



AIMSK-12
COLLEGE PREP
CHARTER DISTRICT








AIMS K-12

Marketing, Communications, and Recruitment Department

February 2024 Board Meeting Presentation

By Suzen Chu - Director of Marketing and Communications and Recruitment

Social Media Fast Facts in Last 28 Days

	Posts/Stories	Analytics in the Last 28 Days
Facebook	19/39	53.5K reaches (9.5k% ) (52K from ads)
Instagram (AIMS_K12)	19/50	2,577 reaches (204.6% )
Instagram (AIMSAthletics)	3/59	893 reached (67% )
TikTok	1	1,339 views (780.9% )
YouTube	2/8	1.6K views (184 )
AIMS website	-	6.6K visits (21% )
AIMS Intranet	-	52 users (23.8% )

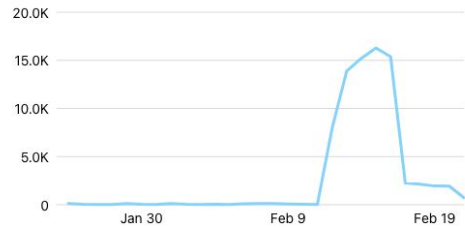


Facebook Page Overview in Last 28 Days

Reach

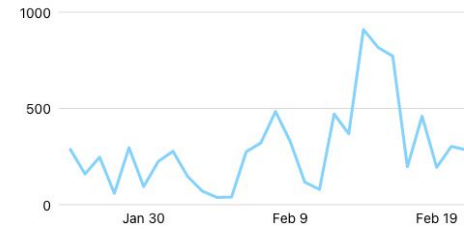
Facebook reach

53,351 \uparrow 9.5K%



Instagram reach

2,577 \uparrow 204.6%

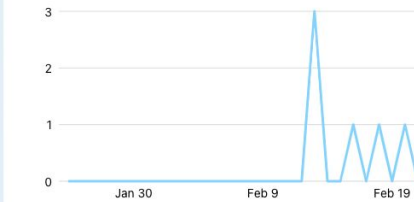


Export

New likes and follows

Facebook Page new likes

6 \uparrow 500%



New Instagram followers

21 \uparrow 23.5%

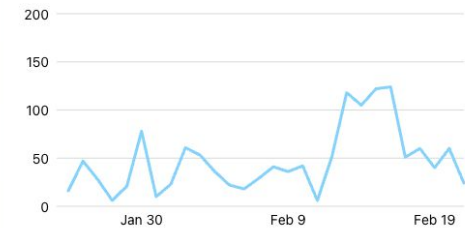


Export

Visits

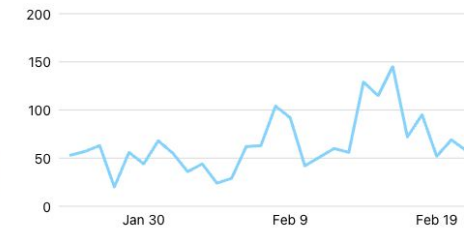
Facebook visits

1,329 \uparrow 30.3%



Instagram profile visits

1,814 \uparrow 90.3%



Export

Ad trends

Paid reach

54,511 \uparrow 100%

Paid impressions

92,460 \uparrow 100%



Export



AIMS Magazine



AIMS EAGLE TALK MAGAZINE -
JANUARY 2024

bit.ly/AIMS-EagleTalkJan2024



AIMS EAGLE TALK MAGAZINE -
DECEMBER 2023

bit.ly/AIMS-EagleTalkDec2023



AIMS EAGLE TALK MAGAZINE -
NOVEMBER 2023

bit.ly/AIMS-EagleTalkNov2023



AIMS K-12
COLLEGE PREP
CHARTER DISTRICT

Jan/Feb 2024 - Wrap Up

Boosting Enrollment

- Published Spanish voice over of the [Whiteboard Animation](#) to promo AIMS District. ([Cantonese](#) VO is also available)
- Direct Mail Postcard Campaign was completed- 18,261 residences & businesses
- Attended Charter School Fair hosted by Oakland Enrolls
- Youth and resource center outreach campaign- 58 centers in Oakland
- Paid enrollment advertisement campaign on Facebook
- ParentSquare communications reminding 8th grade to enroll for High School
- 510 Families advertisement in their 2023/2024 Charter School guide- Feb/Mar
- Attended Oakland Chinatown Lunar New Year Parade



