



AIMS K-12 College Prep Charter District Board Submission Cover Letter

Submitter Information

Full Name: Marisol Magana
Position/Title: Director
Department: Health & School Support Services
Date of Submission (MM/DD/YYYY): 04/19/2024

Item Details

Title of Item: Oakland Enrolls MOU
Is this item a: New Submission
 Renewal
If Renewal: Please summarize any changes from the previous submission:
Increase of \$530 per school for a total of \$1590 increase from previous agreement

Approvals

Has this item been reviewed by:

- Superintendent
- Chief Business Officer (CBO) (If budget changes)
- Director of Compliance (If plan changes)
- Neither

Committee Review

Has this item been through the appropriate committee review process?

- Yes No

If yes: Please specify which committee(s) and provide minutes or approval documentation:

If no: Explain why:

Deadline Information

Is there a submission deadline for this item?

- Yes No

If yes: Please indicate the deadline date (MM/DD/YYYY): _____

Financial Information (if applicable):

Total Cost: \$ 36,000

Is this expenditure included in the annual budget?

- Yes No

Please specify in which plan this expense is indicated:

SPSA LCAP Other: _____



**OAKLAND ENROLLS
MEMORANDUM OF UNDERSTANDING
FOR PARTICIPATING CHARTER PARTNERS
(2024-2025 School Year)**

This **Memorandum of Understanding** (“**MOU**”) is entered into by American Indian Model Schools (“**Charter Partner**”) and Oakland Enrolls, a California Nonprofit Public Benefit Corporation, effective August 1, 2024 (“**Effective Date**”) Charter Partner and Oakland Enrolls are sometimes referred to in this MOU individually as “**Party**” and together as “**Parties.**”

BACKGROUND

Oakland Enrolls is responsible for the Oakland Enrolls common charter application. Prior to the Oakland Enrolls common charter application, a fragmented system of school enrollment existed in Oakland, making it difficult for families to navigate the public-school enrollment process. The Oakland Enrolls common charter application aims to address this problem, in collaboration with schools and other stakeholders, by providing a simplified enrollment process, where families can use a single platform to fill out one application for charter schools, applying to multiple schools at once. Charter Partner wishes to participate in this Oakland Enrolls common charter application, in order to enhance school choice, make the process for families easier, and share data to gain more insight into application and enrollment trends in Oakland. Therefore, in exchange for good and valuable consideration, the Parties agree as follows:

RIGHTS AND RESPONSIBILITIES

1. Description of Oakland Enrolls common charter application.

a. ***Timeline*** – Charter Partners participating in the city-wide charter enrollment system will follow the following timeline for the 2024 - 2025 School Year (“**SY**”), in service of preparing for the 2025 - 2026 enrollment year. The timeline is subject to change at the discretion of Oakland Enrolls, and Charter Partner will be required to follow any changes implemented by Oakland Enrolls:

- September 27, 2024 – Review and finalize lottery preferences for SY 2025-2026
- November 11, 2024 – On-Time application launch for SY 2025-2026
- December 6, 2024 - Charter Partner will share their Fall 1 Submission CALPADS 8.1 Student Profile List as of October 2024
- January 2025 – Lottery verification
- February 14, 2025 – On-Time applications due
- February 18, 2025 – Late applications launch
- March 3-5, 2025 – Schools run lotteries, offers remain in Pre-Offer status
- March 6, 2025 – All offers made public by Oakland Enrolls
- March 20, 2025 – On-Time lottery confirmation deadline
- March 21, 2025 – Bulk rescind of On-Time lottery offers by Oakland Enrolls

- May 22, 2026 – Application closes for all schools (best guess date)

b. Key System Functionalities of Charter Enrollment Program

- i. *Multiple Languages*: the common application is available in five languages (English, Spanish, Chinese, Arabic, Vietnamese) .
- ii. *School Offer and Acceptances*: A family is only allowed to accept one offer per student in the common charter application system.
- iii. *On-Time Lottery Offer Launch*: All Charter Partners will publicize On-Time lottery offers to families on the same date via Oakland Enrolls.
- iv. *On-Time Lottery Offer Rescind*: Oakland Enrolls will automatically rescind any outstanding On Time lottery offers on the same date, March 21, 2025. Oakland Enrolls' standard messaging gives families 10 business days to accept an offer, but schools may choose to use their own messaging and timeline.

