



OAKLAND MILITARY INSTITUTE

3877 Lusk Street
Oakland, California 94608

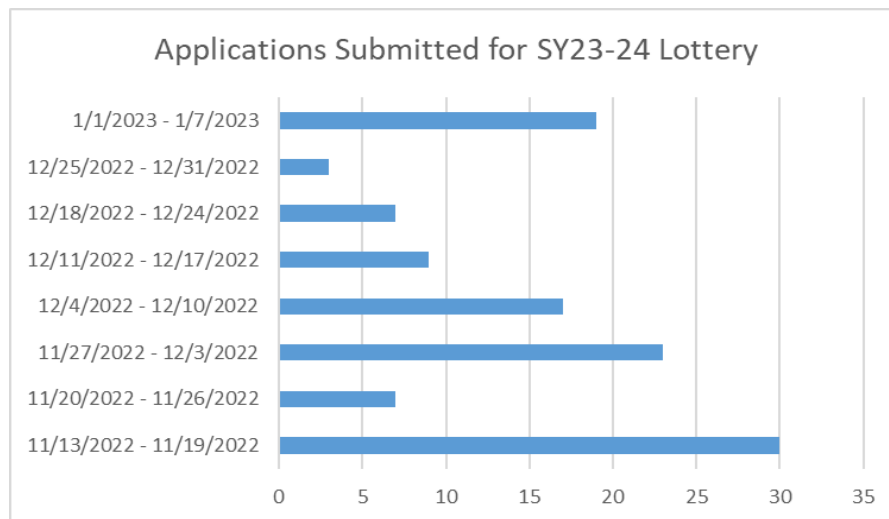
NGCA-YCP-OMI

6 January 2023

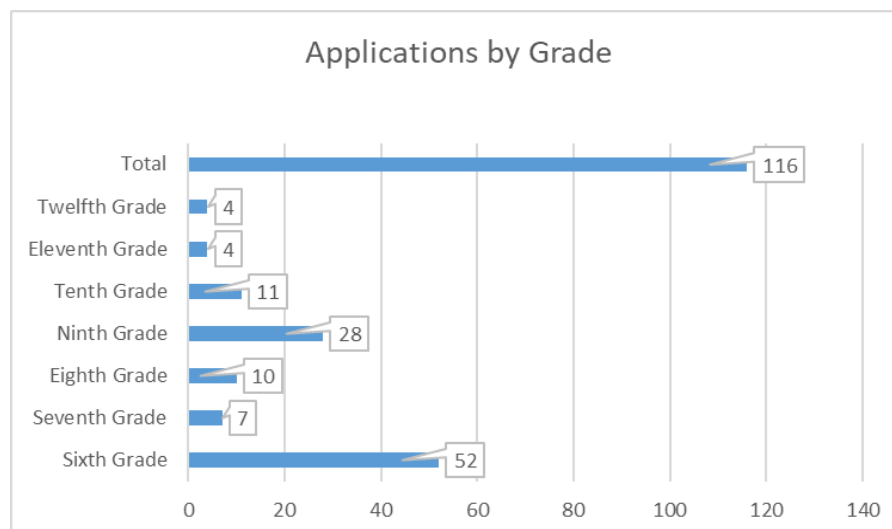
**MEMORANDUM FOR THE BOARD OF DIRECTORS, OAKLAND MILITARY INSTITUTE
COLLEGE PREPARTORY ACADEMY**

SUBJECT: School Year (SY) 2023-24 Recruitment Update

1. Since the opening of the SY 2023-24 lottery on November 14th 2022, 116 enrollment applications have been received. The average of applications received per week is 13. This includes the anticipated low performance during Thanksgiving and Winter Break, between Christmas and New Year Weekend. Current trend expectations are for 17 or more applications per week for remaining weeks of January. There are four weeks before the February 3, 2023 lottery which falls on a Friday. I assess a minimum of 180-185 applications will be available during the lottery draw. All applicants have been contacted by OMI representatives.



2. The application trends by grade reflect interest leading with 6th (52), 9th grade (28), 10th grade (11) and Eighth Grade (10). Assessing last recruiting cycles conversion challenges which were



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highlighted by better than 20% loss of applicants, continued emphasis primarily on 6th and 7th grade recruiting will continue followed by 8th grade candidates.

Current Enrollment and Recruitment Projections as of Jan 6, 2023

Grade	SY 22-23 Enrollment	% Returned SY22-23	Lottery Enrolled SY23-24	550 Enrolled Target	Gains Needed/550	600 Enrolled Target	Gains Needed/600
6	51	0.0%	52	80	38	90	50
7	53	77.4%	7	80	35	90	47
8	69	79.5%	10	80	23	90	36
9	69	94.4%	28	80	0	90	5
10	84	103.4%	11	80	0	90	5
11	70	93.9%	4	86	0	86	0
12	61	103.3%	4	65	0	65	0
Totals	457	82.2%	116	551	96	601	143

3. SPC Casias has been a very solid addition to Team OMI. She has conducted 31 campus tours over the last 30 days. Accompanied by OMI Operations staff, community recruiting at Lake Merritt, Sprouts Market on Broadway and Emeryville’s Public Market have helped generate interest since Winter Break. Lesson learned thus far include recruiting working parents with school age children preferably during afternoon and early evening hours. This considering will be observed during a minimum of one community recruiting event per week going forward. The next campus recruiting/ candidate event will be on January 19th during our first “Welcome to OMI Game Night.” The augmentation and skill of Mr. Isibor has been tremendously impactful as strategic communication and outreach continue in concert with OMI staff efforts.

4. Any questions can be directed to the undersigned at tjames@omiacademy.org.



Thomas L. James, CMSgt (CA), CSG
Acting Commandant, OMI