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CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

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City Manager

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January 22, 2008

Education Partnership Committee  
Oakland, CA

**RE: Receive An Informational Report form the Oakland Small Schools Foundation  
Regarding the Small Schools Initiative**

Dear Co-Chairpersons Chang and Gallo and Committee Members:

The Oakland Smalls Schools Foundation has submitted the attached report and presentation which summarize and highlight the program and its achievements to-date.

FORWARDED TO THE  
EDUCATION PARTNERSHIP COMMITTEE:

  
Office of the City Administrator

Item: \_\_\_\_\_  
Education Partnership Committee  
January 22, 2008



November 6, 2007

Oakland City Hall  
City Council, Education Partnership Committee  
One Frank H. Ogawa Plaza  
Oakland, CA 94612

Dear Members of the City Council Education Partnership Committee:

We are excited to be presenting to your committee and we thank you for hearing our report.

The Oakland Small Schools Foundation, incorporated in 2003, was founded to promote excellence and sustainability in Oakland's new small public schools with the intent of closing the achievement gap for Oakland's children. We help participating schools identify, secure, and manage resources for needs that would otherwise be under-funded by traditional public sources. OSSF's business model is unique in the country as it acts as a foundation while also providing a full range of client services including financial management, program monitoring, and operational support to schools. OSSF's appeal lies in its flexibility, efficiency, and high standards for necessary school business practices.

We offer you:

- Access to our network of principals, students, and parents
- Coordination of visits to school sites
- Coordination of funds to schools
- Calendar of events for schools and school partners within your district
- General Information about the Small Schools and their successes

We look forward to working with you, and we have included the following for your review:

- OSSF Presentation
- OSSF Facts/Results Sheet
- OSSF School Contact List, sorted by Council District

Sincerely,

Holly Babe Faust  
Executive Director  
415/412-2230 (cell)  
holly@smallschoolsfoundation.org



## **FACTS: OAKLAND SMALL SCHOOLS FOUNDATION**

- Five schools served in 2005-06 – 38 schools today, all 45 by 2009
- 21 schools enrolled in OSSF premium services.
- \$250K raised in private funds for schools from 2003 to 2006  
Over \$1 million raised in first quarter of 2007-08
- Over \$1 million generated in public funding for schools since 2005
- One staff person in 2005 – six in 2007
- \$50K operational budget in 2003-04; \$380K in 2007-08

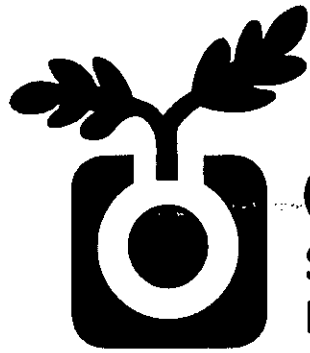
## **RESULTS: SMALL SCHOOLS**

- Small Schools out-pace comparable traditional schools in academics
- OUSD is the most improved district in the state for the least three years – in part due to small schools
- Students feel safer at school and more motivated to finish school than in the old schools – by 200%
- Two OSSF small schools – Think College Now and EnCompass Academy – have the highest growth in academics in the district for the last two years