c. Data Sharing Features – The Oakland Enrolls common charter application involves and requires data sharing related to applications, enrollments, transfers, waitlists, and accepted offers, as follows:

- i. By the start of December 2024, Charter Partner will share their Fall 1 Submission CALPADS 8.1 Student Profile List as of October 2024;
- ii. Oakland Enrolls will use the CALPADS data to assess the full enrollment pipeline, subgroups enrollment information, and pipeline attrition. Oakland Enrolls agrees to handle this data in accordance with the terms set out in **Appendix C**.
- iii. Oakland Enrolls will share the CALPADS data with third parties for research purposes.
- iv. Shared data will also be used for joint marketing, communications, and outreach activities by the Parties and Oakland Enrolls' individual marketing and outreach activities, and community partnerships, in accordance with applicable law.
- v. Select data may be shared with research or community partners to enhance the family experience.
- vi. Charter Partner represents and warrants that in assigning the applicable Student Profile Data to and sharing information with Oakland Enrolls including, but not limited to (Confidential Information as defined in **Appendix C**) that Charter Partner is in compliance with the provisions of FERPA, and any amendments thereto. Oakland Enrolls represents and warrants that it is also in compliance with any applicable provisions of FERPA, if any, and any amendments thereto. Furthermore, Charter Partner represents and warrants that it has the requisite consents and is allowed under FERPA, and other applicable laws, to assign Student Profile Data with Oakland Enrolls that Oakland Enrolls would then share with third parties for research purposes. Nothing in this Agreement may be construed to allow either Party to maintain, use, disclose or share information in a manner not allowed by state or federal law or regulation.

2. Charter Partner's Commitments.

- a. Charter Partner will complete the following Appendixes prior to signing and returning the MOU:
 - i. **Appendix A** – Confirmation of Commitments and Services
 - ii. **Appendix B** – Key Organization Contacts
- b. Oakland Enrolls implements the charter enrollment program, in part, through an online school enrollment platform. To participate in the charter enrollment program, Charter Partner must create a portal and give Oakland Enrolls access to Charter Partner's portal. Charter Partner agrees and understands that in order to maintain the health and efficiency of the common application, Oakland Enrolls will have certain access to data and the permission to alter data on Charter Partner's portal.
- c. Charter Partner will be responsible for ensuring that the applications are accurate and updated in accordance with parent and/or legal guardian wishes.
- d. Charter Partner will only accept applications to its school(s) through the Oakland Enrolls common charter application. All applicants to Charter Partner's school(s) must submit an Oakland Enrolls common charter application during the On-Time (Open Enrollment) and/or Late (Post Enrollment) Application periods during the common application timeline. Charter Partner will not create or distribute a school-specific application for any grades it serves and will only accept applications per the Oakland Enrolls common application timeline.
- e. Charter Partner will provide information to Oakland Enrolls for school choice collateral in a timely fashion and is responsible for updating its editable online school finder profile and attributes as necessary.
- f. Charter Partner will use Oakland Enrolls' tools and protocols for lotteries, waitlist management, collecting verification documentation, and communicating offers to families. If the tools provided by Oakland Enrolls cannot accommodate specific lottery configurations, Oakland Enrolls will collaborate with the software vendor and Charter Partner to develop a solution.
- g. Charter Partner will not require verification documentation before running any lottery unless approved by Oakland Enrolls.
- h. Charter Partner will publicly post on each of its schools' websites links to Oakland Enrolls website and display the common application verbiage and lottery date(s) on or before launch as specified in 1.a.

- i. Charter Partner will have the appropriate people in its organization review Oakland Enrolls’ training materials, best practices, and checklists. Charter Partner will ensure staff attend training session(s) as required.

j. *Participation Requirements and Estimated Fees*

- i. *Required - Enrollment System and Oakland Enrolls Support:* Charter Partner will purchase the following application modules and support through Oakland Enrolls for a period of August 1, 2024 through July 31, 2025 totaling \$12,000 per school. Please see **Appendix E** for a more detailed description of Oakland Enrolls support.
 - 1. *Application Modules:* Common Application, Communication, Lottery, Waitlist
 - 2. *Oakland Enrolls Support:* Operations Support, Access to Family Support, Advocacy, Political, & Communications Support, Marketing & Recruitment Support, Data & Analysis, Network Benefits, Oakland Enrolls Council Membership.
- ii. *Optional - Oakland Enrolls additional services:* Charter Partner may opt to purchase the following optional Oakland Enrolls services. Please see **Appendix F** for a more detailed description of optional services.

