



AIMS

Board Presentation

June 15, 2021

Background & Objectives

D&A Communications has created a strategy based on the strengths of AIMS, with the goal of showcasing the District's academic excellence, highlighting achievements, and showcasing the people who form the AIMS community. D&A began this work in early April, 2021.

D&A has been working towards 3 objectives for AIMS: (1) Raise awareness, (2) Strengthen positive reputation and, (3) Drive support for AIMS' priorities amongst targeted stakeholder groups, including:

- Parents-current and prospective
- Community Business leaders and owners
- Businesses that employ Oakland residents, in particular parents of AIMS students

D&A has maximized AIMS parent and community engagement by highlighting educational accomplishments and student successes. through a variety of platforms, including:

- Creating weekly social media content calendars
- Website optimization
- Print
- Creation of a CBO database
- Blog
- Media outreach

Social Media Data Analytics

The D&A team started providing weekly editorial calendar creation, starting on April 9, 2021.

Date range: February 7-April 8 (61 day period)

Facebook

Followers: 648

Impressions: 3,843

Reach: 3,273

Instagram

Followers: 271

Impressions: 1,071

Reach: 1,180

Likes: 74

Interactions: 97

Twitter

Followers: 53

Impressions: 270

Engagement: 12

Likes: 1

URL clicks: 0

Date range: April 9-June 8 (61 day period)

Facebook

Followers: 667 (+19)

Impressions: 20,860 (+17,017)

Reach: 16,996 (+13,723)

Instagram

Followers: 273 (+2)

Impressions: 6,178 (+5,107)

Reach: 4,922 (+3,742)

Likes: 532 (+458)

Interactions: 653 (+556)

Twitter

Followers: 53

Impressions: 42,322 (+43,052)

Engagement: 105 (+93)

Likes: 28 (+27)

URL clicks: 10 (+10)

Social Media

COVID-19 Health Measures



Social Media

Academic Excellence



AIMS K-12 College Prep Charter District
 Published by Maurice Williams · May 26 at 1:54 PM · 🌐

BREAKING NEWS!

It is with great enthusiasm that we officially announce that the AIMS HS Valedictorian for the class of 2021 is Parneet Virk!

As this year's Valedictorian, Parneet earned this special honor and distinction by maintaining a 4.0 GPA (5.0 Weighted GPA) throughout her high school career. Parneet has been accepted to UCLA.

Additionally, we would like to congratulate this year's salutatorian Calvin Duong. As the number 2 student in this year's class, Calvin will ... [See More](#)

👍❤️ 246 16 Comments 4 Shares

👍 Like ➦ Share 🏆

Most Relevant ▾

Marc R. Mowery
 Congratulations!!
 1w

Carlos Bérruz
 🐻💙💛

AIMS Official Page @aims_k12 · May 11

We're excited to announce that 26 of our High School students have received scholarships from @OaklandPromise. We are so proud of our students, who continue to excel and reach new milestones. Congratulations! #AIMSTRONG #Motivation