# Oakland Small Schools Foundation

November 2007





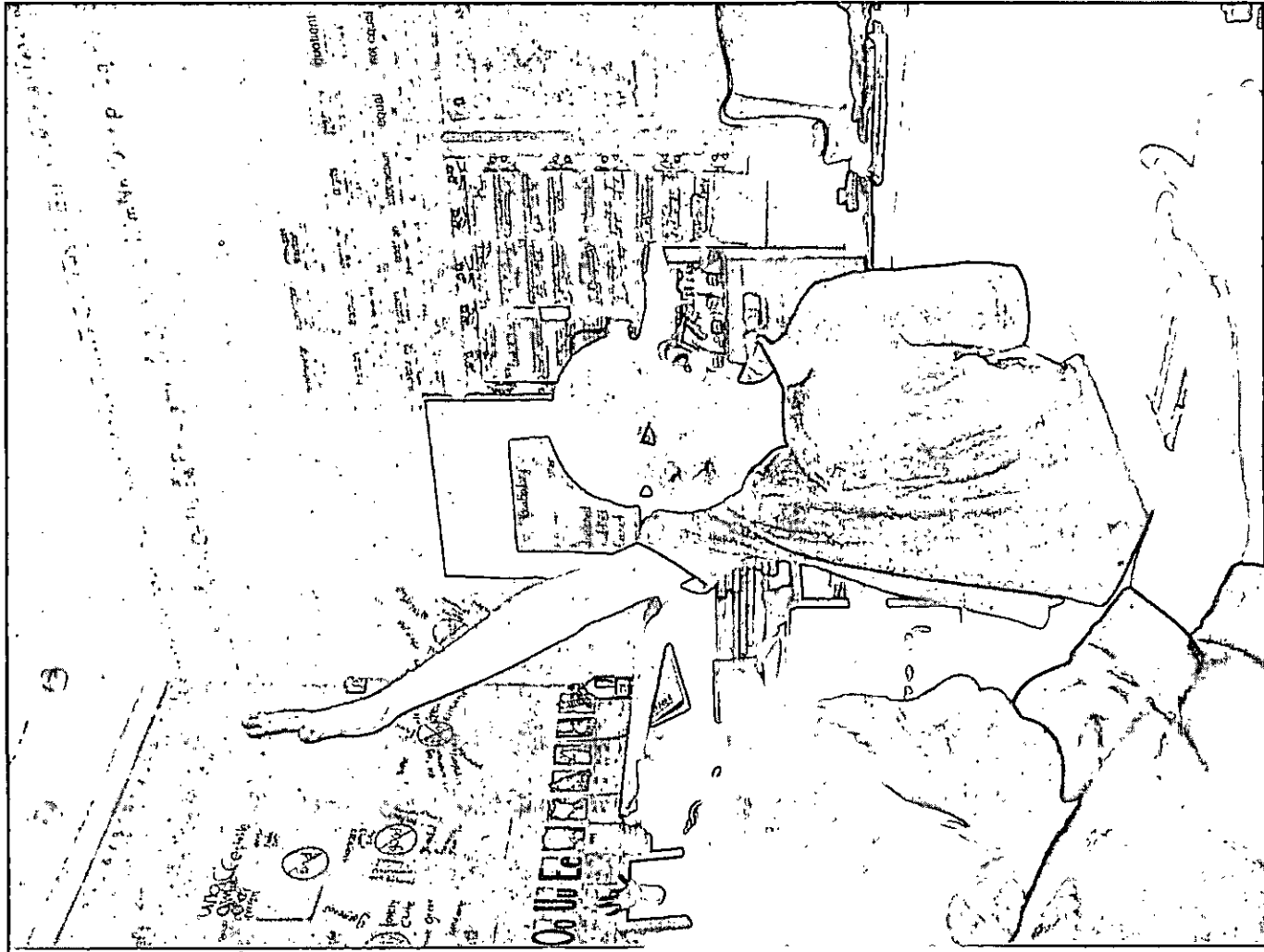
**OAKLAND  
SMALL SCHOOLS  
FOUNDATION**

- Mission is to promote excellence and sustainability in Oakland's new small schools and bridge the equity and achievement gap.
- Nonprofit 501c3 founded in 2003 by Oakland community and business leaders.
- Currently serving 38 Oakland schools.
- Campaigning to raise over \$1 million to support programs and services for FY2007-2008.



# THE CHALLENGE FOR SCHOOLS

- More than half of 9th-graders enrolled in Oakland's high schools do not graduate.
- Despite progress, more than 70% of elementary school students score less than proficient in English Language Arts.
- Inequities in income and spending, quality of teaching, and outcomes for students plague Oakland schools.



