  | 3  | 4  | 5  | 6  |
| 7        | 8  | 9  | 10 | 11 | 12 | 13 |
| 14       | 15 | 16 | 17 | 18 | 19 | 20 |
| 21       | 22 | 23 | 24 | 25 | 26 | 27 |
| 28       | 29 | 30 | 31 |    |    |    |

**May**  
31 Memorial Day

| December 2021 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| Su            | M  | Tu | W  | Th | F  | Sa |
|               |    |    | 1  | 2  | 3  | 4  |
| 5             | 6  | 7  | 8  | 9  | 10 | 11 |
| 12            | 13 | 14 | 15 | 16 | 17 | 18 |
| 19            | 20 | 21 | 22 | 23 | 24 | 25 |
| 26            | 27 | 28 | 29 | 30 | 31 |    |

**December**  
10 CALPADS data due  
17 "Happy holidays/closed for break"  
20-31 Winter Break

| June 2022 |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| Su        | M  | Tu | W  | Th | F  | Sa |
|           |    |    | 1  | 2  | 3  | 4  |
| 5         | 6  | 7  | 8  | 9  | 10 | 11 |
| 12        | 13 | 14 | 15 | 16 | 17 | 18 |
| 19        | 20 | 21 | 22 | 23 | 24 | 25 |
| 26        | 27 | 28 | 29 | 30 |    |    |

**June**  
1 21-22 Waitlist expires: applications are cancelled/withdrawn/rescinded  
1 \*21-22 Waitlist expired/apply for 22-23\*  
17 Juneteenth (observed)  
20 MOU for 23-24 Due

**KEY**

|  |                                 |
|--|---------------------------------|
|  | Deadline                        |
|  | Key Enrollment Date             |
|  | Message sent by Oakland Enrolls |
|  | Training/Meeting                |
|  | Office Closed                   |