26 SCHOLARSHIP RECIPIENTS
\$110,000 SCHOLARSHIP AWARDED

2021 SCHOLARSHIP RECIPIENTS!

\$8000 SCHOLARSHIP RECIPIENTS:
 ELYOD ABRAHAM
 FABEN TESFAZION
 SAMANTHA LI

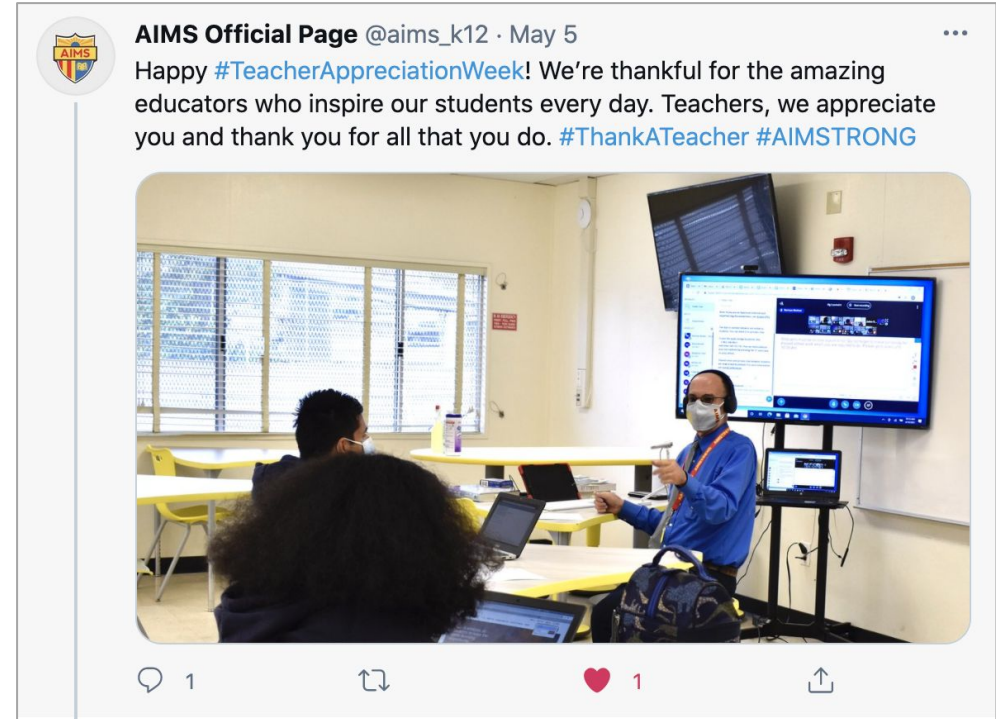
\$4000 SCHOLARSHIP RECIPIENTS:
 ALBERTO RAMIREZ
 ALDRENE ABELLON
 ANNIE CHOI
 CHRISTOPHER WALLI
 ERIC HUANG
 ETHAN SAETERN
 FELIX TRAN
 HASAN ALHAJ
 JACK LEE
 JACKY HUANG

\$2000 SCHOLARSHIP RECIPIENTS:
 KINO PAN
 LESLIE ORDONEZ
 MUHAMMED ABDELMOHAMED
 ONEDA ALACORN
 OSCAR ZHENG
 PARNEET VIRK
 PHILLY LIM
 SERGI SOLOMON
 SIMON LI
 SOPHIA HUANG

**RAHR ALIWOIG
 HENRY QIU
 MISWHEEL DATJANGAL**

Social Media

Staff Appreciation



Social Media

Social Impact



Social Media

Athletics


 **AIMS Official Page** @aims_k12 · May 20

🏆🏆 Championship Bound!!! 🏆🏆 The Golden Eagles Upend Oakland Unity 4-0; Earn First Ever Championship Berth




🏆🏆 Championship Bound!!! 🏆🏆 The Golden E...
🏆🏆 Championship Bound!!! 🏆🏆 The AIMS HS Golden Eagles Soccer team upends Oakland Unit...
aimsathletics.com

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 **AIMS K-12 College Prep Charter District**
Published by Maurice Williams · June 4 at 11:59 PM

BREAKING NEWS!!!
After nearly 15 months and a truncated sports season, the Lady Eagles defeated the Oakland Unity Lady Tigers in a stunning 4-0 rout in the 2020-21 BACSAC Varsity Women's Soccer Championship. Sophomore Nadia Barron was named the BACASC League MVP!

Congrats to Coach Sunny Diaz and our AIMS HS Lady Eagles on their HERSTORIC soccer title!



AIMSATHLETICS.COM
STUNNER! Lady Eagles Capture BACSAC Soccer Crown With 4-0 Shutout Over Oakland Unity; Sophomore Nadi...

126 People Reached 36 Engagements Boost Unavailable

You and 9 others 1 Comment 2 Shares

Reputation Management

Create a strategic reputation management plan that addresses prevailing sentiment and helps drive positive reputation metrics.