# THE SOLUTION FOR OAKLAND PUBLIC SCHOOLS NEW SMALL SCHOOLS

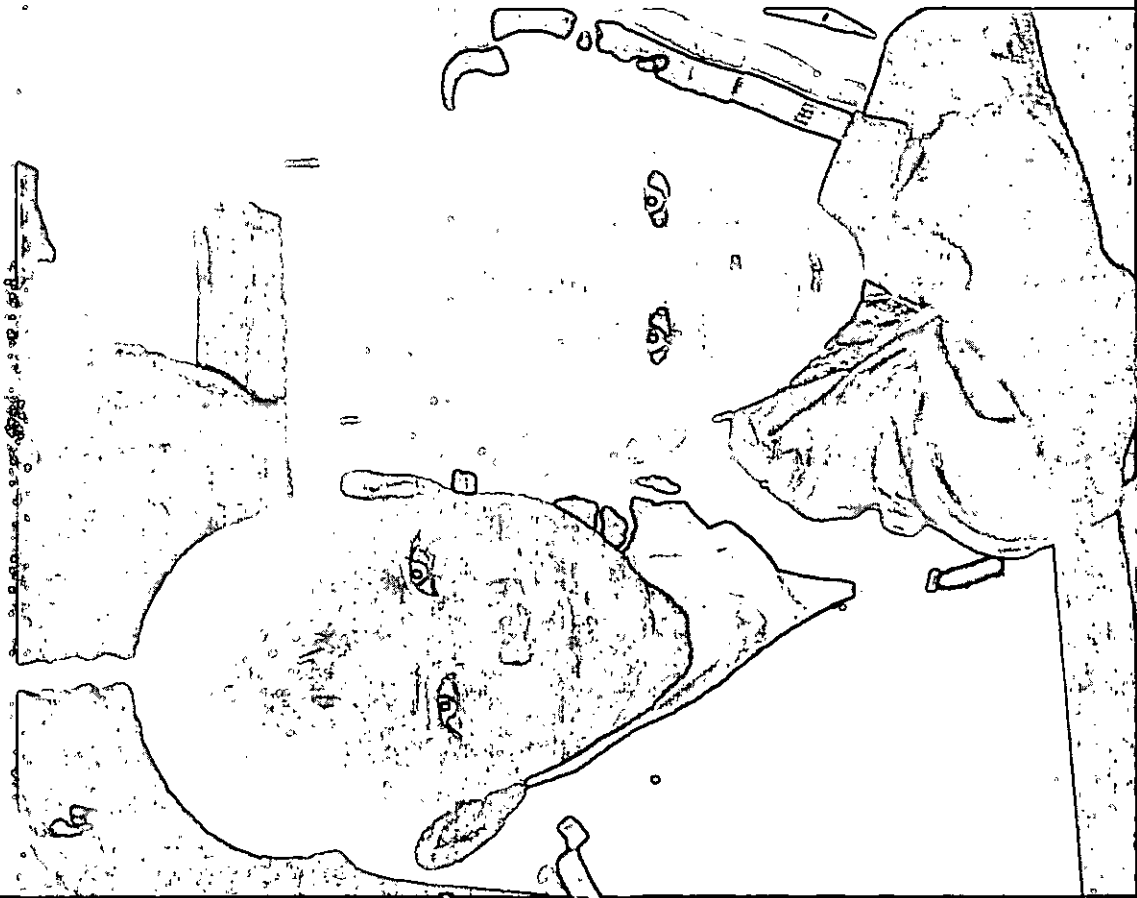
- Small Schools Policy adopted by district in 1998
- Five small schools open in 2001
- 45 current total in the flatlands in 2007: 10 high, 13 middle, 19 elementary schools, 2 K-8's, one 6-12
- Maximum 400 students per school
- Focus on personalization, innovation, parent engagement, and high standards
- Prompted by dramatic disparity in services and parent resources between flatland and hills schools

# SMALL PUBLIC SCHOOLS DEMOGRAPHICS

- Majority of students live at or below the poverty line
- Majority of students are English Language Learners
- 99 percent of students are people of color
- Students live in neighborhoods where crime and violence are commonplace



