

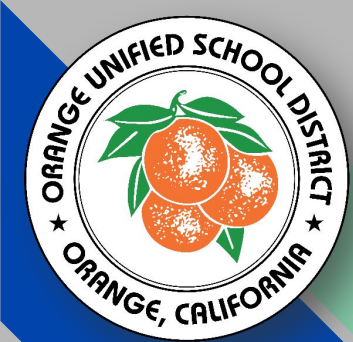


# Orange Unified School District



District Advisory Council

**Wednesday**  
**January 25, 2023**  
**9:30 am**



# District Advisory Council

## Agenda

Wednesday, January 24, 2024  
9:30 a.m. – 11:00 a.m.  
Board Rooms 1-3

1. Welcome.....Craig Abercrombie  
Acting Assistant Superintendent, Educational Services
2. Home to School Grant Funding.....Christina Celeste-Russo & Dave Rivera  
Director of Transportation/Deputy Superintendent/CBO
3. LCAP Update .....Sandy Schaffer, Ed.D./Elena Rodriguez  
Administrator/Executive Director Elementary Ed.
4. OUSD Showcases.....Dr. Kenneth Miller  
Acting Executive Director Secondary Ed.
5. Questions & Answers



# Home to School Grant Funding Community Input

[DAC Presentation 1-24-24.pptx](#)

**David A. Rivera**

Deputy Superintendent/CBO  
drivera@orangeusd.org  
714-628-4479

**Christina Celeste-Russo**

Director of Transportation  
cceleste@orangeusd.org  
714-997-6244

# LCAP Survey Participation Results

Survey Group	10/27/23	11/03/23	11/10/23	11/17/23	11/28/23	12/01/23	12/15/23	1/9/24	1/22/24	1/26/24
<i>Family</i>	912	1236	1688	1986	2086	2887	3413	3636	4205	
<i>Elem. Students</i>	447	1317	1674	2743	2761	3007	3484	3624	3830	
<i>Sec. Students</i>	545	1616	2203	3527	3908	4121	4494	4782	5842	
<i>Staff</i>	208	281	369	434	453	516	554	630	754	
<b>Total Completed</b>	<b>2,112</b>	<b>4,450</b>	<b>5,934</b>	<b>8,690</b>	<b>9,208</b>	<b>10,531</b>	<b>11,945</b>	<b>12,672</b>	<b>14,631</b>	

**Sandy Schaffer, Ed.D.**

Administrator, Accountability, Equity & School Support

sschaffer@orangeusd.org

714-628-4535

# Orange Unified Showcases



## ATTRACT & RETAIN

Showcases are a key component of the Attract and Retain Program - the purpose is to bring new students/families into OUSD and engage existing students/families into the pathway.

2023 Ad on Angels Radio, KLAA-AM 830.

Currently crafting a multi-year partnership with Angels Baseball

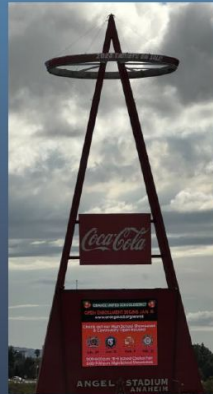


ORANGE UNIFIED SCHOOL DISTRICT  
**OPEN ENROLLMENT BEGINS JAN. 15**  
[www.orangeusd.org/enroll](http://www.orangeusd.org/enroll)

Check out our High School Showcases & Community Open Houses!

 Jan. 24	 Jan. 31	 Feb. 7	 Feb. 21
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5:00-6:00 p.m. TK-8 School Choice Fair  
6:00-7:30 p.m. High School Showcases



**Dr. Kenneth Miller**

Acting, Executive Director Secondary Ed.  
[kennethmiller@orangeusd.org](mailto:kennethmiller@orangeusd.org)



## ATTRACT & RETAIN

### Current Promotions

Message from the Superintendent  
Newsletter Reach (last 30 days)  
English: **50,878** Spanish: **4,547**

Nextdoor Ad Impressions (last 30 days): **11,424**

Organic (unpaid) Reach (7 days)

- Facebook: **2,925**
- Instagram: **2,980**
- YouTube: **3.0K**; **888.1** watch hours
- Website: **43K** users; **186K** views

Nearly 100 parent contacts (in the past 30 days) have led to school tours and/or student enrollment.



# Thank you!

Next District Advisory Council Meeting:

Wednesday, March 20, 2024