



PROPOSAL OUTLINE OAKLAND MILITARY INSTITUTE

Overview

As students return to campus for the 2022-23 academic year, California public schools continue to face a steep decline in enrollment. The rate is by far the biggest drop in recent history and represents the clearest picture of the pandemic's devastating toll on public schools throughout the state.

As the region's premier college preparatory and leadership school, Oakland Military Institute (OMI) is no different. This year, OMI school officials saw a significant decrease in enrollment as it relied solely on the Oakland Enrolls portal to promote itself to Oakland families.

If left to the current course, enrollment challenges will likely continue for OMI. That's why CharterSmart recommends OMI taking a proactive, aggressive approach to increasing its visibility in the Oakland community.

So, What's Next?

Working with OMI school officials, CharterSmart will develop a 6-month *We Are OMI* campaign to provide strategic guidance and communications to enhance enrollment marketing:

- create a positive, insightful narrative of the school and the community it serves;
- refresh brand for collateral materials, paid media, outdoor signage, digital media, Oakland Enrolls web portal, and OMI website;
- develop family and community stakeholder engagement.

Objective

Simply put, expose Oakland parents to OMI's unique military educational experience and offer prospective students a vision of a college and career future.

Time Frame

Phase One (Month 1 + 2)

- Produce *We Are OMI* campaign, tactical outline and production budget.
- Assess brand changes for Oakland Enrolls video and content as well as OMI collateral and communications.
- Identify profile stories – students, staff and alumni.
- Schedule campus photo shoot and video commentaries.

Phase Two (Month 3 + 4)

- Develop creative content for marketing brochure, welcome video, hosted event flyers, parent guide, social media posts, and website updates.
- Create production calendar for printed collateral, local newspaper ads, social media ads, and outdoor signage.
- Determine new family outreach program including new parent information night, home recruitment visits, camp tours, and cadet mentorship activities.
- Determine community stakeholder outreach program including feeder school visits, faith-based and civic leader presentations, and community open house.
- Determine student follow-up, parent survey, and confirmation process.

Phase Three (Month 5 + 6)

- Implement new family outreach program.
- Implement community stakeholder outreach program.
- Implement student follow-up and confirmation process.

Our Team

As a seasoned expert in education public policy, Tanja McCey manages overall strategy and field tactics for new schools and conversion schools. She works with parent organizations, school administrators, and staff as well as community stakeholders to advance positive communications via speaker training and advocacy workshops. Tanja also provides hands-on technological communications, enrollment marketing, and special event solutions for CharterSmart clients.

Mike McCey brings significant experience in strategic communications, community engagement, and media relations. Mike has served as a valuable staff member in the White House, Capitol Hill, and California State Legislature. Outside of the public sector, he has advised policy, non-profit and corporate leaders, and grassroots volunteer organizations for more than two decades. His strategic planning and communication skills provides CharterSmart clients with the opportunity to tell their unique stories in the media and communicate their ideas in the public opinion arena.

About CharterSmart

CharterSmart's principals have more than 20 years of public relations, communications, and marketing experience.

Specifically, CharterSmart has worked collaboratively with California public charter school communities and passionate parents to become better advocates for their students. We've developed a proven, successful formula for creating visibility for our clients to share student successes, school achievements, and parent voices. Our vast experience in education policy – specifically with state laws and regulations – allows us to fully understand and appreciate the challenges faced by the Oakland Military Institute. We have worked with individual schools as it

relates to revocation, renewal, school facilities, school expansions, new conversions, audits, investigations, and material revision issues.

CharterSmart is proud of our longstanding professional relationships shared with California public charter school clients, charter school membership associations, education policy stakeholders, community leaders, and members of the media.

Budget

Based upon CharterSmart's experience executing similar public communications and marketing campaigns, we anticipate the effort to cost \$3,500.00 for consulting fees per month. This would provide Oakland Military Institute with 18 hours of monthly professional services. For any months that exceed the 18-hour allocation, a rate of \$200 per hour will be assessed for additional professional services performed.

Once a client has signed a contract to engage CharterSmart for its professional services, we will provide an invoice for payment within 10 business days. All remaining invoices will be sent on the first of each month with payment required within 14 business days. The client will reimburse CharterSmart for any out-of-pocket expenses related to individual campaign activities or travel as approved/requested by the client.