

# UPDATE ON STRATEGIC COMMUNICATIONS FOR AIMS K-12 COLLEGE PREP CHARTER DISTRICT

March 28, 2020



KOS READ GROUP

# Presentation Overview

- I. How & Why We Came Together
- II. Successes to Date
- III. The Work Ahead
- IV. Additional Background on KRG



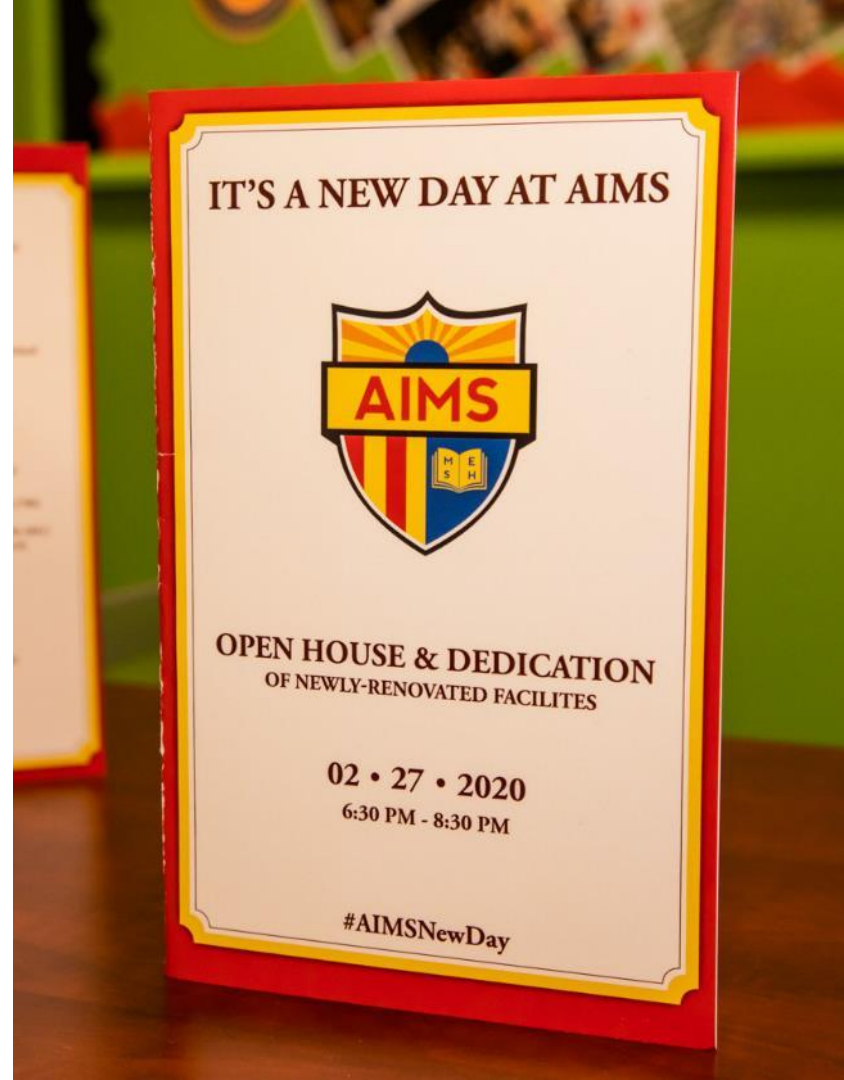
# How & Why We Came Together

- ❏ Charter schools are under attack like never before.
- ❏ AIMS faces a unique set of challenges and opportunities.
- ❏ Kos Read Group, Inc. (KRG) has the Oakland, public education, and marcomm experience to help.
- ❏ Our relationship is built on:
  1. Trust.
  2. Shared commitment to equity and excellence.
  3. Belief in and commitment to Oakland.



# KRG-AIMS Success: Rebranding

- ✓ Developed a parent survey to garner input on rebranding and comms strategy
- ✓ Developed new messaging for all platforms
- ✓ Authored press release on name change
- ✓ Wrote and placed Oakland Chamber newspaper piece in education edition
- ✓ Supported February 27 New Day Event
  - ✓ Messaging
  - ✓ Outreach
  - ✓ Photography



# KRG-AIMS Success: Media & Comms

- ✓ Developed and launched new monthly newsletter
- ✓ Secured Oakland Post coverage for New Day event
- ✓ Secured Great School Voices piece on AIMS and HBCUs
- ✓ Developed and places enrollment ad in the Oakland Post in the highest demand edition
- ✓ Content development for one-pager, brochure, and more



# KRG-AIMS Success: Crisis Comms

- ✓ Developed and managed crisis communications through extremely challenging situation
- ✓ Engaged with external officials to ensure confidence
- ✓ Helped protect and inform AIMS students, staff, families, and supporters
- ✓ Now supporting on COVID-19 related communications



# KRG-AIMS Work: 2020-2021

## Current Work:

- ✓ High school brochure
- ✓ Wikipedia/online presence
- ✓ COVID-19 strategy
- ✓ Monthly newsletter

## Future Work:

1. Earned media – telling our story
2. Enrollment marketing and communications
3. Renewal-focused communications and advocacy
4. Grants research, writing, advocacy, and support



# KRG+AIMS = Success

*We look forward to continuing our successful work together on behalf of AIMS students and families.*



Dear Isaac Kos-Read:

Happy New Year!