Youth and Resource Center Outreach Campaign

58 Centers in Oakland!

Youth Centers	
Native American Health Center	3124 International Blvd, Oakland CA
Spanish Speaking Citizens Foundation	1470 Fruitvale Ave, Oakland CA
The Unity Council	1900 Fruitvale Ave #2A, Oakland CA
Youth Employment Partnership	2300 International Blvd, Oakland CA
Dream Center- Oakland	2325 International Blvd, Oakland CA
East Bay Asian Youth Center	2025 E 12th Street, Oakland CA
Mujeres Unidas y Actíivate	2640 International Blvd, Oakland CA
Causa Justa	1419 34th Ave Apt 203, Oakland CA
East Bay Asian Youth Center	2025 E 12th Street, Oakland CA
Rainbow Recreation	5800 International Blvd, Oakland CA
Youth Uprising	8711 MacArthur Blvd, Oakland CA
Youth Alive	3300 Elm Street, Oakland CA
Oakland Kids First	3700 E 12th Street #3, Oakland CA
United Roots Oakland	2781 Telegraph Ave, Oakland CA



Youth and Resource Center Outreach Campaign

58 Centers in Oakland!

Youth Centers	
West Oakland Youth Center	3233 Market Street, Oakland CA
East Oakland Youth Development Center	8200 International Ave, Oakland CA
Boys and Girls Club of Oakland	920 24th Street, Oakland CA
Jewish Youth for Community Action	1300 Grand Ave, Oakland CA
Girls Inc Alameda	510 16th Street, Oakland CA
Oakland LGBTQ Center	3207 Lakeshore Ave, Oakland CA
YMCA East Bay Resource Center	2330 Broadway, Oakland CA
The Mosaic Project	478 Santa Clara Ave #200, Oakland CA
Break Through Collaborative	555 12th Street 5th Floor, Oakland CA
Destiny Arts Center	970 Grace Ave, Oakland CA
Oakland Public Conservatory of Music	3445 San Pablo Ave, Oakland CA
Acta Non Verba- Youth Urban Farm Project	1001 83rd Ave, Oakland CA
We Lead Ours	55 Santa Clara Ave, Oakland CA



Youth and Resource Center Outreach Campaign

58 Centers in Oakland!

Libraries	
Oakland Public Library	125 14th Street, Oakland CA
Oakland Public Library- Asian Branch	388 9th Street #190, Oakland CA
Oakland Public Library- Lakeview Branch	550 El Embarcadero, Oakland CA
Oakland Public Library- Cesar E. Chavez Branch	3301 E 12th St #271, Oakland CA

Homeless Shelters	
Operation Dignity	318 Harrison St Ste 302, Oakland CA
City Team Oakland	722 Washington St, Oakland CA
Alameda County Health Care for the Homeless	384 14th Street, Oakland CA
Bay Area Community Services	390 40th Street, Oakland CA
Covenant House of California	200 Harrison St, Oakland CA



Youth and Resource Center Outreach Campaign

58 Centers in Oakland!

Foster Care	
Family Builders by Adoption Oakland	1900 Embarcadero #303, Oakland CA
T&T House of Champions	2115 High Street, Oakland CA
Casey Family Programs	491 9th Street, Oakland CA
First Place for Youth	426 17th St #100, Oakland CA
Family Support Services	303 Hegenberger Rd #400, Oakland CA
Special Education	
Strategies for Learning	440 Grand Ave #424, Oakland CA
Seneca Family of Agencies	8945 Golf Links Road, Oakland CA
Hawkins Behavioral Consultants	490 Lake Park Ave, Oakland CA
Oakland Digital Arts and Literacy Center	1224 Harrison Street, Oakland CA
Think Social East Bay	3756 Grand Ave #401, Oakland CA
Innovate Education	1941 Jackson St #28, Oakland CA



Youth and Resource Center Outreach Campaign 58 Centers in Oakland!