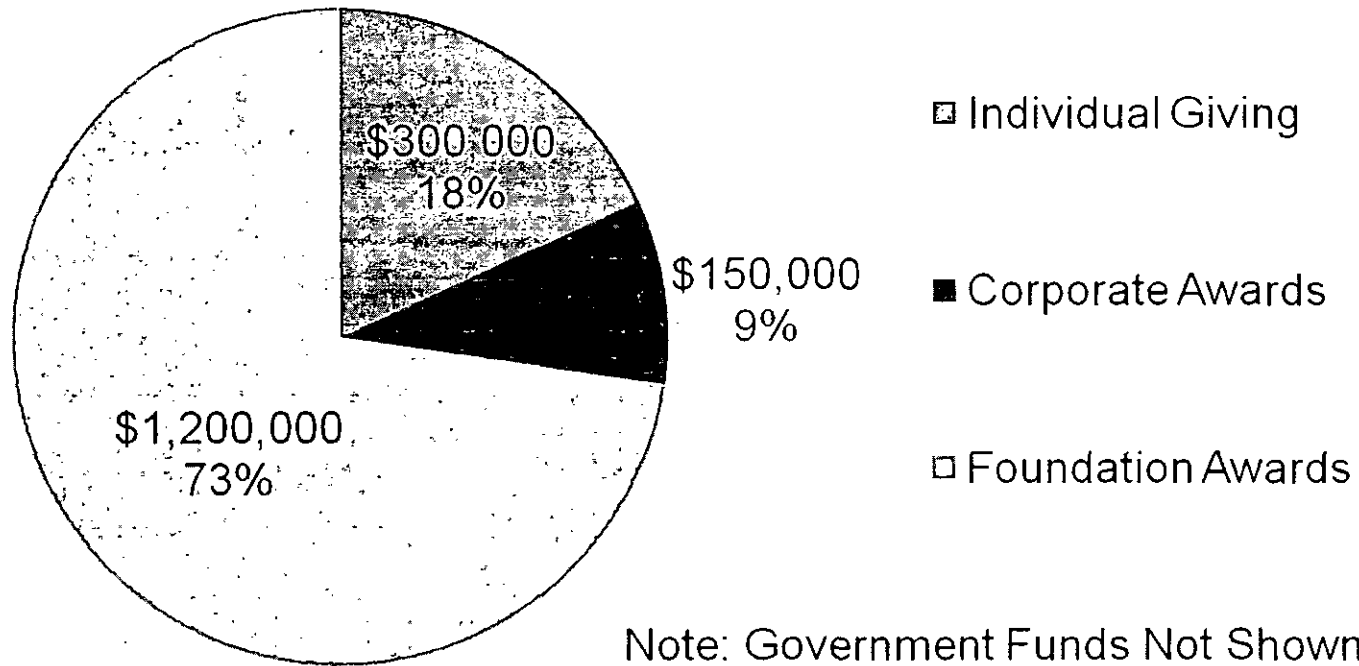
# OSSF SERVICES TO SCHOOLS



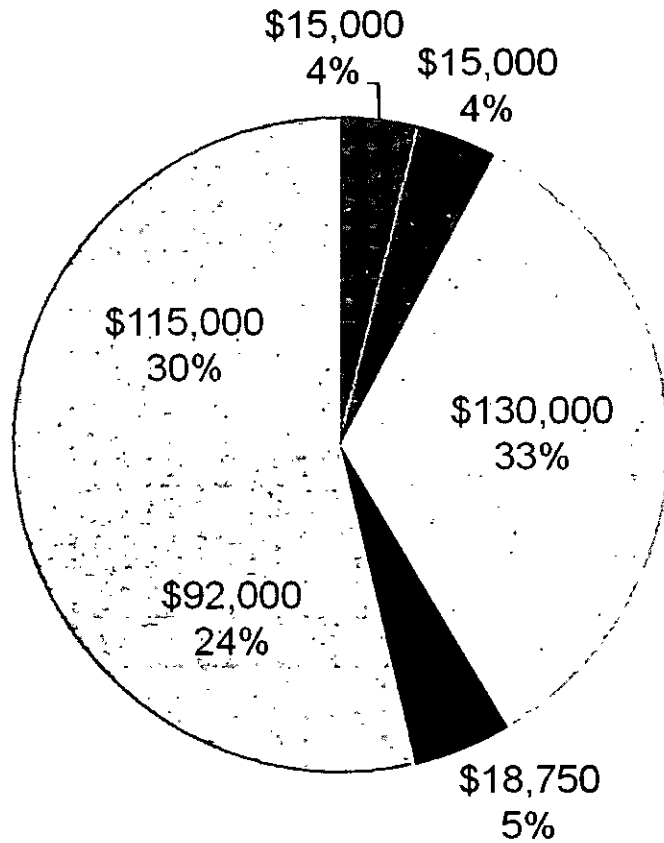
# OSSF BUILDING ON A STRONG START

- ❑ Five schools served in 2005-06 -- 38 schools today, 45 by 2008
- ❑ 21 schools enrolled in OSSF premium services
- ❑ \$250K raised in private funds for schools 2003 to 2006  
Over \$1 million raised in first quarter of 2007-08
- ❑ Over \$1 million generated in public funding for the schools
- ❑ One staff person in 2005 -- six in 2007
- ❑ \$50K operational budget in 2004; \$380K in 2007-08

# OSSF REVENUE MODEL for 2007-08



# OSSF OPERATIONAL BUDGET for 2007-08



- Individual Giving
- Corporate Awards
- Foundation Awards
- Client Memberships
- Fee-for-Service
- Percentages of School-based Funding

# OSSF OBJECTIVES FOR 2007-2010

- Deepen Services to schools with emphasis on marketing and individual and corporate giving.
- Establish OSSF as an information hub and relationship-building resource for small schools.
- Strengthen organizational Infrastructure to ensure improved efficiency, network building, and high standards for customer service and accountability.
- Diversify Revenue Sources for schools and OSSF operations.
- Monitor Funded Programs to foster improved programming, measurable outcomes, and continued funding.