Thought Leadership development

Community Outreach Strategy

Reputation Management

Thought leadership articles

The fight for racial justice is a personal one.

 Maya Woods-Cadiz Apr 20 · 4 min read



As a mother of two Asian American/Pacific Islander American (AAPI) and African American (Black) young women, the 2021 incidents of racial violence makes me fearful for their safety. As a Black woman growing up in Oakland, my friends and I had all been given “the talk” by our parents- which taught us the rules of how to navigate this world while being Black. It is 2021 and I find that I have to use those very same lessons when explaining the rise in hate violence against the AAPI and Black communities to a new generation of children. Not only has this rise of violence hit home in a very personal way, but as the Superintendent of the AIMS K-12 College Prep Charter School in Oakland where our student population is more than 35% AAPI, and 29% Black I have an entire school community to think about. Everyday since this pandemic began, I have thought about how we as an educational institution can use our resources to best help our students (and their families) navigate this confusing and scary time. Our families have been subjected to stereotypes that are harmful and untrue-but this is nothing new.



Maya Woods-Cadiz · 3rd+
Superintendent / CEO AIMS K12 Colleg Prep Charter District
1mo ·



As a mother of two Asian American/Pacific Islander American (AAPI) and African American (Black) young women, the rise in hate violence against the AAPI and Black communities has hit home in a very personal way. / ...see more



The fight for racial justice is a personal one.

mayawoodscadiz.medium.com · 4 min read

8 · 1 comment



AIMS K-12 College Prep Charter District
Published by Suzen Chu · April 21 ·

A Message from Superintendent Woods-Cadiz:

Her Father Changed The World...


As I watched the Minneapolis jury return a guilty charge against Derek Chauvin yesterday for the murder of George Floyd, Gianna Floyd's words ring truer today than ever before. I will not say that justice has been served, but I will say that I exhaled a sigh of relief. This is the first step towards accountability, and more than ever our children of color need to believe and see that our systems CAN w... [See More](#)

8 1 Share

Share

Reputation Management


Thought leadership articles

 **Maya Woods-Cadiz** · 4 days ago · 4 min read 📄 📖


WELLNESS and the AIMS community

As the Superintendent of the AIMS Charter Schools in Oakland, I felt a sense of pride and relief when we re-opened our doors this month to begin welcoming students and faculty back to our campuses for in-person learning. A few weeks into this process for our AIMS students, I feel quite optimistic about the future. The AIMS team recognized early on that we needed to work diligently and quickly to create and maintain safe and supportive learning environments throughout the pandemic for our students, their families, and our faculty. Not only is good physical health essential, but balancing that with robust mental health is key to overall health for our AIMS family.



The coronavirus pandemic created a perfect storm on teens' mental health, and with no social, creative, or sports anywhere, we were facing a devastating crisis. According to health professionals, coupled with the social unrest of the past year, there has been an increase in unprecedented mental health issues in children and teens.





 **Maya Woods-Cadiz** · 3rd+
Superintendent / CEO AIMS K12 Colleg Prep Charter District
5d · Edited · 🌐 ⋮

A thought piece on student wellness during trying times.



WELLNESS and the AIMS community
link.medium.com

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 Like  Comment  Share  Send

Reputation Management

Board Resolution

June 9, 2021

AIMS Board of Directors Passes Resolution in Response to Anti-Asian Hate and Racial Injustice

DOWNLOAD PDF



AIMS K-12 College Prep Charter District

AIMS K-12 College Prep Charter District
171 12th Street, Oakland, CA 94607

T : 510-893-8701 | F : 510-893-0345
Email: communications@aimsk12.org
www.AIMSK12.org

AIMS BOARD OF DIRECTORS PASSES RESOLUTION IN RESPONSE TO ANTI-ASIAN HATE AND RACIAL INJUSTICE

On March 16, 2021, the AIMS Board of Directors took the necessary steps to counter Anti-Asian Hate and racial injustice in the classroom by voting on a new Board Resolution, which will be implemented into the AIMS K-12 curriculum. Through these steps, AIMS will continue to celebrate diversity, and to cultivate a community of diverse learners who achieve academic excellence.