Support Services	
De Colores Head Start	1155 35th Avenue, Oakland CA
Center For Empowering Refugees	554 Grand Avenue, Oakland CA
Burma Refugee Families & Newcomers	1811 11th Avenue, Oakland CA
Brighter Beginnings	2744 E 11th Street, Oakland CA
Center for Independent Living	1470 Fruitvale Ave Ste 35, Oakland CA
Lao Family Community Development	2325 E 12th Street, Oakland CA
East Bay Central American Refugee Committee	4848 International Blvd #701, Oakland CA
Global Communication Education & Arts	4799 Shattuck Ave, Oakland CA
Health & Human Resource Education Center	1905 San Pablo Ave, Oakland CA
Education For Change	333 Hegenberger Rd #705, Oakland CA
Missey	424 Jefferson St, Oakland CA





Your story 3s

Come join our AIMS family!
Enrollment ends today! 🎉



@aims_k12

AIMSK12.ORG

aims_k12
Sponsored



Exciting news! All AIMS... [more](#)

[APPLY NOW](https://AIMSK12.ORG)



AIMS K-12 COLLEGE PREP

WE ARE CURRENT OPEN

Join AIMS today!

ES- Teachers (Gr 1-5)
MS- EA/History
MS- Math/Science
ES/MS- PE Coaches
K-8- Special Ed
District- Health C
HS- AP Enviro
HS- AP Eng
HS- World
ES/MS/HS- TAN

EDUCATORS
We are one of the top-performing award-winning public schools in the district.
Join our AIMS Family!

A-rated
A safe where

AIMS K-12 COLLEGE PREP

AIMS K-12 COLLEGE PREP

AIMS COLLEGE PREP
HIGH SCHOOL

APPLY TODAY

2024-2025

ADMISSION OPEN



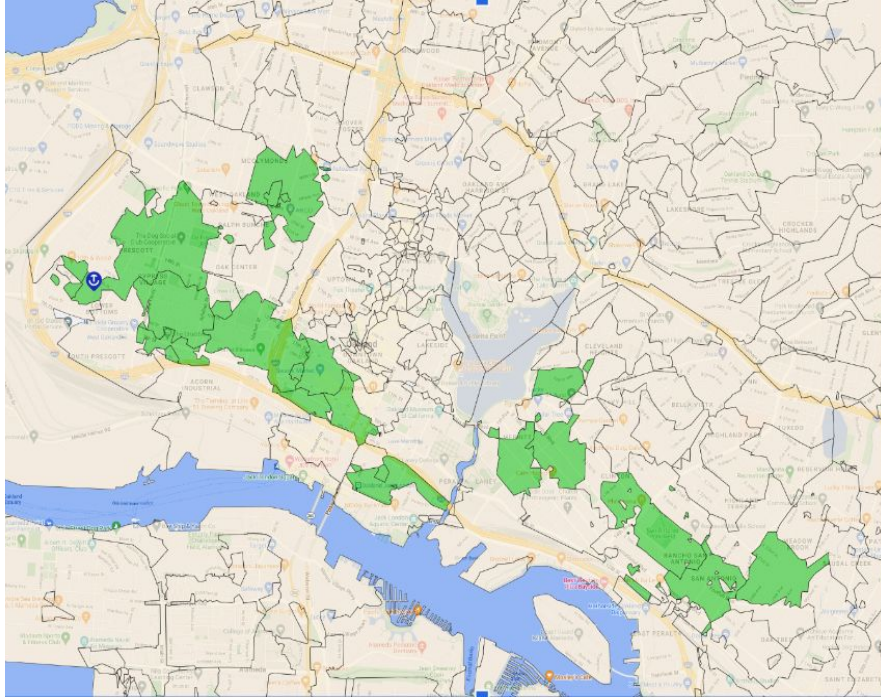
YOUR FUTURE BEGINS WITH AIMS!