Operations Support: Standard Package	\$5,000 per school
Operations Support: Intensive Package	\$13,000 per school
Enrollment Support: Early Applicant Package	\$4,000 per school
Enrollment Support: Parent as Messengers Package	\$7,000 per school
Enrollment Support: Applicant Conversion Package	\$9,000 per school
Enrollment Support: All Inclusive Package	\$15,000 per school
Marketing Support Package	\$2,000 per school
School Program Support Package	\$4,000 per school
Political and Advocacy Support Package	\$5,000 per school
Graphic Design Support: Light Support Package	\$3,000 per school
Graphic Design Support: Medium Support Package	\$5,000 per school
Graphic Design Support: Intensive Support Package	\$7,500 per school

- iii. *Optional - Enrollment System components:* Charter Partner may opt to purchase additional modules from the software vendor, including registration and re-enrollment modules, if applicable. Oakland Enrolls recommends the module license(s) start/end dates align with the Common Application license.

k. *Summary of Roles and Responsibilities*

- i. Oakland Enrolls has summarized roles and responsibilities for Charter Partner, Oakland Enrolls, and the software vendor to help provide clarity around who is responsible for what. This is not meant to be comprehensive, rather a summary to provide guidance. See **Appendix D**.

- l. ***Indemnification*** – Charter Partner agrees that it will defend, indemnify and hold harmless Oakland Enrolls and its officers, directors, employees, and agents (collectively, the “indemnified parties”) against and from any and all claims, actions, demands, losses, causes of action, damages, expenses or liabilities, including attorneys’ fees, to which any Indemnified Party may become subject or which it may suffer as a result of or arising out of any negligent, willful or reckless acts or omissions, breach of this MOU, dishonesty or fraud of or by Charter Partner, its agents, employees or representatives.

- m. ***LIMITATION OF LIABILITY.*** CHARTER PARTNER AGREES AND UNDERSTANDS THAT OAKLAND ENROLLS SHALL NOT BE LIABLE UNDER ANY CIRCUMSTANCES, WHETHER IN CONTRACT, TORT, EQUITY OR OTHERWISE, FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE OR EXEMPLARY DAMAGES (EVEN IF SUCH DAMAGES ARE FORESEEABLE, AND WHETHER OR NOT OAKLAND ENROLLS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES), INCLUDING DAMAGES FOR LOSS OF PROFITS, ANY OVERHEAD EXPENSES, OR COMMITMENTS TO THIRD PARTIES. OAKLAND ENROLLS’ MAXIMUM AGGREGATE LIABILITY ARISING FROM OR RELATING TO THIS MOU SHALL BE LIMITED TO THE AMOUNTS PAID BY CHARTER PARTNER TO OAKLAND ENROLLS UNDER THIS MOU.

3. Oakland Enrolls’ Commitments. In addition to the services described elsewhere in this MOU, Oakland Enrolls commits to the following:

- a. Charter Partner’s participation in the uniform charter enrollment program will be fully supported by Oakland Enrolls, with training and development of school staff, standard operating procedures, templates and best practices, direct support provided to families, sector-level data analysis, and information sharing including real-time visibility of applications to Charter Partner’s school(s).
- b. Oakland Enrolls will continue to explore new policies to enhance the universal enrollment process. In assessing new policies, Oakland Enrolls retains ultimate decision-making authority to decide what policies to implement and how, but it commits to bringing potential policies to the Council for review.