HOW IS AIMS TAKING ACTION?

RESOLUTION 1.0: CLASSROOMS ARE A LEARNING ENVIRONMENT THAT CULTIVATE LOVE FOR HUMAN BEINGS

Elementary School

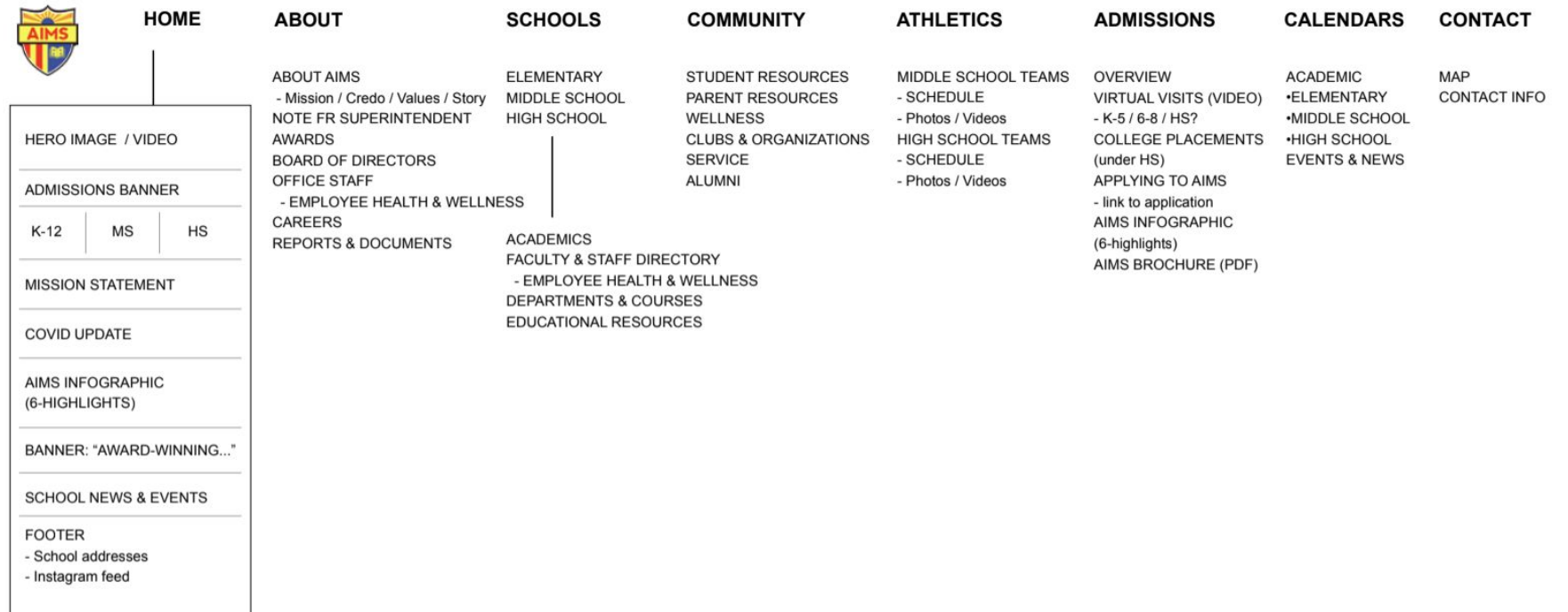
- The Elementary School will be incorporating Social Emotional Learning into weekly lessons, to teach students about accepting others for who they are and about acceptance.
- Classrooms will continue to foster learning environments that cultivate love for fellow human beings.
- The Elementary School plans to create a wall of diversity and culture, on which they will display flags representing the students' native countries, as well as the languages they speak.
- The curriculum will continue to reflect the rich diversity of the AIMS students, highlighting cultural holidays and customs.