aimsk12.org/admissions

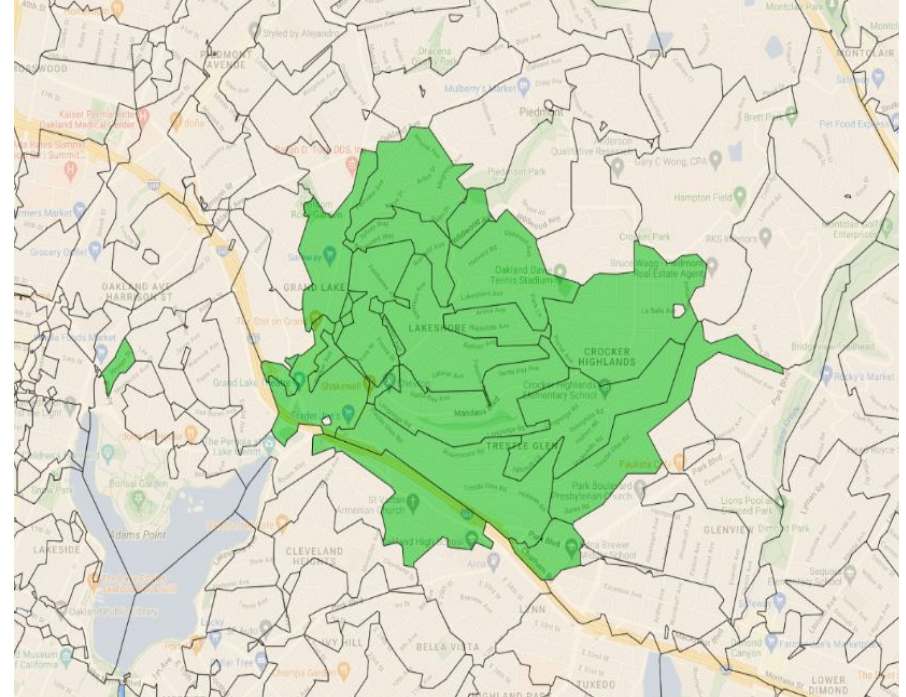


AIMSK-12
COLLEGE PREP
CHARTER SCHOOLS

Direct Mail Postcard Campaign



K-8: **11,649** Residences and Businesses Reaches



HS: **6,612** Residences and Businesses Reaches



AIMS K-12
COLLEGE PREP
CHARTER DISTRICT

Are you looking for an
**EXCEPTIONAL
EDUCATIONAL
EXPERIENCE**

for your child?

Join

AIMS

today!

At AIMS K-12 College Prep, we believe every student deserves access to an excellent education that prepares them for a bright future. We've earned national recognition for our efforts, and we invite you to join our thriving academic community!



ACADEMIC EXCELLENCE

Our schools are top-ranking schools in the nation for academic rigor. Your child will receive a challenging and enriching education.



100% COLLEGE ACCEPTANCE RATE

We prepare students for success in college and beyond. Our graduates are well-equipped for higher education and the workforce.



DIVERSE AND INCLUSIVE

AIMS K-12 College Prep welcomes students from all backgrounds and fosters a culture of inclusivity and diversity.



SAFE LEARNING ENVIRONMENT

Your child's safety is our top priority. We provide a secure and nurturing environment where students can thrive.



DEDICATED EDUCATORS

Our experienced and passionate teachers are committed to your child's academic and personal growth.



APPLY TODAY!

SCAN ME!





AIMSK-12
COLLEGE PREP
CHARTER DISTRICT

¿Estás buscando un
**EXCEPCIONAL
EDUCATIVO
EXPERIENCIA**

para tu hijo?

Unirse

AIMS

¡hoy!

En AIMS K-12 College Prep, creemos que cada estudiante merece acceso a una educación excelente que los prepare para un futuro brillante. ¡Hemos obtenido reconocimiento nacional por nuestros esfuerzos y lo invitamos a unirse a nuestra próspera comunidad académica!



**EXCELENCIA
ACADÉMICA**

Nuestras escuelas son escuelas de primer nivel en la nación por su rigor académico. Su hijo recibirá una educación desafiante y enriquecedora.



**TASA DE ACEPTACIÓN
UNIVERSITARIA DEL 100%**

Preparamos a los estudiantes para el éxito en la universidad y más allá. Nuestros graduados están bien equipados para la educación superior y la fuerza laboral.



**DIVERSO E
INCLUSIVO**

AIMS K-12 College Prep da la bienvenida a estudiantes de todos los orígenes y fomenta una cultura de inclusión y diversidad.



**AMBIENTE DE
APRENDIZAJE SEGURO**

La seguridad de su hijo es nuestra principal prioridad. Proporcionamos un entorno seguro y enriquecedor donde los estudiantes pueden prosperar.



**EDUCADORES
DEDICADOS**

Nuestros maestros experimentados y apasionados están comprometidos con el crecimiento académico y personal de su hijo.



¡APLICA HOY!

SCAN
ME!