# OSSF THEORY OF ACTION

## SUCCESSFUL SCHOOLS MEET THEIR GOALS

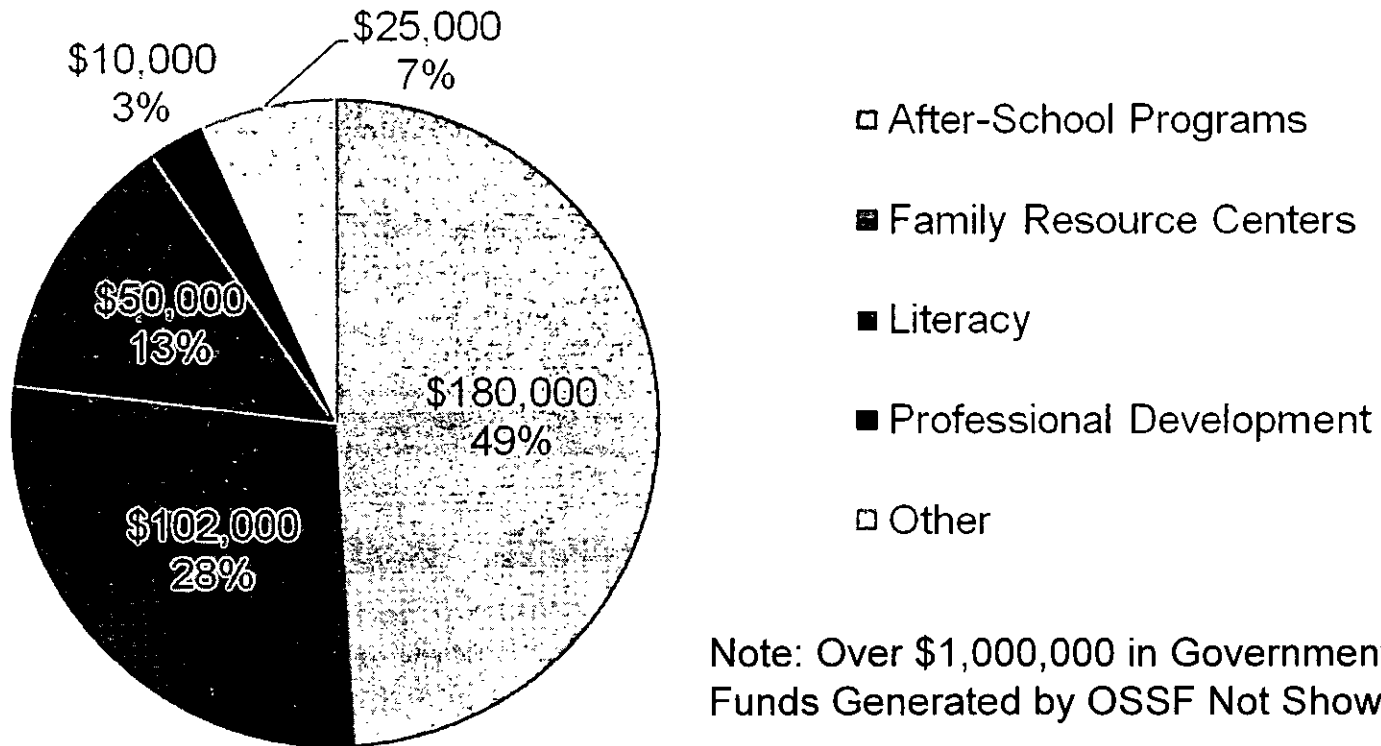
- With robust financial systems and fundraising
- When principals are able to be exemplary instructional leaders first
- When they are organized around clear measurable outcomes and continuous improvement
- With intentional and rigorous marketing plans
- By prioritizing parent engagement
- By retaining, training, and rewarding great staffs
- By utilizing community partnerships

# OSSF-FUNDED SCHOOL-BASED PROGRAMS

- After-School Programs
- Family Resource Centers and Parent Outreach Programs
- Teacher Stipends and Extra Classroom Supports and Supplies
- Field Trips and College Tours
- Literacy Coaching
- Data and Assessment Supports
- School-based Business Managers (new initiative for 2007-08)
- Misc other programs and needs

# OSSF-FUNDED SCHOOL-BASED PROGRAMS

**\$370,000 Total Private Funds in 2006-2007**





# OSSF CHALLENGES

- ❑ School needs growing faster than OSSF's organizational capacity
- ❑ School leadership lacking capacity to build and execute finance, fundraising, and marketing plans
- ❑ Frequent changes in district leadership, staff, and policies and procedures affect both school and OSSF strategies
- ❑ Schools at various levels of development and confidence
- ❑ Potential for adding traditional and charter schools to membership