Middle School and High School

- AIMS Middle School and High School have partnered with Armand Carr, CEO and Founder or All-Tied Up, a non-profit organization that helps teach young men the importance of brotherhood, positive affirmation, self-respect, and the uplifting one's community - first through the simple act of learning how to tie a tie.
- Students have designed and created banners, currently on display, that reflect all languages spoken by AIMS students.

Reputation Management

Website Audit



- Combine infographic & Data At-A-Glance (should be AIMS AT-A-GLANCE)
- SCHOOL NEWS & EVENTS (get plug-in for simplified calendar display; display 3 in the carousel)
- REMOVE BOARD CALENDAR
- INSTAGRAM (move to footer; display smaller)
- Logos in footer
 - Move "Oakland Enrolls" to Admissions
 - Move "AIMS Athletics" to Athletics
 - Move "Powerschool" to Parent Resource page

Reputation Management

CBO Database

Name	Mission	Contact First Name	Contact Last Name	Title	Address	City	State	Zip	Email	Website
Community Education Partnerships	CEP is a response to the inequitable, but predictable, distribution of housing and educational opportunities.	Erica	Mohan	Executive Director	2909 McClure Street	Oakland	CA	94609	emohan@cep.ngo	https://www.cep.ngo/
Breakthrough Collaborative	At Breakthrough, our goal is to serve every single student who qualifies for Breakthrough's proven program, because students only get one chance at the education they deserve.	Elissa	Vanaver	Chief Executive Officer	P.O. Box 71420	Oakland	CA	94612	info@breakthroughcollaborative.org	https://www.breakthroughcollaborative.org/
CompassPoint	We are a 45-year-old national nonprofit leadership practice based in Oakland, CA.	Shannon	Ellis	Interim Co-Director	500 12th Street, Suite 320	Oakland	CA	94607	shannone@compasspoint.org	https://www.compasspoint.org/
Jewish Youth for Community Action	JYCA is a youth-led organization that empowers Jewish youth to take action for social justice through innovative leadership development, community organizing and education.	Rachel	Gottfried-Clancy	Executive Director	1300 Grand Avenue	Piedmont	CA	94610	rgottfriedclancy@jycajustice.org	https://jycajustice.org/
Girls inc. of Alameda County	To inspire all girls to be strong, smart, and bold.	Julayne	Virgil	Chief Executive Officer	510 16th Street	Oakland	CA	94612	info@girlsinc-alameda.org	https://girlsinc-alameda.org/
BANANAS	Bananas mission is to partner with families and child care providers to raise happy, confident children	Samantha	Hall	Director of Development and Communications	5232 Claremont Avenue	Oakland	CA	94618	samantha@bananasbunch.org	https://bananasbunch.org/
The Mosaic Project	We work toward a peaceful future by uniting children of diverse backgrounds, providing them with essential community building skills, and empowering them to become peacemakers	Lara	Mendel	Executive Director	478 Santa Clara Avenue, Suite 200	Oakland	CA	94610	info@mosaicproject.org	https://mosaicproject.org/
YR Media (Formerly Youth Radio)	A nonprofit national network of young journalists and artists	Kyra	Kyles	CEO	1701 Broadway	Oakland	CA	94612		https://yr.media/
Beats Rhymes and Life	Empowering At-Promise Youth through the Therapeutic Power of Hip Hop Since 2004.	Rob	Jackson	Executive Director	450 Santa Clara Ave	Oakland	CA	94610	rob@bri-inc.org	http://bri-inc.org/
Oakland LGBT+ Community Center	Dedicated to enhancing and sustaining the well-being of lesbian, gay, bisexual, transgender, and queer (LGBTQ) individuals, our families and allies, by providing educational, social, and health related activities, programs and services.	Joe	Hawkins	CEO/ Co-Founder	3207 Lakeshore Ave	Oakland	CA	94610	joe.hawkins@oaklandlgbtcenter.org	https://www.oaklandlgbtcenter.org/
We Lead Ours (WELO)	We Lead Ours (WELO), a non-profit organization, has a proven track record for responsible community building and development. At WELO, youth are exposed to positive, enriching environments filled with educational, community, and service orientated activities - activities that help build self-esteem, good communication, and strong personal values.	Dwayne	Aikens, Jr	Co-Founder	55 Santa Clara Ave	Oakland	CA	94610	mrdaikensjr@weleadours.org	https://www.weleadours.org/