為孩子尋找
非凡教育體驗？

今天就報讀

AIMS

在 AIMS K-12 大學預科，我們相信每個學生都應該獲得優質的教育，為光明未來做好準備。我們憑實力和毅力贏得了全國的認可，我們邀請您加入我們蓬勃發展的學術社區！



學術卓越

我們的學校在學術嚴謹性方面是全國一流的學校。您的孩子將接受富有挑戰性且豐富的教育。



100% 大學錄取率

我們裝備學生，為大學及以後工作路上成功。我們的畢業生為接受高等教育和就業做好了充分準備。



多元化和包容性

AIMS K-12 大學預科歡迎來自不同背景的學生並培養包容性文化和多樣性。



安全的學習環境

您孩子的安全是我們的首要任務。我們提供一個安全和培育的環境，讓學生能夠茁壯成長。



**熱心的
教育工作者**

我們經驗豐富、充滿熱誠的老師致力於您孩子的學業和個人成長。

今天就申請！

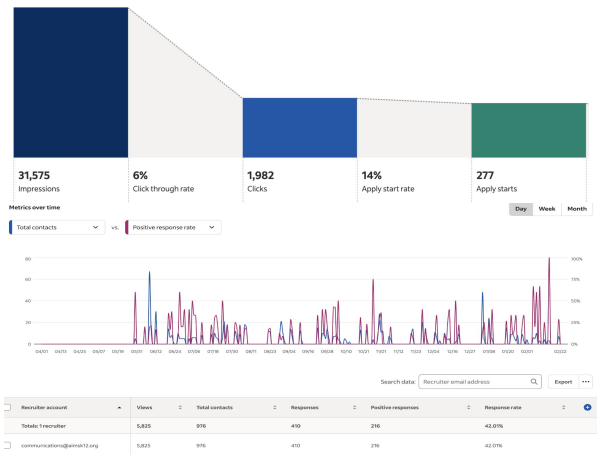
SCAN
ME!



Jan/Feb 2024 - Wrap Up

Boosting Recruitment

- **Indeed campaign** to invite candidates to apply for open roles at AIMS.
 - 31,575 Impressions
 - 6% Click Through Rate
 - 1,982 Clicks
 - 14% Apply Start Rate
 - 277 Apply Starts
- **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”
- **Teach For America** - Email outreach for hard to fill positions.
- **Handshake** - Share job postings with current education students and recent grads.
- **Internal candidate pool search** - match candidates of filled positions to open positions, and recommended to hiring managers.
- **Youtube Shorts** - teacher testimonial video about the experience teaching at AIMS



High School Teacher (45485) AIMS College Prep High School	HOT	Chaniel Clark Hiring Manager	2 Applications	Active
Middle School Teacher (45484) AIMS College Prep Middle School	HOT	Natalie Glass Hiring Manager	3 Applications	Active
Elementary Teacher (45483) AIMS College Prep Elementary School	HOT	Axia Vang Hiring Manager	4 Applications	Active
High School SAT/ Prep Teacher (45338) AIMS College Prep High School		Chaniel Clark Hiring Manager	1 Application	Active

Search: Math, Science, Teacher, Middle School

Clear Apply

Ashlee Gutierrez, Ed...
Executive Director a...
Oakland, CA, USA
Bay Area Teacher Training Inst...
Education (preK-12)
Oakland, CA, USA

Let's Connect


Kiara Danovaro '21
Elementary School T...
Oakland, CA, USA
Littleton Elementary School DL...
Education (preK-12)
Oakland, CA, USA

Let's Connect

Indeed (Graph,) Paycom (“Hot Post”), TFA (Email Campaign,) Edjoin (Posted Date,) Handshake

Displaying 1 to 36 of 36 Show per page

<input type="checkbox"/>	Posting	Application	Posting Date
<input type="checkbox"/>	High School Teacher Eligibility Pool (2023-2024)		11/13/2023
<input type="checkbox"/>	High School Science Teacher (2023-2024)		11/13/2023
<input type="checkbox"/>	High School Visual Performing Arts Teacher (Art / Drama / Music) (2023-2024)		11/13/2023

A man with glasses and a white short-sleeved button-down shirt is speaking. He is positioned in front of a whiteboard that has some faint diagrams and text on it. The video is framed by dark grey borders on the left and right sides. A yellow text box is overlaid at the bottom of the frame.

