



AIMS K-12
COLLEGE PREP
CHARTER DISTRICT






AIMS K-12

Marketing, Communications, and Recruitment Department

September 2023 Board Meeting Presentation

By Suzen Chu - Director of Marketing and Communications and Recruitment

September 2023 - Social Media Fast Facts

	Analytics in the Last 28 Days
Facebook	816 reaches (50% )
Instagram	932 reaches (56% )
TikTok	1298 views (new)
YouTube	894 views (14 )
AIMS website	6.4K visits (102% )
AIMS Intranet	60 users (28% )

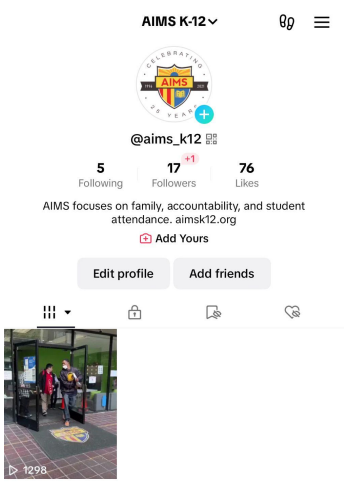


September 2023 - Wrap Up

Boosting Enrollment

- **Oakland Chinatown StreetFest** - AIMS K-12 booth a local street fair. Had around 45 student volunteers over two days help tell the positive AIMS story and let people know about their experiences at AIMS District. Answered questions about school programs, enrollment from current and future families.
- **510 Families Listing and Sidebar Advertisement** - To be featured in their “2023 Guide to East Bay Charter Schools” and three month sidebar advertisement on their website in English, Chinese, and Spanish.
- **Updated 2023/2024 Brochure** - Redesigned and updated the wordings to encourage more engagement and better represent the District.
- **New TikTok account** - to reach younger audiences that will influence their parents on school choice.

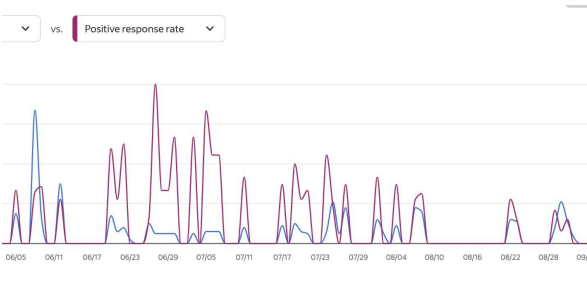




September 2023 - Wrap Up

Boosting Recruitment

- **Oakland Chinatown StreetFest** - Discusses open job positions and application process with a few interested local candidates attending the street festival.
- **Outreach campaign** to invite candidates to apply for open roles at AIMS.
 - 463 Reached
 - 94 Positive responses
 - 32 Applied
 - 6 Interviewed
 - 4 Offered
 - 3 Hired (9% Hired over Applied, and 0.6% Hired over Reached)
- **Edjoin** - Refreshed Edjoin posts daily to ensure AIMS requisitions were always at the top of the listings.
- **Paycom** - Created boosted posts for hard to fill positions and marked as “hot posts”
- **LinkedIn** - Boosted the High School Chemistry (5 apply clicks) and Environmental Science (10 apply clicks) positions.
- **Internal candidate pool search** - match candidates of filled positions to open positions, and recommended to hiring managers.
- **Scout24** - referred their sub-teacher matching services to school administrators, ELD and SpEd



	Views	Total contacts	Responses	Positive responses	Responses
	1,808	463	203	94	43.84%
k12.org	1,808	463	203	94	43.84%

High School Algebra II and AP ... (44930)
AIMS College Prep High School

Chaniel Clark
Hiring Manager

High School AP English Literat... (44905)
AIMS College Prep High School

Chaniel Clark
Hiring Manager

Middle School 7th Grade Math/ ... (44852)
AIMS College Prep Middle School

HOT Zubida Bakeit
Hiring Manager

High School Environmental Science Teacher ...

AIMS K-12 College Prep Charter District
Oakland, California, United States (On-site)

Closed · Closed 6d ago · \$542.93 spent
10 apply clicks

High School Chemistry Teacher- \$11k TSA Bonus ...

AIMS K-12 College Prep Charter District
Oakland, California, United States (On-site)

Closed · Closed 1mo ago · \$88.72 spent
5 apply clicks

Indeed (Graph,) Paycom (“Hot Post” and Transfer,) LinkedIn (Boosted Post,) Edjoin (Posted Date)

	Posting	Application	Posting Date	Display Until	Contact
<input type="checkbox"/>	High School Teacher Eligibility Pool (2023-2024)		9/13/2023	9/13/2024	Natalie Glass

- Suzen Chu sent candidate to Hiring Manager & Super for [Middle School Campus Supervisor](#) application. 8/15/2023 | 9:18:23 AM
- Suzen Chu transferred [High School Campus Supervisor](#) application to [Requisition ID 44172 - External] Middle School Campus Supervisor requisition. 8/15/2023 | 9:18:23 AM
- Natalie Glass hired candidate for [Middle School Campus Supervisor](#) application. 8/28/2023 | 10:03:03 AM

September 2023 - Wrap Up

Supporting School Sites and Departments

- **Oakland Chinatown StreetFest** - Listened to Chinese-speaking parent. Follow up and supported with Ombudsperson to close the case.
- **Athletics** - attended 4 games/meeting for photos and video. Updated athletics website, instagram.
- **ES** - Classroom Poster designs and printing.
- **MS** - Poster designs for Back to School Night.
- **HS** - Support Athletics and University presentations.
- **College Bound** - College Visits AIMS (Dartmouth & Brown University)
- **Community Liaison** - [\[Draft\] AIMS School Volunteer Guidelines 2023-2024](#)
- **Enrollment** - Created [Parent Contact Information Update Form](#) to centralize the request, and reduce the workload of teachers and site administrators.



AIMS COLLEGE PREP MIDDLE SCHOOL

Back to School Night

CAMPUS & CLASSROOM TOUR | **MEET WITH ADMINISTRATORS & TEACHERS** | **PROGRESS REVIEW & GOAL SETTING**

The image shows a man and three girls posing in front of a banner for 'Cielito Lindo'. The banner lists menu items: BEEF BIRRIA TACOS, CHICKEN TINGA STREET, SOY CHORIZO STREET, and CHIPS & GUACAMOLE. A circular inset shows a group of students smiling.



September 2023 - Current Projects/Moving Forward

For Enrollment

- Developing postcard design to send to Oakland residences via Direct Mail

For Recruitment

- Continue to work with hiring managers. Actively search and match qualified candidates to vacancies.

Supporting School Sites and Departments

- Be present in Back to School Night for all sites
- Publish all-new K-12 Magazine that covers news and updates from school sites and departments and tips for families.

Continue to support school sites, departments, and central with any MarCom needs.

Thank you!



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