# OSSF OPPORTUNITIES AND STRENGTHS

- ❑ OSSF is unique
- ❑ School needs continue to grow, offering more opportunities for OSSF services and programs
- ❑ Potential model for others
- ❑ OSSF credibility and track record for expert management
- ❑ Foundations choose OSSF as the depository because of record for accountability

## SCHOOL CONTACT LIST

|    | School                              | Principal                   | Phone Number | Email Addresses  | School Address                                | Grade Level | City Council District |
|----|-------------------------------------|-----------------------------|--------------|--|---|-------------|-----------------------|
| 1  | Oakland International School (HS)   | Carmelita Reyes             | 510-435-3271 | <a href="mailto:carmelita.reyes@ousd.k12.ca.us">carmelita.reyes@ousd.k12.ca.us</a>   | 4532 Webster St.<br>Oakland, CA 94609         | 9-12        | District 1            |
| 2  | Sankofa Academy                     | Danielle Neves              | 879-1610     | <a href="mailto:danielle.neves@ousd.k12.ca.us">danielle.neves@ousd.k12.ca.us</a>   | 581 61st St. Oakland, CA<br>94609             | K-8         | District 1            |
| 3  | MetWest High School                 | Eve Gordon                  | 879-0235     | <a href="mailto:eve.gordon@ousd.k12.ca.us">eve.gordon@ousd.k12.ca.us</a>   | 314 E. 10th St. Oakland,<br>CA 94606          | 9-12        | District 2            |
| 4  | BEST                                | James Gray                  | 510-582-8413 | <a href="mailto:james.gray@ousd.k12.ca.us">james.gray@ousd.k12.ca.us</a>   | 2607 Myrtle St. Oakland,<br>CA 94607          | 9-12        | District 3            |
| 5  | EXCEL High                          | Yetunde Reeves              | 879-8490     | <a href="mailto:yetunde.reeves@ousd.k12.ca.us">yetunde.reeves@ousd.k12.ca.us</a>   | 2607 Myrtle St. Oakland,<br>CA 94607          | 9-12        | District 3            |
| 6  | McClymonds Youth and Family Center  | Ericka Brumfield            | 879-3030     | <a href="mailto:erbrumfield@sbcglobal.net">erbrumfield@sbcglobal.net</a>   | 2607 Myrtle St. Rm 108;<br>Oakland, CA 94607  | HS ASP      | District 3            |
| 7  | PLACE @ Prescott                    | Enomwoyi Booker             | 879-1470     | <a href="mailto:enomwoyi.booker@ousd.k12.ca.us">enomwoyi.booker@ousd.k12.ca.us</a>   | 920 Campbell St.<br>Oakland, CA 94607         | K-5         | District 3            |
| 8  | West Oakland Middle School          | Seyana Mawusi               |              | <a href="mailto:Seyana.Mawusi@ousd.k12.ca.us">Seyana.Mawusi@ousd.k12.ca.us</a>   | 1011 Union St. Oakland,<br>CA 94607           | 6-8         | District 3            |
| 9  | Maxwell Park                        |                             | 879-1390     |  | 4730 Fleming Ave.<br>Oakland, CA 94619        | K-5         | District 4            |
| 10 | Tilden                              |                             | 879-1760     |  | 4551 Steele St. Oakland,<br>CA 94619          | P-2         | District 4            |
| 11 | ASCEND                              | Larissa Adam                | 534-7252     | <a href="mailto:larissa.adam@ousd.k12.ca.us">larissa.adam@ousd.k12.ca.us</a>   | 3709, E. 12th St.<br>Oakland, CA 94601        | K-8         | District 5            |
| 12 | College Prep & Architecture         | Daniel Hurst                | 879-1131     | <a href="mailto:daniel.hurst@ousd.k12.ca.us">daniel.hurst@ousd.k12.ca.us</a>   | 4610 Foothill Blvd.<br>Oakland, CA 94601      | 9-12        | District 5            |
| 13 | Global Family School                | Rosalind Sarah              | 879-1280     | <a href="mailto:rosalind.sarah@ousd.k12.ca.us">rosalind.sarah@ousd.k12.ca.us</a>   | 2035 40th Ave. Oakland,<br>CA 94601           | K-5         | District 5            |
| 14 | International Community School      | Karen Monroe                | 879-4886     | <a href="mailto:karen.monroe@ousd.k12.ca.us">karen.monroe@ousd.k12.ca.us</a> ;<br><a href="mailto:monroe.lk@gmail.com">monroe.lk@gmail.com</a> | 2825 International Blvd.<br>Oakland, CA 94601 | K-5         | District 5            |
| 15 | Learning Without Limits             | Leo Fuchs                   |              | <a href="mailto:leo.fuchs@ousd.k12.ca.us">leo.fuchs@ousd.k12.ca.us</a>   | 2035 40th Ave. Oakland,<br>CA 94601           | K-5         | District 5            |
| 16 | Life Academy of Health & Bioscience | Erik Rice                   | 879-4118     | <a href="mailto:erik.rice@ousd.k12.ca.us">erik.rice@ousd.k12.ca.us</a>   | 2111 International Blvd.<br>Oakland, CA 94606 | 9-12        | District 5            |
| 17 | Mandela High School                 | Robin Bailer-Glover (Ellen) | 879-1141     | <a href="mailto:robin.glover@ousd.k12.ca.us">robin.glover@ousd.k12.ca.us</a>   | 4610 Foothill Blvd.<br>Oakland, CA 94601      | 9-12        | District 5            |
| 18 | Manzanita Community School          | Eyana Spencer               | 879-2144     | <a href="mailto:eyana.spencer@ousd.k12.ca.us">eyana.spencer@ousd.k12.ca.us</a>   | 2409 E. 27th St.<br>Oakland, CA 94606         | K-5         | District 5            |