Acta Non Verba: Youth Urban Farm Project	Elevates life in Oakland and beyond by challenging oppressive dynamics and environments through urban farming. Founded and led mainly by women of color from the surrounding neighborhood and larger community, ANV creates a safe and creative outdoor space for children, youth, and families in East Oakland, CA. ANV engages and strengthens young people's understanding of nutrition, food production, the natural world and healthy living as well as strengthens their ties to the community.	Kelly	Carlisle	Founder & Executive Director	1001 83rd Ave	Oakland	CA	94621	kelly@anvfarm.org	https://anvfarm.org/
Bay Area Parent Leadership Action Network (PLAN)	We are a social justice organization that develops the leadership and builds the power of parents to transform schools so that all children achieve student success. We believe that students succeed when parents feel heard, respected and lead educational change. We serve all nine counties of the Greater Bay Area with programs to develop the leadership and build the power of parents to transform schools and ensure that all students achieve student success.	Pecolia	Manigo	Executive Director	7200 Bancroft Ave Suite 269	Oakland	CA	94619	info@bayareaplan.org	https://www.bayareaplan.org/
Black Organizing Project	The Black Organizing Project is a Black member-led community organization working for racial, social, and economic justice through grassroots organizing and community-building in Oakland, California.	Jackie	Byers	Executive Director	1035 W Grand Ave	Oakland	CA	94607	jackie@blackorganizingproject.org	http://blackorganizingproject.org/
Causa Justa: Just Cause	Builds grassroots power and leadership to create strong, equitable communities. Born through mergers between Black organizations and Latino organizations, we build bridges of solidarity between working class communities.	Vanessa	Moses	Executive Director	3022 International Boulevard, Suite 210	Oakland	CA	94601	vanessa@cjc.org	https://cjc.org/
Destiny Arts Center	We are inspiring and igniting social change through the arts.	Archie	Nagraj	Executive Director	970 Grace Ave	Oakland	CA	94608	info@destinyarts.org	https://destinyarts.org/
East Oakland Youth Development Center	EOYDC develops the social and leadership capacities of youth and young adults (ages 6 – 24) so that they are prepared for employment, higher education, and leadership opportunities.				8200 International Blvd	Oakland	CA	94621	infoplease@eoydc.org	http://eoydc.org/
Health & Human Resource Education Center (HHREC)	The Health & Human Resource Education Center creates healthy communities through intergenerational and innovative approaches to wellness programs and services.	Talia	Benet	Executive Director	1905 San Pablo Ave	Oakland	CA	94612	Tbenet@hhrec.org	https://www.hhrec.org/

Research & Discovery

Listening Sessions

- Board President
- Head of Elementary School
- Co-Leads of Middle School
- Head of High School
- Parent Coordinator
- External stakeholders
 - Kimi Kean (co-founder & CEO, Families in Action for Quality Education)
 - Aron Michalski (Director, Bay Area Local Advocacy, CCSA)
 - Jumoke Hinton Hodge (Director, Plea Initiative)

Written Surveys

- Teachers
- Board Members

25th Anniversary

Faces of AIMS: Celebrating 25 Years of Excellence

- Video showcasing the AIMS story legacy by connecting to today's continued successes
- Social Media campaign - 25 personal stories
- Updated AIMS logo
- Updated banner for website
- Timeline for website

Next Steps

- End of the year CBO outreach letter in collaboration with board report
- Website updates
- Presentation of Key Findings Report based upon listening sessions and surveys
- Development of Messaging Framework
- Media training for Board members
- Media coverage
- Create campaign strategy and creative collateral development for 25th anniversary

Thank You!



Communication.
It's in our D&A.

