

Meeting Date: June 14, 2011

Item Title: Presentation of Centralized Enrollment for K-12 Students

Item Type: Information

BACKGROUND:

The Student Services Department is looking to centralize enrollment beginning in January 2012. Currently enrollment is done at individual sites by a multitude of positions. With the ever changing laws and complexity of enrollment, we believe that centralizing enrollment will create consistency of process, ensure accurate data collection for CBEDS, promote uniform treatment of families, and free up needed resources at sites.

FISCAL IMPLICATIONS: Additional staffing costs will be incurred at first as AUSD transitions to a centralized enrollment system.

RECOMMENDATION: Information only

AUSD Guiding Principles: 5. Accountability, transparency and trust are necessary at all levels of the organization. 6. Allocation of funds must support our vision, mission and guiding principles.

Submitted by: Sean McPhetridge, Assistant Superintendent

Approved for Submission to Board of Education



Kirsten Vital, Superintendent

AUSD

Centralized Enrollment

Implementation: January 2012

ALAMEDA UNIFIED SCHOOL DISTRICT
Enrollment & Registration of Students

Proposal to Centralize District Enrollment

Summary: All student enrollment will be handled by District Office Student Services.

- Efficiently enroll and assign new students
- Maintain accurate student demographic data
- Accurately predict and plan for staffing needs
- Consistent implementation of federal, state and District enrollment policies

Site-Based Enrollment

How Site-Based Enrollment Currently Works:

- Parents and guardians enroll students at the school site.
- Families must first know which school is their neighborhood school and then visit the school to enroll.
- Several classified employee job descriptions include enrollment duties: Office Manager I, Office Manager II, Attendance Clerk, and/or Office Assistants.
- Because so many employees have job responsibilities which include enrollment, actual practice varies from site to site.

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Ensuring a Bright Future for All Students

Site-Based Enrollment (cont.)

Detail Description of Site-Based Enrollment

1. Parents/guardians pick up an enrollment packet from the site.
2. Office staff schedules times to enroll (varies at each site).
3. Office staff inquires if the child has an IEP. Placement for students with IEPs must be reviewed by SPED staff before enrollment can proceed.
4. Office staff checks proof of residency, collects all necessary enrollment paper work and date stamps the enrollment form.
5. Health Clerks check immunization records and enter data into AERIES (this can cause delay in enrollment if clerk is not scheduled to work).
6. Office staff starts a CUM folder and enters all the data into AERIES (actual time lapse between enrollment and entry into AERIES varies at each site).
7. Declaration of residency and affidavit sent to Student Services.

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Site-Based Enrollment (cont.)

Problems with Current Practice

- Complex Legal Framework: Changes to federal, state and local enrollment policies have resulted in confusion among school staff and correspondingly confusion for families.
- Difficulty Training Staff: Sixteen sites, each responsible for their own enrollment, have resulted in sixteen different enrollment practices, making training and uniform practice impossible. Overlap of enrollment duties across multiple positions further exacerbates the inconsistent practice.
- Errors in Student Data: Lack of training for staff and inclusion of enrollment with numerous other school office duties have resulted in the entry of incomplete and/or incorrect student data into the District's student information system.

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Site-Based Enrollment (cont.)

Problems with Current Practice (cont.)

- Inconsistent Cum Folders: Lack of consistent practice has resulted in wide variation in the set-up of cum folders from site to site, making it difficult to log information when students move from one site to another.
- Perception of Inequitable Treatment: Inconsistent enrollment practices at sites has resulted in the appearance of inequitable treatment of students and families when rules are applied in one manner for some students and another manner for others.
- Inefficient Use of Staff Time: Significant time is invested identifying and correcting errors in the student's enrollment information.

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Centralized Enrollment Process

How The Process Would Work in AUSD

All new students will enroll at Student Services:

- Appointments can be scheduled online, by phone or by walk-in.
- All enrollment forms will be located on-line.
- Parents and families will be able to enroll online within the next six months (completing forms on their home computer or on a publicly accessible computer in the Student Services Office).
- Families can enroll students year-round with Student Services' predictable and published office hours.

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Centralized Enrollment Process

How The Process Would Work in AUSD (cont.)

Enrollment Specialists will:

- Check proof of residency and collect all enrollment paper work.
- Date and time stamp the enrollment form.
- Start a CUM folder.
- Enter data into AERIES.
- Check immunization records.
- Determine school placement per Board Policy.
- Mail completed cum folders to school sites.