|    | School   | Principal           | Phone Number  | Email Addresses                                | School Address                                | Grade Level | City Council District |
|----|--|---------------------|---------------|--|---|-------------|-----------------------|
| 19 | Manzanita SEED                                       | Katherine Carter    | 879-1379      | katherine.carter@ousd.k12.ca.us                | 2409 E. 27th St.<br>Oakland, CA 94606         | K-5         | District 5            |
| 20 | Media College Prep                                   | Benjamin Schmookler | 879-1597      | benjamin.schmookler@ousd.k12.ca.us             | 4610 Foothill Blvd.<br>Oakland, CA 94601      | 9-12        | District 5            |
| 21 | Paul Robeson College Prep                            | Anisa Rasheed       |               | anisa.rasheed@ousd.k12.ca.us                   | 4610 Foothill Blvd.<br>Oakland, CA 94601      | 9-12        | District 5            |
| 22 | Peralta Creek Middle School                          | David Kumamoto      | 879-2144      | david.kumamoto@ousd.k12.ca.us                  | 2101 35th Ave. Oakland,<br>CA 94601           | 6-8         | District 5            |
| 23 | Think College Now (TCN)                              | David Silver        | 879-1490      | david.silver@ousd.k12.ca.us                    | 2825 International Blvd.<br>Oakland, CA 94601 | K-5         | District 5            |
| 24 | United for Success Academy (UFSA)                    | Phil Cotty          | 879-1640      | phil.cotty@ousd.k12.ca.us                      | 2101 35th Ave. Oakland,<br>CA 94601           | 6-8         | District 5            |
| 25 | Urban Promise Academy (UPA)                          | Gia Truong          | 879-1640      | gia.truong@ousd.k12.ca.us                      | 3031 E. 18th St.<br>Oakland, CA 94601         | 6 - 8       | District 5            |
| 26 | Bridges Academy at Melrose                           | Clara Tarango       | 290-2632      | clara.tarango@ousd.k12.ca.us                   | 1323 53rd Ave. Oakland,<br>CA                 | K-5         | District 6            |
| 27 | Coliseum College Prep Academy                        | Aaron Townsend      | 879-2456      | aaron.townsend@ousd.k12.ca.us                  | 1390 66th Ave. Oakland,<br>CA 94621           | 6-12        | District 6            |
| 28 | Community United Elementary                          | Patricia Seja       | 879-1340      | (not an ousd email)                            | 6701 International Blvd.<br>Oakland, CA 94621 | K-5         | District 6            |
| 29 | East Oakland Pride (k-3 Webster)                     | Viet Nguyen         | 415-602-1615  | vietnn@juno.com;<br>viet.nguyen@ousd.k12.ca.us | 8000 Birch St. Oakland,<br>CA 94621           | K-5         | District 6            |
| 30 | Explore College Prep Middle School                   | Michael Scott       | 879-1040      | asali.waters@ousd.k12.ca.us                    | 3550 64th Ave. Oakland,<br>CA                 | 6-8         | District 6            |
| 31 | Futures Elementary                                   | Steven Daubenspeck  | 636-0520      | Steven.Daubenspeck@ousd.k12.ca.us              | 6701 International Blvd.<br>Oakland, CA 94621 | K-5         | District 6            |
| 32 | Greenleaf (Whittier site)                            | Monica Thomas       | 879-1630      | monica.thomas@ousd.k12.ca.us                   | 6328 E. 17th St.<br>Oakland, CA 94621         | K-5         | District 6            |
| 33 | Melrose Leadership Academy                           | Moyra Contreras     | 864-1151      | moyra.contreras@ousd.k12.ca.us                 | 1325, 53rd Ave.<br>Oakland, CA 94601          | 6-8         | District 6            |
| 34 | Roots International Academy                          | Brandee Stewart     | 879-2625      | brandee.stewart@ousd.k12.ca.us                 | 1390 66th Ave. Oakland,<br>CA 94621           | 6-8         | District 6            |
| 35 | Acom Woodland  | Kimi Kean           | 879-0190      | Kimi.Kean@ousd.k12.ca.us                       | 1029, 81st Ave. Oakland,<br>CA                | K-5         | District 7            |
| 36 | Alliance Academy                                     | Yvette Renteria     | 393-6494      | yvette.renteria@ousd.k12.ca.us                 | 1800, 98th Ave. Oakland,<br>CA 94603          | 6-8         | District 7            |
| 37 | Alternative Learning Community                       | Dennis Guikema      | 510-967-7552  | dguikema@yahoo.com                             | 9736 Lawlor St. Oakland,<br>CA 94605          | 6-8         | District 7            |
| 38 | Castlemont Business & Info Technology School (CBITS) | Rick Gaston         | 879-3010 x470 | rick.gaston@ousd.k12.ca.us                     | 8601 MacArthur Blvd.<br>Oakland, CA 94605     | 9-12        | District 7            |
| 39 | East Oakland School of the Arts                      | Matin Abdel-Qawi    | 879-3010 x498 |  | 8601 MacArthur Blvd.<br>Oakland, CA 94605     | 9-12        | District 7            |
| 40 | Elmhurst Community Prep                              | Matthew Duffy       | 879-2020      | matthew.duffy@ousd.k12.ca.us                   | 1800, 98th Ave. Oakland,<br>CA 94603          | 6-8         | District 7            |