4. **Mutual Commitments, Terms and Conditions.**

- a. **Term** – The term of this MOU is from August 1, 2024 to July 31, 2025 (“**Term**”), at which point Oakland Enrolls shall have no obligation or duties to Charter Partner to provide services under this MOU. Charter Partner’s obligation to pay any fees due under this MOU shall survive the Term of this MOU. The provisions of section 3(k) and 3(l), all of the provisions of section 4, and any other provision reasonably intended to survive the Term of this MOU will survive the termination or expiration of this MOU.
- b. **Governing Law** – This MOU is governed by California law, without regard to any conflict of laws rules. Each Party consents to exclusive jurisdiction and venue of state or federal courts located in Oakland, California.
- c. **Assignment** – Charter Partner may not assign its rights or obligations under this MOU without the express prior written consent of Oakland Enrolls.
- d. **Integration, Modification, Waiver** – This MOU, and its appendixes, constitute the entire agreement between the Parties and supersedes all prior discussions, negotiations, and agreements whether oral or written relating to Oakland Enrolls and the Oakland Enrolls common charter application. This MOU may be amended or modified only in writing, signed by all Parties. No delay or omission by Oakland Enrolls in exercising any right under this MOU will operate as a waiver of that or any other right provided for in this MOU.
- e. **Counterparts, Electronic Signatures and Delivery** – This MOU may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. The Parties agree that electronic signatures of the Parties shall have the same force and effect as original signatures. Delivery of a copy of this MOU by facsimile, electronic mail as an attached file (e.g., pdf), or by any other electronic means (e.g., DocuSign) shall be acceptable to bind the Parties and shall not in any way affect this MOU’s validity.

WITH INTENT TO BE BOUND, Charter Partner and Oakland Enrolls, by signature of their authorized representatives, have executed this MOU as of the Effective Date.

Accepted and agreed to by: American Indian Accepted and agreed to by: Oakland Enrolls
Model Schools

Signature: _____

Signature: Lisa Gibes de Gac

Name: _____

Name: Lisa Gibes de Gac

Title: _____

Title: Executive Director

APPENDIX A:

Confirmation of Commitments and Services for

August 1, 2024 through July 31, 2025

Charter Partner will purchase:	Brief Description	Cost Per School
Required Services		
✓ Yes	<p>Common charter application with modules: application, communication, lottery, and waitlist. Fee includes licensing, enhancements, administration, and translation costs.</p> <p>Oakland Enrolls Support Services: Operations Support, Access to Family Support, Advocacy, Political, & Communications Support, Marketing & Recruitment Support, Data & Analysis, Network Benefits, Oakland Enrolls Council Membership.</p>	\$12,000 per school
<p>Optional Services offered by Oakland Enrolls (see Appendix F for description of services). Please choose a service below by checking the box on the left. <i>Note: the items below are Oakland Enrolls services, not software modules.</i></p>		
<input type="checkbox"/>	Operations Support: Standard Package	\$5,000 per school
<input type="checkbox"/>	Operations Support: Intensive Package	\$13,000 per school
<input type="checkbox"/>	Enrollment Support: Early Applicant Package	\$4,000 per school
<input type="checkbox"/>	Enrollment Support: Parent as Messengers Package	\$7,000 per school
<input type="checkbox"/>	Enrollment Support: Applicant Conversion Package	\$9,000 per school
<input type="checkbox"/>	Enrollment Support: All Inclusive Package	\$15,000 per school
<input type="checkbox"/>	Marketing Support Package	\$2,000 per school

<input type="checkbox"/>	School Program Support Package	\$4,000 per school
<input type="checkbox"/>	Political and Advocacy Support Package	\$5,000 per school
<input type="checkbox"/>	Graphic Design Support: Light Support Package	\$3,000 per school
<input type="checkbox"/>	Graphic Design Support: Medium Support Package	\$5,000 per school
<input type="checkbox"/>	Graphic Design Support: Intensive Support Package	\$7,500 per school

Total Cost

AIMS College Prep Elementary formerly known as American Indian Public Charter School II (AIPCS II), AIMS College Prep Middle School formerly known as American Indian Public Charter School (AIPCS), and American Indian Public High School	# Schools	<u>3</u>	TOTAL COST	\$36,000
--	------------------	----------	-------------------	-----------------

Accepted and agreed to by: American Indian Model Schools

Signature: _____

Name: _____

Title: _____

APPENDIX B:

Key Systems & Organization Contacts

In the spaces provided below please review, update, and/or identify the key systems and contacts in your organization for each of the following roles. If a staff member serves multiple roles, please enter their name and contact information for each role.

What School Information System (SIS) does your school use?:

What School Student Registration System (SchoolMint, Aeries, etc) does your school use?:

PowerSchool

Representative for Oakland Enrolls Council: Each Charter Partner should have at least one member on the Oakland Enrolls Council. Ideally, council members have **decision-making authority** at their school and are well-informed about enrollment processes and challenges at their organization. Oakland Enrolls expects a council member to attend quarterly meetings to participate in key decision making.