COULD YOU SHARE A SPECIFIC
EXPERIENCE OR MOMENT THAT
STOOD OUT TO YOU DURING YOUR
TIME AT AIG?

Jan/Feb 2024 - Wrap Up

Supporting School Sites and Departments

- **Athletics** - MarCom supports with social media post of upcoming games and recap. Game schedule, photos/video and recap will be provided by the AD or Coach. Attended Championship games and started Athletics section for the magazine.
- **ES** - Earthquake and Fire Drills, Lunar New Years celebration, Door Decorating contest
- **MS** - Salesforce visit, visit to MOCHA Museum, Door Decorating contest, school dance
- **HS** - HBCU College Expo, Black History Month celebration, Salesforce visit, Athletics games
- **Community Liaison** - AIMS Parents United memos and Parent of the month certificate
- **Enrollment** - Magazine, Postcard, Direct Mail Campaign, table events, youth center outreach, 510 families advertisement, paid social media campaign



Happy Valentine's Day! 💕



With love, 有愛, con amor,
مع حبي: .ن في مركز أيمس
-Your AIMS Family



@FVSU_1895



Congrats to Lauren, Beverly, Jessica, Carter, and Claudia for their acceptance to Fort Valley!

@aims_k12

The event was a great success. Students really challenged themselves to greet each college and present themselves in a professional manner. Xinghong, a senior who received an acceptance to Fort Valley, had a huge smile on his face after leaving the auditorium. "I can't believe it, they looked at my transcript and accepted me on the spot". Xinghongs response let us know the power and impact the event had on AIMS students. With all of the hard work they have put into their education, the chance to present this to colleges from across the country was a huge boost in their self esteem.





@aims_k12



@aims_k12



@aims_k12

Jan/Feb 2024 - Current Projects/Moving Forward

For Enrollment

- Continue to promote late enrollment
- Support public lottery

For Recruitment

- Continue to work with hiring managers.
- Post listings of eligibility pool for 2024-2025 school year
- Attend to job fair

Supporting School Sites and Departments

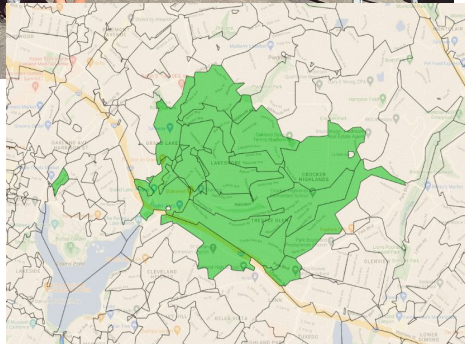
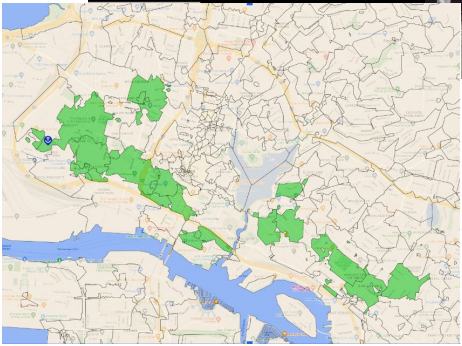
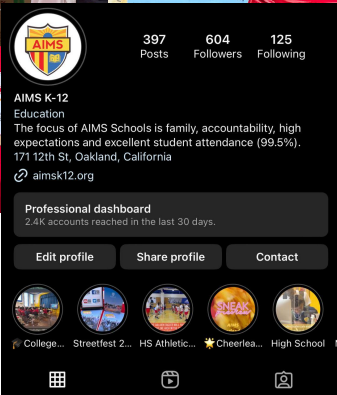
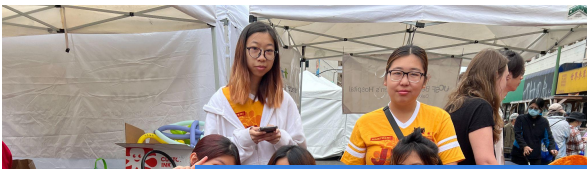
- Be present in Back to School Night for all sites
- Publish all-new K-12 Magazine that covers news and updates from school sites and departments and tips for families.

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

Thank you!



AIMSK-12
COLLEGE PREP
CHARTER DISTRICT



K-8: 11,649 Residences and Businesses

HS: 6,612 Residences and Businesses