PASADENA UNIFIED SCHOOL DISTRICT
2022-2023 DEPARTMENT PLAN

Department Name: Enrollment and Engagement

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Department Purpose
What does the department do?

We provide services and resources to help families research, enroll, and register their children in the PUSD school that best meets students' needs and interests.
We provide parent education, partner referrals, volunteer processing, and support to site-based family engagement staff to engage families and community partners.
We develop and oversee fair, equitable, and transparent enrollment, registration, and permit processes.
We maintain and process student records and transcripts.
We respond to the needs and wants of parents, encourage partnerships, advocate on the behalf of parents, collaborate with community partners, and help parents help their students to academic success.
We integrate student supports.
We provide expanded learning time and opportunities.
We promote active parent and community engagement.
We engage in collaborative leadership and practices.
We provide services and resources to improve our school perceptions, culture, and practices.

Department Services
What is a general list of services that your department provides?

- Support for district-wide registration and enrollment of students
- District-wide processing of student records requests
- Direct support for financial oversight and performance reporting for magnet and community school grants
- Parent University workshops, Parent Portal support, technology classes
- Volunteer processing
- District parent group support and coaching

● School site family engagement support, professional development and coaching for School Community Assistants and Community Advocates
● Collaboration with community service providers

Total Department Budget

What is your department's total budget?

The total department budget is 9169299.

Note:

Enrollment $466,617
Family Engagement $428,512
MSAP $2,724,170 (7/1/2022-09/30/2023; includes indirect costs and site allocations to Altadena, Octavia E. Butler, Muir)
2020 CCSPP $3,000,000 (grant ends 9/30/2022)
CCSPP Implementation Grant $2,050,000 ($300,000 each per Eliot, Longfellow, Madison, Muir, Octavia E. Butler, Washington; Rose City $250,000; 10% withholding by state and 10% allocated centrally)
FSCS- $500,000 (includes indirect costs and site allocations to Eliot, Madison, Octavia E. Butler, Washington Elementary)

Prior Year Reflection

> *This section of the department plan reviews the intent of prior department plans and the successes/challenges encountered while implementing the planned actions. This portion of the plan summarizes key learnings that inform the planning for the current year.*

Prior Year Intended Outcomes

What did your department plan set out to achieve during the prior year?

Enrollment, Permits, & Student Records
Priority 1: Create a welcoming and accessible environment
Priority 2: Provide training to promote consistent implementation
Priority 3: Promote tours of schools of residence and other PUSD options
Family & Community Engagement
Priority 1: Building trusting relationships with families
Priority 2: Efficient volunteer database
Priority 3: Increase technology support and education for parents
Priority 4: Systemic family engagement

Prior Year Achievement

Did the department achieve what it had outlined? How do you know?

93% of families who participated in Open Enrollment reported that information was easily accessible from websites. 83% of families who participated in Open Enrollment felt well-informed about lottery process. 55% of families visited their school of residence before participating in Open Enrollment lotteries. 54% of families who participated in Open Enrollment lotteries toured 1 or more schools before applying. Enrollment training was provided to 42 staff members (duplicated count).

542 participants participated in training (SSC Training, LCAP Training, School Budget Training) (duplicated count). 357 Level 2 volunteers were processed. 26 technology training sessions were offered to parents and families. 12 training sessions were offered to Community Assistants, teachers, school administrators and office staff.

Prior Year Successes, Challenges, and Learnings

What successes, challenges, and learnings should be highlighted from the prior year?

Successes: The Office of Enrollment, Permits, and Student Records established new systems and processes to enable online access to lottery and permit applications and online payments for records requests. The use of online systems has prepared the department to provide faster service and more accurate reporting of enrollment data by streamlining all permit requests into fewer systems. The physical office was also improved to be more welcoming, including new signage and artwork and new technology devices for parent and student use. Communications to families increased with the establishment of a department newsletter, updated marketing materials, and a revamped website. Staff training expanded to include formal and informal training opportunities, including job-alike group chats, and formal presentations in partnership with other departments such as the Office of Families in Transition.

The Office of Family and Community Engagement provided Welcoming Schools training, which laid a foundation of common practices among principals, staff, and parent participants. Trainings regarding LCAP and School Site Council topics were well received. A volunteer database was created, which helped staff manage and share processing status. The department engaged in a strong partnership with adult education to provide support and training to parents.

Challenges: The online registration process presented some common challenges to families, including difficulty uploading required documentation. Online registration also presented challenges to staff in terms of learning the new systems and how to properly access and maintain student registration records. Updates to other new online systems also created a need to revise systems and train staff on updated processes. School tour information is posted inconsistently across schools and can be difficult to locate. The physical space in the enrollment office was inadequate to serve families during peak times.

The Office of Family and Community Engagement observed low attendance at parent education and professional development workshops. Virtual trainings were not conducive to technology workshops for parents. Volunteer processes were affected by health protocols in response to COVID-19. Community assistants did not have adequate time or support to access and

utilize the volunteer database.

Learning: Training to staff in enrollment and online registration processes needs to be offered more frequently and differentiated based on staff roles and experience. Support to families for enrollment and registration can be increased by providing additional school-based events with support from the Enrollment and Family Engagement staff and training Community Assistants and Advocates in enrollment processes. Communications for enrollment can expand to include an enrollment events (outreach) calendar and contact information for each school site's point person for school tours. Closer coordination between the Enrollment and Family Engagement offices provides opportunities for improved support to families who come to the district office to enroll, including more physical space for families to use during appointments and walk-in visits. School sites need more support to keep their tour information on their websites up to date.