School(s) Name Title Email Phone

AIMS All 3 Marisol Magana Director marisol.magana@aimsk12.org O: 510 893-8701 x.13 C: 510 220-9985

Lottery Configuration Signatory: A person with **the authority to** review and approve final lottery preferences, weightings, and quotas prior to the On-Time launch. For a multi-school organization, please list a lottery configuration signatory for each school.

School(s) Name Title Email Phone

AIMS All 3 Marisol Magana Director marisol.magana@aimsk12.org O: 510 893-8701 x.13 C: 510 220-9985

Special Education information: Each Charter Partner should identify an individual, ideally an individual at each school, who Oakland Enrolls can contact when families have questions about Special Education services.

School(s) Name Title Email Phone

AIMS All 3 Deborah Woods Special Education Director deborah.woods@aimsk12.org

Website Updates: Each Charter Partner should identify an individual at each school who Oakland Enrolls can contact when website updates are required. This may be a centralized role for a CMO or each school may have individual contacts.

School(s)	Name	Title	Email	Phone
AIMS All 3	Marisol Magana	Director	marisol.magana@aimsk12.org	C: 510 220-9985

Operations contact(s): Charter Partner may have as many operations contacts as needed, with at least 1 per school. Operations contacts are staff at your organization who deal with applications and enrollment on a regular basis and need to be “in-the-know”. Please clearly identify the lead operations contact for each individual school in your organization (if applicable).

School(s)	Name	Title	Email	Phone
AIMS All 3	Kevin Ma	Admin	kevin.ma@aimsk12.org	510-893-8701
AIMS All 3	Melanie Brewster	Clerk	melanie.brewster@aimsk12.org	
AIMS All 3	Mayra Contreras	Registrar	mayra.contreras@aimsk12.org	510-893-8701
AIMS All 3	Vinson Ma	Clerk	vinson.ma@aimsk12.org	510-893-8701

Outreach contact(s): Oakland Enrolls wants to ensure we have a clear point of contact at each participating school for outreach activities so we can stay in the loop on school level outreach and ensure staff are aware of Oakland common charter application activities. This may be the same person as previously listed or another person (and may vary school-to-school). Our goal is to get a better understanding of how much outreach Oakland Enrolls and school partners do throughout the community.

School(s)	Name	Title	Email	Phone
-----------	------	-------	-------	-------

Family Facing contact(s): Charter Partner may have as many Family Facing contacts as needed, with at least 1 per school. Family Facing contacts are staff at your organization whom Oakland Enrolls can direct families to with questions about applications, enrollment, and or registration . Please clearly identify the lead Family Facing contact for each individual school in your organization (if applicable).

School(s)	Name	Title	Email	Phone
AIMS All 3	Mayra Contreras	Registrar	mayra.contreras@aimsk12.org	510-893-8701

APPENDIX C:

Policy Regarding Data Shared under the MOU

One of the purposes of the MOU is the sharing of information by Charter Partners with Oakland Enrolls to enable Oakland Enrolls to analyze enrollment data, in a manner that is consistent with the Family Education Records Privacy Act of 1974 (“FERPA”), in order to develop reports regarding application, offer, and acceptance patterns. Oakland Enrolls agrees to abide by the following policies with respect to certain data shared with it under the MOU.

1. In the performance of its services under the MOU, Oakland Enrolls may have access to or receive “Confidential Information,” which shall include: (i) student data comprised of (a) directory information, or (b) aggregate and individual level student information, including information that identifies or could reasonably be used to identify a particular student; and (ii) school level data comprised of information or data not generally known to the public which identifies or could reasonably be used to identify a particular school. Confidential Information does not include any information that (x) is or becomes generally known or available by publication, commercial use or otherwise through no fault of each Party; (y) lawfully obtained by each Party from a third party who has the right to make such disclosure; or (z) is released for publication by another Party in writing.