This month we begin more than just a new year – a new decade. Further, next year will be our 25th anniversary, and one of our schools will be up for renewal before OUSD. I therefore want to take a moment to share the long-term vision that the AIMS board and I have, as well as provide some of my usual monthly updates.



## We are Oakland, too!

*Maya Woods-Cadiz, Superintendent, AIMS K-12 College Prep Charter District*

—Can you name a public school district in Oakland that is eliminating the achievement gap for African-American students and others in math and language arts? Where all students take AP classes? Where college applications are paid for and 100% of graduates are accepted to the top colleges and universities in the nation?

I can. It's the AIMS K-12 College Prep Charter District. AIMS K-12 is a charter public school district overseeing three schools in Oakland – an elementary, middle, and high – that are all authorized by the Oakland Unified School District (OUSD). As the current superintendent of AIMS K-12 and long-time Chamber member, I'm proud to share with you a little about We Are Oakland Too! -- a rallying cry for our organization and its thriving future in this city.

My perspective is that of a multi-generational Oaklander. My family traces our roots here back to the early 1900s. I've been a student



life has been in service to the children of Oakland, with the bulk of my career being in OUSD. Now I am



*Maya Woods-Cadiz, Superintendent, AIMS K-12 College Prep Charter District*

proud to continue to serve Oakland kids as the leader of AIMS K-12, which includes some of our community's oldest and most successful charter schools.

AIMS K-12 students represent our diverse Oakland community. 75% of our families qualify for free and reduced lunch benefits – that means their families make less than approximately \$36,000 for a family of four. 55% of our students are Asian, 25% are African-American, and 14% are His-

panic or English Language Learners. 4% of our students qualify for special education services, and

we partner with OUSD to meet the needs of those students.

We are most proud of our academic success. In the recently released state test scores, all three AIMS schools scored in the top 25% of all Oakland public schools, district or charter. Our

high school had the highest math scores of any high school in Oakland - 13 points higher than the next school (also a charter). Our K-8 students performed as well as students from the top "Hills" schools and single site charters that tend to serve higher income families. We have been recognized by

closing the African-American achievement gap in Math and in English for three years running. Texas-based Educational Results Partnership recently identified us on their "Honor Roll" for top public schools in Texas and California getting results.

We invest strategically to secure such outcomes: 100% of our high schoolers take Advanced Placement (AP) classes beginning in their freshman year. We pay for 100% of student SAT and ACT exams, AP test prep books, and AP exams. In addition, we pay for college application fees for all of our seniors.



100% of AIMS K-12 graduates are accepted into four-year colleges.



Additional background information on  
Kos Read Group, Inc.



**KOS READ GROUP**

KRG delivers Results that Matter for  
civic-minded organizations.

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# KRG Story

Founded in 2013, Kos Read Group, Inc. (KRG) is a full-service communications and public affairs firm based in Oakland, working across California.

We're a team of passionate storytellers, civic advocates, marketers, and political strategists with decades of experience adding value to leading organizations across private and public sectors.



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# Team KRG



**Nicki Ghafari**  
Client Manager



**Isaac Kos-Read**  
President & CEO



**Morgan Rothenbaum**  
Client Manager



**Jocelyn Polanco**  
Client Manager



**Priscilla Hoang**  
Operations & Communications Coordinator



**Sergio Lopez**  
Client Manager

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# Current Clients (Partial List)



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# KRG Values

## Principled

We always adhere to the highest ethical standards in the conduct of our business.

## Pragmatic

We believe progress often requires reaching principled compromises without compromising principles.

## Positive

We are positive and optimistic about the future and what is possible through hard work.

## Progressive

We believe in triple bottom line results: prosperity, social responsibility, and environmental sustainability.

## Passionate

We drive things forward with our energetic passion for good, progress, and our clients' best interests.

## People-Oriented

We are people-oriented because organizations are made up of individuals, and individuals make change.

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# KRG Services

## Communications

- + Audits and Strategic Planning
- + Branding & Visual Identity
- + Content Strategy & Management
- + Media Relations & Strategy
- + Social Media Management

## Public Affairs

- + Government Relations
- + Public-Private Partnerships
- + Building/Project Approvals
- + Advocacy and Lobbying
- + Issue Advocacy



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Thank you!



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