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Office of the City Administrator

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September 23, 2008

Education Partnership Committee
Oakland, CA

RE: Receive An Informational Report and Presentation from the Oakland Unified School District Regarding the Attend & Achieve Plan and Campaign

Dear Co-Chairpersons Chang and Gallo and Committee Members:

The Oakland Unified School District has submitted the attached presentation regarding the Attend & Achieve plan and campaign.

FORWARDED TO THE
EDUCATION PARTNERSHIP COMMITTEE:


Office of the City Administrator

Item: _____
Education Partnership Committee
September 23, 2008



OAKLAND UNIFIED
SCHOOL DISTRICT

expect Success

Attend and Achieve Proposed Communication and Engagement Campaign

August 2008



Board of Education Coherent Governance/ Student Results

What is Coherent Governance?

- Governing through policy
- A new accountability system that aligns the District's work to the Board's values
- Improved systemic accountability, from the boardroom to the classroom, all directed by board policy.

What is the Board Policy on Student Results?

Mega Result: All students will graduate as caring, competent and critical thinkers, fully informed, engaged and contributing citizens, prepared to succeed in college and career. (SR1)

The “**Attend and Achieve**” Plan and Campaign aligns to the Board Policy on Student Results by supporting schools in their efforts to raise attendance rates, reduce truancy and drop out rates.



Attend and Achieve Plan- Overview

The “Attend and Achieve” Plan, was launched five years ago with the generous support of many civic and community partners.

The key components of the plan include:

1. Communication and Engagement Campaign
2. Build School Staff Capacity
3. Data and Accountability
4. Parent Education and Outreach
5. Attendance Compliance Officers
6. Truancy Assemblies
7. Notification of Truancy (NOT) Letters
8. SART/ SARB
9. Truancy Center
10. Truancy Task Force
11. School Security Officers
12. Pilot best practice programs



Attend and Achieve Plan

Program Goals

1. To provide support to Schools to meet the District wide Student Attendance Targets

Level	2007-2008 Attendance	Attendance Targets
Elementary	95.08%	98%
Middle	94.35%	96%
High School	93.67%	94%
District	93.79%	95%

2. To provide support to Schools to reduce truancy rates.

3. Reduce high school drop out rates/ Increase high school graduation



Attend and Achieve Communication and Engagement Campaign

Key Elements of the Campaign

- I. Community Walks
- II. Community Conversations/ Dialogue
- III. Back to School Rally
- IV. Positive Attendance Incentives (Pilot)
- V. Media

The campaign proposal has been developed with the numerous active partners including:

- Truancy Task Force Members
- School/ Network Leaders
- Mayor's Office
- Oakland Post (Editor, Paul Cobb)
- Marcus Foster Educational Institute
- Oakland Natives Give Back
- Effective Teachers for Oakland (Mayor's task force)



Attend and Achieve Campaign: Communication and Engagement

Community Walks

Program Sponsors:

Board of Education, City Council and the Truancy Task Force

Program Description:

This program will focus on chronic truants who are at high risk of dropping out and students who have dropped out of school. The community walks will be conducted in the 7 Districts associated with each Board Member and that overlap with city council districts. The two components of the walk are home visits and door to door distribution of information about goals of Attend and Achieve and district resources to support students and families.



Attend and Achieve Communication and Engagement Campaign

Community Conversations/ Dialogue

Sponsors: Marcus A. Foster Educational Institute, Truancy Task Force

Program Description:

- The Marcus A. Foster Educational Institute will convene at least one community meeting in relation to the community walks to raise awareness about the challenges associated with attendance, truancy and drop out rates. The dual purpose of the sessions will be to better understand the needs and concerns of students and families and to call on the community to share responsibility for keeping young people in school. The Institute leaders will also convene student groups to gather input and feedback on the positive attendance incentive campaign to ensure that the program is designed to reflect what truly motivates students.



Attend and Achieve Campaign: Communication and Engagement

Back to School Rally

City Hall on Sunday, August 24, 12:00 to 5:00 pm

Sponsors: Mayor's Task Force for Effective Teachers in Oakland, Mayor's Office, Oakland Natives Give Back, the Futures Foundation and Oakland Unified School District

Program Description:

- All K-12 students and their families are invited to attend a "Back to School Rally" to promote the value of education around the theme of Attend and Achieve. The rally will start with registration and lunch followed by a speaker's forum including the Mayor, District Leaders, and a Celebrity Guest. Activities will be divided for younger and older students. The first 600 families who register for this event will receive a back pack with school supplies.



Attend and Achieve Campaign: Communication and Engagement

Positive Attendance Incentives

Program Sponsors: Oakland Post Editor Paul Cobb, Mayor's Office, Truancy Task Force, Oakland Natives Give Back, Futures Foundation, Oakland Unified School District

Program Description:

- Implement a comprehensive plan to provide individual, class and school awards for positive student attendance. The proposal is to pilot key aspects of this program so that the design can be tested and refined and to allow time for fundraising and outreach to the youth, community and faith-based organizations.
- A key goal of the incentives is to highlight the positive progress and stories of students, teachers and schools so that they may serve as role models.



Positive Attendance Incentives: Elementary & Middle Schools

Elementary

Classes with the highest attendance in each school will be recognized by the Board of Education and the Oakland Post at the end of each marking period.

The top 10 classes with highest attendance participate in a filed trip at the end of the school year. (Funding Dependent, May be able to pilot for 2nd semester depending on fund raising efforts.)

Middle School:

Classes or Clusters with the highest attendance in each school will be recognized by the Board of Education and the Oakland Post at the end of each marking period.

The top 5 classes with highest attendance will receive a visit from a Celebrity Guest and Civic Leader for a school wide assembly. Individual students with perfect attendance for the year will be recognized at these events and speakers will address the importance of attend and achieve linked to the goals of college and career readiness. (Dependent on commitments from celebrity guests.)



Positive Attendance Incentives - High School

Individual Awards for Freshmen

Students with perfect attendance would receive an individual incentive of a free pair of Nike shoes. During the 2007-2008 school year, there were 420 9th graders who *had perfect attendance. (Dependent on fundraising efforts)*

Individual Awards for Juniors and Seniors

Juniors and Seniors with perfect attendance and strong academics will be eligible for summer employment. (Dependent on fundraising efforts)

The City of Oakland, through the support of local business leaders, will provide summer employment to those students with perfect attendance and strong grades. During the 2007-2008 school year, 71-345 juniors and seniors with strong grades had perfect attendance as shown below:

- 71 students with 4.0
- 120 students with 3.5+
- 345 students with 3.0+
- 439 students with a 2.5+
- 541 students with a 2.0+



Positive Attendance Incentives - High School

Group Awards

High Schools with the highest attendance rate in the following 3 categories will receive a visit from a Celebrity Guest and Civic Leader for a school wide assembly. The categories include:

1. Small Schools
2. Large Comprehensive High Schools
3. Alternative Schools



Attend and Achieve Campaign: Communication and Engagement

Media Campaign

Sponsors:

Superintendent, Board of Education, Oakland Post, Mayor's Office

Program Description:

- The Oakland Post has offered to publish monthly attendance rates for each school in their paper at the end of each marking period. They will also highlight winning students, classes and schools as outlined in the Positive Attendance Incentive program.
- There will also be joint efforts with the Mayor's and Superintendent's office to publicize the importance of Attending and Achieving in print, radio, television. There will be press releases to accompany the community conversation and walks along with success stories of students who are attending and achieving and how this is helping them prepare for college and career.

