



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 8.4

Meeting Date: March 17, 2011

Subject: SCUSD Enrollment Center

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: _____)
- Conference/Action
- Action
- Public Hearing

Division: Accountability Office

Recommendation:

Receive information about the SCUSD Enrollment Center, opening in July, 2011.

Background/Rationale:

Currently, Sacramento City Unified School District families must enroll at the student's home school of residence. Enrollment protocols and practices vary from school to school, based on the knowledge and expertise of the clerical staff at the school. Most importantly, families may experience inequity and actually be discouraged from enrolling at certain sites, which currently maintain their own waiting lists if enrollment is impacted. The first step in alleviating the problem of practice is to create an Enrollment and Records Center, where all student enrollment, K-12, would take place. Creation of the Center would ensure fairness and equity in the treatment of families, allow central monitoring of enrollment and intra- and inter- district permits, encourage consolidation of services and create systemic efficiency in the process, as clerical staff would be highly trained and knowledgeable in all enrollment processes and procedures. The Center would create a one-stop resource for parents, who could receive information about services, enroll students, submit transfer and open enrollment applications, have questions answered, receive vaccinations and testing services as needed, and access the clothes closet.

Financial Considerations:

The total operating expenses are expected to be \$622,000. Approximately \$372,000 of salaries would result from a reduction in clerical staffing at school sites, and the net additional District expense is estimated at \$250,000. Approximately \$71,700 of these costs is a one-time expenditure.

Documents Attached:

- 1) Executive Summary

Estimated Time of Presentation: 15 Minutes

Submitted by: Mary C. Shelton, Chief Accountability Officer

Approved by: Jonathan P. Raymond, Superintendent



I. Overview/History of Department or Program

Addressing student achievement gaps is a top priority of the Sacramento City Unified School District – and of urban public school districts across the nation. As such, the District has adopted *Strategic Plan 2010-14: Putting Children First* to address issues concerning access to quality teaching and learning for all of our students. The SCUSD Enrollment Center is a key component of the District's multi-front focus on improving equity within our community.

Currently, Sacramento City Unified School District families must enroll at the student's school of residence. Consequently, families must often travel to several school sites if they are enrolling multiple children. Enrollment protocols and practices vary from school to school, based on the knowledge and expertise of the clerical staff at the school. Non-English speaking parents may experience difficulty in communicating at the school site and might then be forced to travel once again to another location, the Matriculation and Orientation Center, where translation services are available. Most importantly, families may experience inequity and actually be discouraged from enrolling at certain sites, which currently maintain their own waiting lists if enrollment is impacted. The first step in alleviating the problem of practice is to create an Enrollment and Records Center, where all student enrollment, K-12, would take place. Creation of the Center would ensure fairness and equity in the treatment of families, allow central monitoring of enrollment and intra- and inter-district permits, encourage consolidation of services and create systemic efficiency in the process, as clerical staff would be highly trained and knowledgeable in all enrollment processes and procedures. The Center would create a one-stop resource for parents, who could receive information about services, enroll students, submit transfer and open enrollment applications, have questions answered, receive vaccinations and testing services as needed, and access the clothes closet. The Enrollment Center would be centrally located at the Genesis site, next to the Serna Center. None of the programs currently located at the site, such as Success Academy and Accelerated Academy, would be displaced.

II. Driving Governance:

Creation of an Enrollment Center aligns with Pillar II: Family and Community Engagement in the Strategic Plan, as it would serve families efficiently and equitably and provide a point of access for information and services for families. Freeing school sites from paperwork and possible negative encounters with parents due to enrollment processes allows school site personnel to form positive initial relationships with prospective families. The Enrollment Center also aligns with Pillar III: Organizational Transformation, as the Center would create a more effective and efficient flow of services from central office to school sites. Numbers of available seats and waiting lists for school sites would be controlled centrally, a process which lends itself to more transparency.

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SCUSD Enrollment Center

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III. Budget

2011-12 Budget	
Salaries(Coordinator, Receptionist, 5 Enrollment Specialists, Custodian)	\$515,300
Equipment (phones, computers, faxes, duplicating, printers)	\$61,000
Supplies and postage	\$25,000
Moving expenses, signage	\$10,700
Staff training	\$10,000
Total Operating Expenses	\$622,000

It is important to note that approximately \$372,000 of the salaries would result from a reduction in clerical staffing at school sites, and the net additional District expense is approximately \$250,000. Approximately \$71,700 of these costs is one-time.

IV. Goals, Objectives and Measures:

The primary goal is to establish, by July 1, 2011, the SCUSD Enrollment Center in order to provide families in the District with a more efficient and equitable enrollment process and access to District resources at the point of enrollment.

In order to meet that primary goal, we will provide:

- Online registration services and computer access for families
- Matriculation and Orientation Center, offering translation and enrollment services to non-English speaking families, which will re-locate to become part of the Center
- NCLB Program Improvement Choice requests will be handled through the Enrollment Center
- Intra- and inter-district permit request assistance and placement
- Free and reduced lunch program information and assistance to all families
- Information on Connect Center, co-located at the Genesis site, which offers assessment, referral and case management services to families
- Immunization Clinic
- Connection to Homeless services
- RT Monthly Bus Pass Outlet
- Student Work Permits
- Foreign Exchange Student Information
- Connection to Special Education Services
- Attendance Center, staffed by Panacea social workers
- Clothes closet
- Food Link partnership

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To better serve the needs of the community, the Center will remain open until 8 p.m. once per week and will open from 9 a.m. to 3 p.m. one Saturday per month.

V. Results:

As part of the implementation process, we will develop customer satisfaction surveys to determine levels of service and identify areas of improvement. Families may complete these surveys at the conclusion of their visit to the Enrollment Center or after engaging in the online registration process. In addition, we will conduct quarterly meetings with clerical staff from school sites to address issues and concerns around registration and communication.

VI. Next Steps:

Implement the strategies outlined in the Project Management System:

- 1) Develop a communications plan designed to inform staff, parents, students, families and community members about the Center and its services.
- 2) Hire new staff and move existing staff to the Genesis site
- 3) Train staff in enrollment processes and existing District programs and services
- 4) Develop an Enrollment Center webpage and ensure that all documents are online
- 5) Order and install needed equipment