2. Oakland Enrolls will exercise at least the same degree of care with respect to Confidential Information that it uses with its own data and confidential information, but in no event less than reasonable care, to protect the Confidential Information from unauthorized use or disclosure. For example, Oakland Enrolls agrees to limit internal distribution of Confidential Information only to its employees and agents who have a need to know, and to take reasonable steps to ensure that the dissemination is so limited.
3. When transmitting Confidential Information, Oakland Enrolls will take reasonable steps to ensure that the following things are done:
 - a. Confidential Information is encrypted prior to transmitting it electronically.
 - b. Descriptions of the Confidential Information are not included with passwords.
 - c. Physical copies of Confidential Information are secure under lock and key, or that other sufficient physical access control measures are in place to prevent unauthorized access.
 - d. Confidential Information stored on portable or removable electronic media, such as electronic CDs, DVDs, or flash drives, is encrypted and that such media is stored under lock and key or in another controlled manner to prevent unauthorized access.
 - e. That workstations and laptops are password protected and that enabling screen locks are activated.
4. Within five business days of becoming aware of an unauthorized use or disclosure of Confidential Information, Oakland Enrolls shall promptly provide an impacted Charter Partner with notice of the unauthorized use or disclosure. In the event of an unauthorized use or disclosure, Oakland Enrolls shall cooperate with a remediation that Charter Partner reasonably determines is necessary to fulfill any reporting obligations required by law and to mitigate any effects of such unauthorized use or disclosure of the Confidential Information, including measures necessary to restore good will with teachers, students, or other stakeholders.

APPENDIX D:

Purpose: Provide guidance on primary and secondary responsibilities around key Oakland Enrolls common charter application activities throughout the school year.

	OAKLAND ENROLLS	PARTICIPATING SCHOOLS	SOFTWARE VENDOR
GATHER INFO FOR APPLICATION, LOTTERIES	primary	secondary	
CONFIRM LOTTERY PREFERENCES	secondary	primary	
BUILD APPLICATION	secondary		primary
MANAGE APPLICATION, PROVIDE TRANSLATIONS, PROVIDE MESSAGING	primary	secondary	
DATA CLEAN UP: DUPLICATES (NO DATA SHARED WITH ANY PARTY ASIDE FROM SCHOOL OR APPLYING FAMILY)**	only (On-Time)	only (Late)	
SUPPORT LOTTERY SETUP	secondary		primary
CONFIRM/APPROVE LOTTERY SETUP		only	
RUN LOTTERY		only	
BUILD REGISTRATION PACKETS		primary	secondary
SETUP ONLINE REGISTRATION		primary	secondary
MANAGE ONLINE REGISTRATION		primary	secondary
ONGOING OPERATIONS SUPPORT	primary (depending on level)		primary (depending on level)
PRODUCT USER TRAINING	primary		secondary
SCHOOLFINDER UPDATES	secondary*	primary	

OUTREACH: SCHOOL-SPECIFIC		only	
OUTREACH: GENERAL PROCESS	primary	secondary	

Primary – main party responsible for ensuring completion of the task

Secondary – support the main party with technical support, guidance, implementation support, and/or feedback

Only – sole party responsible for the task

* Oakland Enrolls makes bulk updates to the school finder around key dates and data, schools are responsible for school profile maintenance

** Oakland Enrolls only does Data Cleanup during the On-Time enrollment period

APPENDIX E: OAKLAND ENROLLS SUPPORT SERVICES

Purpose: Describe the required school services offered by Oakland Enrolls in more detail.

Oakland Enrolls Support Service Package (Required)
<i>\$12,000 per school</i>
<p>Software Vendor Fees & Administration</p> <ul style="list-style-type: none"> - Common application - Lottery and waitlist - Family communications within application portal - Oakland Enrolls School Finder - Oakland Enrolls Administration
<p>Operations</p> <ul style="list-style-type: none"> - Operations Scorecard - Access to resource folder - Operations Newsletter - Operations Calendar - Operations Trainings - Creating portal logins for school admins - Standard automatic messaging - Support with troubleshooting, lottery setup, and registration (from software vendor support team only)
<p>*Advocacy, Political, & Communications Support</p> <ul style="list-style-type: none"> - Develop and distribute power data reports (parent survey, Great Schools analysis, demand) to advocacy partners - Send 2 annual newsletters to all Oakland Enrolls contacts to promote the sector with power data - C3 voter awareness emails to all Oakland Enrolls contacts
<p>Family Support</p> <ul style="list-style-type: none"> - Full-time year-round access to multilingual application support for families by phone, text, and email - Newcomer student concierge enrollment service