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Centralized Enrollment Process (cont.)

How The Process Would Work in AUSD (cont.)

Testing and other assessments will occur at the time of enrollment:

- Student Services will immediately refer students to Special Ed or English Language Development staff when necessary, both of which will be located in the same building as Student Services.
- During high demand periods, Special Ed staff will be available to conduct an IEP assessment at the time of enrollment.
- CELDT testing will be done at the time of enrollment during high demand periods.

Centralized Enrollment Process (cont.)

Advantages to Centralized Enrollment

- Specialized Classified Staff: AUSD will have the ability to develop specialized classified staff with appropriate training in complex enrollment policy and laws, including laws governing affidavits and inter/intra- district transfers.
- Better Service to Students and Families: Staff will be able to complete a student's enrollment during one visit, with a more family-friendly process for students who require Special Education or ELD assessment; the District can assure equitable treatment for students who have difficulty producing the necessary documentation (i.e., homeless children); and families will receive immediate information about enrollment in the Free and Reduced Lunch Program where appropriate.

Centralized Enrollment Process (cont.)

Advantages to Centralized Enrollment (cont.)

- Accurate Data Entry: Staff will be trained in AERIES requirements to ensure the District is able to comply with new state law requirements (CALPADS/CALTIDES), resulting in fewer errors and duplication of work.
- Uniform Enrollment Practices and Forms: Families will be able to access enrollment forms on-line and enroll on-line regardless of their neighborhood school.
- Increased Availability of Information About District Schools: Students and families will have access to staff with expertise in explaining options regarding Program Improvement schools, charters, and magnet schools.

Centralized Enrollment Process (cont.)

Advantages to Centralized Enrollment (cont.)

- Continuous Year-Round Enrollment: Student Services will enroll students during the summer months when sites are closed and have traditionally been unable to enroll new students, providing more certainty to families and better predictability for staffing considerations.
- Increased Resources at Schools: Staff will no longer be required to perform enrollment duties.

Centralized Enrollment Process

Becoming More Efficient While Preserving the Feel of Neighborhood Schools

Communication between Student Services and school sites is critical to successful transition:

- Enrollment Specialist will need to facilitate communication with school sites in a number of ways including creating a summary student data card to assist in elementary teacher classroom assignments and scheduling an appointment with an academic counselor for secondary students.
- Student Services, Principals, and CSEA members are collaborating about ways to connect parents and families with their schools immediately upon enrollment (such as distributing information about kindergarten information night).

Work Completed Up To This Point

- Student Services and Technology Services personnel visited three districts that currently utilize centralized enrollment.
- Robyn Kondo and Kirsten Zazo did a second visit of New Haven School District to interview the office manager and coordinator about pitfalls in implementation that they encountered.
- Student Services and Technology Services departments have had several meetings to consider the implementation of centralized enrollment.
- Meeting was held with both secondary and elementary principals to weigh out the pros and cons of centralized enrollment.
- Meeting was held with CSEA to look at the affects of summer enrollment this year and to begin the conversation of centralized enrollment for January 2012.
- Task force was formed with four CSEA members that work with enrollment from all the levels, 2 principals, Technology Services and Student Services to begin to design the processes and procedures that will be in place to implement summer enrollment and discuss centralized enrollment.

Implementation

Facility and Staffing Needs

- Necessary to increase staffing in Student Services: addition of two new classified positions to perform enrollment duties.
- Additional staff will require Student Services to relocate with the following considerations: close proximity to SPED and ELD Departments; space for five computers to enable families to complete paper work online; space for current and added staff (additional enrollment clerk and staff secretary, Child Welfare and Attendance Officer, Staff Secretary, District Nurse, Family Liaison, and Director).

Implementation

(cont.)

Implementation Timeline

July 1, 2011

- Student Services will add a Staff Secretary II.
- Student Services enrolls all students throughout summer and in August. On August 15th, all new student enrollment resumes at sites except all new inter-district enrollment requests and/or new affidavits.

July – November 2011

- Meet and confer with CSEA regarding adoption of new job description.
- Continue meeting with Centralized Enrollment Task Force to ensure processes and procedures are in place to start centralized enrollment in January.
- Commence in-depth job study to determine appropriate staffing levels and job duties at school sites (conclude by March 2012).

January 2012:

- All enrollment is transitioned to Student Services.