



AIMSK-12
COLLEGE PREP
CHARTER DISTRICT

AIMS K-12

Marketing, Communications, and Recruitment Department

April 2024 Board Meeting Presentation

By Suzen Chu - Director of Marketing, Communications and Recruitment

Social Media Fast Facts in Last 28 Days

	Posts/Stories	Analytics in the Last 28 Days
Facebook	16/22	13.3K reaches
Instagram (AIMS_K12)	16/22	1.2K reaches
Instagram (AIMSAthletics)	3/59	58 reached
TikTok	0	103 views
YouTube	2/8	638 views
AIMS website	-	5.8K visits
AIMS Intranet	-	47 users



Feb/Mar/Apr 2024 - Wrap Up

Boosting Enrollment

- Supported Enrollment Team to livestream the public lottery on AIMS FB and YT
- Placed Chinese enrollment flyers and postcard in Chinatown local businesses

AIMS District Reputation

- Attended to CCSA conference in Long Beach:
 - Talked to education leaders and shared AIMS' practice on marketing and communications
 - Partnered with CCSA and All Tied Up to host Podcast interviews
- Attended to Oakland Chinatown Chamber of Commerce Social Event: updated AIMS' status and gained support from Chamber Directors and business owners
- Published monthly AIMS Eagle Talk Magazine and distributed to education leaders, parents and media outlets.
- Press release and social media post to announce AIMS HS as a receiver of California Distinguished School, and AIMS district as a repeat recipient.



AIMS Magazine



bit.ly/AIMS-EagleTalkMar2024



bit.ly/AIMS-EagleTalkFeb2024



bit.ly/AIMS-EagleTalkJan2024



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aims_k12 Original audio

aims_k12 🗣️🗣️ AIMS High School students attended the CCSA Conference Podcast Takeover and recorded a Podcast episode with Sal Khan, the founder of Khan Academy. 🗣️🗣️ The Khan Academy has online resources and tools to assist students in their learning journeys. For the AIMS Podcast, students asked Sal Khan if he had any advice on what students can do in High School to stand out in Ivy League school applications. Mr. Khan encouraged students to get proactive and engaged in whichever college or university they attend and to seek out all the resources they had available on campus. 🗣️🗣️

He explained that the more selective universities favor strong academics as well as applying sideways, or finding ways to differentiate your application. Mr. Khan suggests schoolhouse.world as a tool high school students can use to get tutoring, certify their learning, and tutor other students in an effort to stand out in college applications. 🗣️

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Apply to AIMS: aims12.org/admissions
We are hiring! aims12.org/careers
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#AIMSTRONG #AIMSDistrict #AIMSHS #AIMSPodcast #KhanAcademy #CaliforniaCharterSchoolAssociation #CCSAConference #PodcastTakeover #StrongAcademics #CollegeAcceptances #Differentiate #OaklandCharterSchools #CaliforniaCharterSchools

Edited · 2w

View insights Boost reel

39 likes
March 21

<https://www.instagram.com/p/C4yiu44SNCP/>



AIMS HIGH SCHOOL

Parent Coffeehouse


Every Wednesday in April (10th-17th, 24th)
4 PM - 5 PM

- Open Dialogue
- Collaboration
- Light Refreshments


Date: Every Wednesday in April (10th-17th, 24th)
Time: 4 PM - 5 PM
Location: HS Campus, 746 Grand Ave. Oakland
Invites: All AIMS HS Parents or Guardians



CELEBRATE CESAR CHAVEZ DAY ON APRIL 1ST!




No school in honor of this civil rights champion. Let's remember his fight for fair wages and social justice!

AIMS HIGH SCHOOL OPEN HOUSE EVENT

Wednesday, March 20th at 5PM - 7PM
746 Grand Ave, Oakland CA 94610

Discover Your Future. Join Us At Our Open House For Prospective Families!




MAGAZINE

MARCH 2024 ISSUE 06

AIMS HS IS HONORED AS A 2024 CALIFORNIA DISTINGUISHED SCHOOL! SEE BACK COVER

AIMS ES CHESS CLUB IN TOURNAMENT

AIMS MS OPEN HOUSE




THE BAR AWARDS

6:00 PM


AKLAND PROMISE

OFFICE OF BLACK EDUCATION OAKLAND



Ramadan Mubarak

On the occasion of Ramadan, AIMS wishes love and blessings come to your lives. Ramadan Mubarak 2024

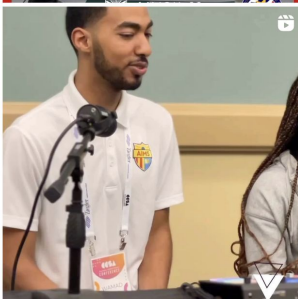


Carnival

► SATURDAY ► MARCH 16, 2024 ► 10 AM - 12 PM
171 12th St, Oakland
5th Grade Students and Families

5th Graders join AIMS Middle School team based. Enjoy games, food trucks and performances for our fun. Entrance. Meet our clubs and SGA members. See you there! - @ 10:30

FOOD TRUCK | GAMES | DANCE | LIVE MUSIC

JOIN AIMS' K-8TH EXPANDED LEARNING OPPORTUNITY PROGRAM (ELO-P)!

After-school programs, Saturday school & summer learning
• Thrilling activities, field trips & clubs
• Runs until 6:00 PM with extended days during breaks
• Nutritious snacks provided
• Open to all students




• Priority enrollment for Homeless students, Foster care students, Low-income students, English Language learners. Applications coming home soon!

AIMS K-12 PUBLIC LOTTERY FOR 2024-2025 SCHOOL YEAR

Tuesday, March 5th, 4:30PM

3 Ways to Tune In!

- *Online via RegCentral
- *Live Streaming on AIMS Facebook @ AIMS HS
- *In-person at AIMS High School Campus 746 Grand Ave, Oakland





AIMS HIGH SCHOOL IS SELECTED AS 2024 CALIFORNIA DISTINGUISHED SCHOOLS!



Feb/Mar/Apr 2024 - Wrap Up

Boosting Recruitment

- **Indeed campaign** to invite candidates to apply for open roles at AIMS.
 - 1,089 Impressions
 - 6% Click Through Rate
 - 65 Clicks
 - 45% Apply Start Rate
 - 29 Apply Starts
- **Consulted with Indeed representatives** and discovered methods to enhance recruitment performance.
- **Conducted outreach** by sending direct messages to qualified candidates, introducing them to the advantages of working at AIMS, and inviting them to apply.
- **Collaborated with credential analysts** to investigate the feasibility of J-1 visa holders teaching at AIMS.

Apr 2024 - Current Projects/Moving Forward

For Enrollment

- Continue to promote late enrollment
- Outdoor advertising (billboard or banner outside of campuses)

For Recruitment

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

District Reputation

- Collaborating with legal to trademark AIMS logos and taglines.
- Coordinating with legal to remove “burn pages” and fake social media accounts.
- Publishing the AIMS Eagle Talk magazine.

Supporting School Sites and Departments

- Attend school selective events at all sites and department.
- Gather photos and videos from event hosts.
- Translate and format documents, policies, and forms.

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

Thank you!



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