Marketing & Recruitment

- *Oakland Enrolls Charter School Choice Fair participation
- Website language for On-Time & Late application period
- Oakland Enrolls events calendar access
- Year-Round Community Outreach & Marketing

Data & Analysis

- Ad hoc data pulls for aggregate student information
- OE will correct On Time duplicate applications by calling all families with duplicate apps, confirming information, canceling duplicate apps and making changes

Network Benefits

- Participate in a network that includes over 97% of Oakland's charter schools
- Reap the benefits of a system maintained by an organization solely focused on enrollment, with institutional knowledge, and a focus on continuous improvement
- Contributing to a system striving for equity in enrollment practices
- Community of support and solidarity in face of shifting political winds
- Administrative time and cost saved with enrollment, marketing, and software vendor management

Oakland Enrolls Council Membership

- Voting
- Quarterly update meetings
- Network-wide enrollment updates
- Updates from Oakland Enrolls Executive Director & Team

APPENDIX F: OAKLAND ENROLLS OPTIONAL SERVICES

Purpose: Describe the optional services offered by Oakland Enrolls in more detail.

Oakland Enrolls Optional Services

Per-School Pricing Below

Operations Support

These support packages are designed to provide new school operations administrators or schools who have limited operations capacity with 1:1 training related to Oakland Enrolls, the Common Application, school lotteries, managing offers, and communications in the application platform.

- **Standard Package: \$5,000**
This package includes 1:1 operations training for new ops staff, application management support (support with login issues, reports/app index, navigating communications, editing student applications, managing student profiles), customized automatic messaging, and application system/vendor troubleshooting from Oakland Enrolls team.
- **Intensive Package: \$13,000**
This package includes all of the above, plus ongoing On-Time & Late Application Period support (weekly reports, messaging to families, phone outreach to families), and support in managing ongoing offers (reports, suggested messaging content, tracking success of messaging).

Enrollment Support

The Enrollment Support packages offers a variety of services designed to target your school's greatest enrollment challenges.

- **Early Applicant Package: \$4,000**

This package is for schools who receive a low number of applications. Oakland Enrolls will work with your school to create a SWOT analysis and basic marketing plan (may include the need for additional services).

- **Parent as Messengers Package: \$7,000**

This package is for schools who want to take the next step in bolstering their marketing and increasing the number of applications their school receives. It includes the Early Applicant Package services plus a word-of-mouth marketing plan and parent training workshops (train the trainer model).

- **Applicant Conversion Package: \$9,000**

This package supports schools who want support in converting families who have applied to accepting offers. Schools will receive applicant funnel management support (outreach training and management including scripts, schedule and lists, recommendations on conversion and keep warm events, communications).

- **All Inclusive Package: \$15,000**

This package is for schools that want enrollment support at all phases of their "funnel." It includes all of the above Enrollment Support package services that tackles all phases of the application funnel from increasing applicants to converting them to accepting offers.

Marketing Support Package: \$2,000

This support package helps schools who want coaching on how to create a strong Oakland Enrolls School Finder school profile. Schools will receive 5 hours of 1:1 coaching on content.

School Program Support Package: \$4,000

For schools who are looking to iterate on their program offerings, Oakland Enrolls is able to support in understanding the city landscape and demand. Oakland Enrolls would conduct a landscape analysis and assess demand data for current and potential programs.

Political and Advocacy Support Package: \$5,000

These packages will support schools who will be/are in the process of renewing their charter. Oakland Enrolls will provide school-specific data and analysis. This package includes Oakland Enrolls' Power of Choice data, demand data, and can highlight the subgroups well served by the school.

Graphic Design Support

Oakland Enrolls partners with a graphic design vendor and Charter Partner to aid in Charter Partner's marketing efforts. These packages will give your school a toolkit with tangible materials you can start using immediately.

- **Light Package: \$3,000**

This package includes a suite of school-specific collateral (10 items) including social media graphics.

- **Medium Package: \$5,000**

This includes all of the above plus 10 additional collateral items (20 total), strategy sessions with the graphic design partner, a brand style guide.

- **Intensive Package: \$7,500**

This includes all of the above plus 10 additional collateral items (30 total), email signatures and header/footers.