



AIMS K-12
COLLEGE PREP
CHARTER DISTRICT

AIMS K-12

Marketing, Communications, and Recruitment Department

April/May 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	13/32	809 reaches
Instagram (AIMS_K12)	13/28	1.9K reaches
Instagram (AIMSathletics)	2/4	403 reached
TikTok	5	5279 views
YouTube	1	798 views
AIMS website	-	5.9K visits
AIMS Intranet	-	56 users



April/May 2024 - Wrap Up

Within the Department

- Special thanks to Business Operations to host the Budget Planning Retreat for central office.
 - Reviewed the expenses for current school year
 - Defined department budget assumption for next school year

Boosting Enrollment

- Acknowledged the grades that are short in waitlist for School Year 2024-2025.
 - AIPCS II: K, 1, 2
 - AIMS MS: 6, 7, 8 (all grades)
 - AIMS HS: 9, 10, 11, 12 (all grades)

AIMS District Reputation

- Attended to Oakland Chinatown Chamber of Commerce Spring Banquet with Director Leung and Director Glass
 - Connected to elected offices, public/private sectors in Chinatown, Oakland and East Bay
 - Learned about the new opportunities on billboard project in Oakland downtown
- Engaged with Kimi Kean from FIA, and shared current published works.
- Published monthly AIMS Eagle Talk Magazine April Edition and distributed to education leaders, parents and media outlets.



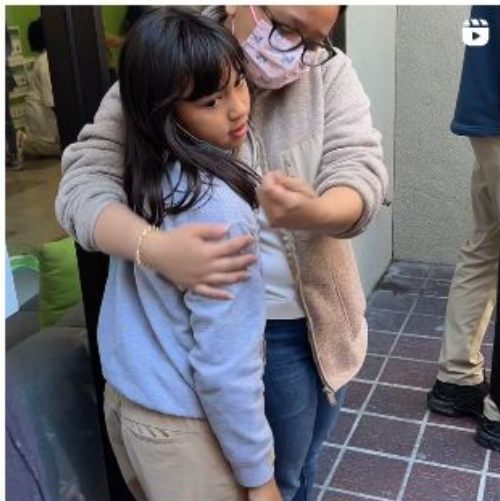
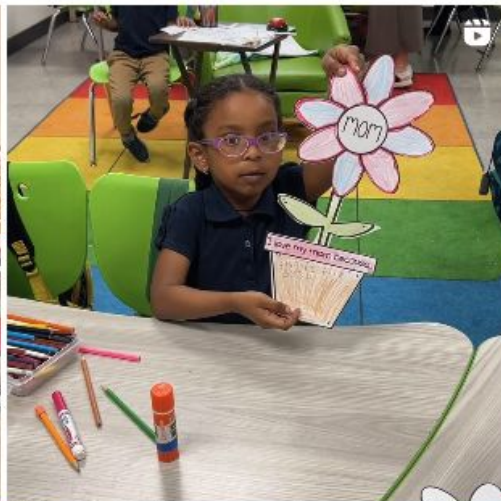
AIMS Magazine



bit.ly/AIMS-EagleTalkApr2024



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SCHOLASTIC BOOK FAIR

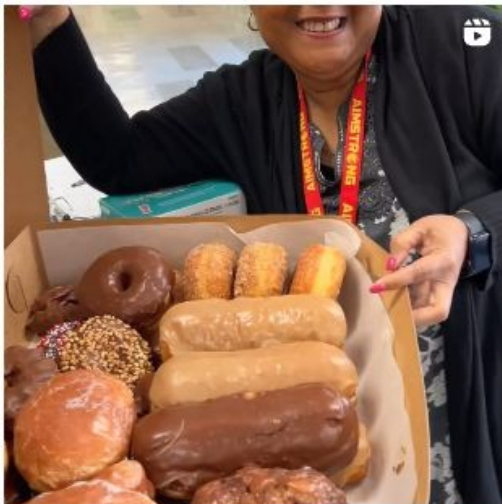
Date: Mon, May 20th to Fri, May 24th
Time: 9:30AM - 11AM & 1:30PM - 3:30PM
Location: Third floor on 12th St Campus

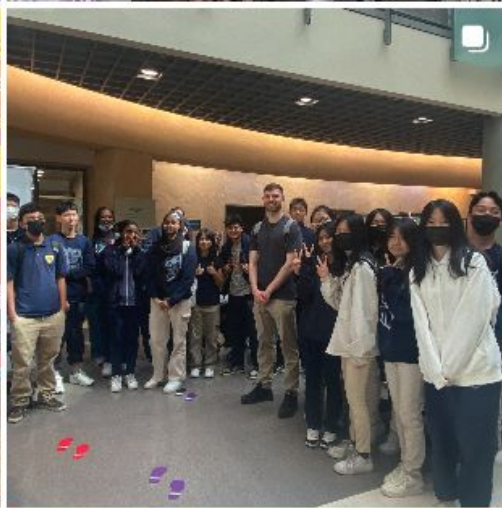
Before the Fair, set up eWallet for worry-free, cash-free purchases!



OAKLAND CHINATOWN Chamber of Commerce
屋崙華埠商會

Promoting and advocating for business and trade in the Oakland Area, East Bay, and Bay Area





AIMS HIGH SCHOOL

Parent Coffeehouse


Every Wednesday in April
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
Invitees: 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! 🌱

POSTS

REELS

SAVED

TAGGED



https://www.instagram.com/aims_k12/reels/

May 2024 - Wrap Up

Boosting Recruitment

- **Indeed campaign** to invite candidates to apply for open roles at AIMS.
 - 20,778 Impressions
 - 7% Click Through Rate
 - 1,406 Clicks
 - 18% Apply Start Rate
 - 259 Apply Starts
- **Indeed Candidates in Paycom**
 - 2 candidates were sent to TB and Credentialing.
 - 1 was sent to Interview.
 - Many of the Indeed candidates from Jan-May are in step one in Paycom hiring workflow (awaiting hiring managers to conduct pre screen/interview/reject)
 - We will be reviewing the cause and adjusting our strategies moving forward after our review.
- **Consulted with Indeed representatives** and discovered methods to enhance recruitment performance including sponsor hard-to-fill roles.
- **Conducted outreach** by sending direct messages to qualified candidates, introducing them to the advantages of working at AIMS, and inviting them to apply.

May 2024 - Current Projects/Moving Forward

For Enrollment

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

For Recruitment

- Continue to work with hiring managers
- Find out the cause of losing candidates, and define strategy
- Post listings of eligibility pool for 2024-2025 school year

District Reputation

- Collaborating with legal to trademark AIMS logos and taglines.
- Publishing the AIMS Eagle Talk magazine.

Supporting School Sites and Departments

- Attend to selective school events at all sites and department.
- Collect photos and videos from event hosts that MarCom could not cover.
- 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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