|    | School                               | Principal               | Phone Number  | Email Addresses  | School Address                         | Grade Level | City Council District |
|----|--------------------------------------|-------------------------|---------------|--|--|-------------|-----------------------|
| 41 | EnCompass Academy                    | Minh-Tram Nguyen (Chum) | 879-0207      | mtram@sbcglobal.net  | 1025 81st Ave. Oakland, CA 94621       | K-5         | District 7            |
| 42 | Esperanza Elementary School          | Sondra Aguilera         | 879-1551      | <a href="mailto:sondra.aguilera@ousd.k12.ca.us">sondra.aguilera@ousd.k12.ca.us</a>   | 10315, E St. Oakland, CA               | K-5         | District 7            |
| 43 | Korematsu, Fred T. Discovery Academy | Charles Wilson          | 879-2795      | <a href="mailto:charles.wilson@ousd.k12.ca.us">charles.wilson@ousd.k12.ca.us</a>   | 10315 E St. Oakland, CA 94603          | K-5         | District 7            |
| 44 | Leadership Prep                      | Denise Jeffrey          | 879-3010 x457 | <a href="mailto:Denise.Jeffrey@ousd.k12.ca.us">Denise.Jeffrey@ousd.k12.ca.us</a>   | 8601 Macarthur Blvd. Oakland, CA 94605 | 9-12        | District 7            |
| 45 | New Highland Academy                 | Liz Ozol                | 879-1260      | <a href="mailto:liz.ozol@ousd.k12.ca.us">liz.ozol@ousd.k12.ca.us</a> ,<br><a href="mailto:lizozol@sbcglobal.net">lizozol@sbcglobal.net</a> | 8521 A St. Oakland, CA 94621           | K-5         | District 7            |
| 46 | Reach Academy                        | Mishaa Degraw           | 879-1100      | <a href="mailto:mishaa.degraw@ousd.k12.ca.us">mishaa.degraw@ousd.k12.ca.us</a>   | 9736 Lawlor St. Oakland, CA 94605      | K-5         | District 7            |
| 47 | RISE Community School                | Carrie Bettie           | 879-2553      | not an ousd account  | 8521 A St. Oakland, CA 94621           | K-5         | District 7            |
| 48 | Youth Empowerment School             | Maureen Benson          | 879-8877      | <a href="mailto:yesmsbenson@hotmail.com">yesmsbenson@hotmail.com</a>   | 8251 Fontaine St. Oakland, CA 94605    | 9-12        | District 7            |