Teacher compensation for family engagement training attendance did not result in increased workshop participation. Community assistants are needed at each site and more hours for community assistants are needed so that they may have enough time to support volunteer processes. Need to offer technology training in person and at specific sites where parents are most comfortable attending. With the merging of our departments and staffing changes, this is an opportune time to reimagine Family and Community Engagement supports to sites, including support to parent leadership groups, parent education, and community partnership processes.

Current Year Priorities

> *This section of the department plan provides a summary of the identified needs that are prioritized for informing the department plan's actions for the current year.*

Data and Information Used for Plan Development

What data did you consider when developing this plan?

survey feedback from Open Enrollment; anectodotal observations on common questions and concerns

Stakeholder Engagement/Input

What stakeholder engagement or information was used to inform this plan?

series of interviews with parents, parent leaders, community assistants, mental health specialists during June and July; feedback from families, principals

Key Data Findings/Information for This Plan

Based on data analysis and stakeholder information, what key data findings are considered in the development of this plan?

survey data

Current Plan Priorities

Based on the key data findings, what needs emerged from your Department's root cause analysis, and which of these needs are given priority for this planning cycle?

differentiated support to families and staff; communication to families to ensure they feel welcome and experience a positive on-boarding process

Create a welcoming school environment; Strive for active, two-way communication; Involve families in decision-making

Current Year Planned Actions and Metrics

> *This section of the department plan provides a summary of the planned actions that address the identified priorities based on data analysis and stakeholder input. Metrics associated with monitoring and/or evaluating the effectiveness of the planned actions are summarized in this section.*

What action could you take to address the identified needs of your department?

What would you be able to monitor throughout the year (quarterly or more than twice per year) to know that your actions are creating a change?

<u>Theory Of Action</u>

If we... Support school sites in promoting school tours, create a flyer of contacts for school tours and include a point of contact at each site for further questions, and ask schools to share their back-to-school info. with the Office of Enrollment,

and

Distribute an in-person support calendar for Open Enrollment and provide support at school sites,

and

Collaborate with the technology department to streamline the online registration process and training for staff; differentiate training based on the grade levels of schools, staff experience, and staff roles; and provide additional hourly staff to process registrations during the summer months while schools are closed.

and

Campaign for and support in-person activities and establish a community event calendar,

and

Collaborate across departments to makeover the district lobby area and request for district main phone line to offer parents an enrollment selection for direct connection "For Enrollment, Press 1",

then... Families will have easily accessible information to school tours,

and

Families will have increased access and support to participate in Open Enrollment,

and

Families will experience a simplified registration process,

and

Families will have additional opportunities to connect with their school communities outside of prescriptive settings,

and

Stakeholders will collaborate in the development of the strategic plan.

which will... Create a welcoming school environment

If we... Co-design the vision for engagement and parent education offerings in PUSD as part of the strategic planning process,

and

Provide training to site principals, teachers, parent leaders, and staff to support a welcoming school

environment, community partnerships, parent/guardian participation on advisory committees, and other topics requested by school communities (mental health),

then... Stakeholders will understand functions, processes, and best practices related to engagement opportunities,

and

Families will have increased access to standard methods of communication,

which will... Involve families in decision-making

If we... Provide in-person technology classes for parents and ensure all staff have access to a sandbox environment to experience Parent Portal and a parent/guardian,

and

Ensure staff training includes supports and timeline for maintaining current contact information for families, including active outreach to promote Data Confirmation,

and

Create a training calendar and document training and processes,

and

Include options for families to comment on Open Enrollment surveys, and establish an exit survey for families who withdraw from PUSD,

and

then... Collaborate with the Communications team to expand reach on social media and via Blackboard,

and

Staff will understand functions, processes, and best practices related to engagement opportunities,

and

Staff will gain additional feedback and insight to inform improvements to engagement,

and

Staff will increase reach to additional families for external communications,

and

which will... Strive for active, two-way communication

If we... Collaborate with site and district staff to offer supplemental literacy training, expanded learning opportunities (tutoring, after-school enrichment, expanded summer programs), and community engagement opportunities (family literacy events, parent education workshops) at the district's Community Schools

then... Students and families will have increased opportunities to support students' development of literacy skills,

which will... Support the district's focus on literacy

<u>Priority 1: Create a welcoming school environment</u>

[Action 1]

Support school sites in promoting school tours, create a flyer of contacts for school tours and include a point of contact at each site for further questions, and ask schools to share their back-to-school info. with the Office of Enrollment,

Metrics

    a. survey data
    b. website engagement
    c. newsletter engagement

[Action 2]

Distribute an in-person support calendar for Open Enrollment and provide support at school sites,

Metrics

    a. participation rates

[Action 3]

Collaborate with the technology department to streamline the online registration process and training for staff; differentiate training based on the grade levels of schools, staff experience, and staff roles; and provide additional hourly staff to process registrations during the summer months while schools are closed.

Metrics

    a. registrations pending import

[Action 4]

Campaign for and support in-person activities and establish a community event calendar,

Metrics

    a. participation rates

[Action 5]

Collaborate across departments to makeover the district lobby area and request for district main phone line to offer parents an enrollment selection for direct connection "For Enrollment, Press 1",

Metrics

    a. completion of project

Priority 2: Involve families in decision-making

[Action 1]

Co-design the vision for engagement and parent education offerings in PUSD as part of the strategic planning process,

Metrics

    a. participant feedback

[Action 2]

Provide training to site principals, teachers, parent leaders, and staff to support a welcoming school environment, community partnerships, parent/guardian participation on advisory committees, and other topics requested by school communities (mental health),

Metrics

    a. survey data

Priority 3: Strive for active, two-way communication

[Action 1]

Provide in-person technology classes for parents and ensure all staff have access to a sandbox environment to experience Parent Portal and a parent/guardian,

Metrics

    a. survey data
    b. participation rates

[Action 2]

Ensure staff training includes supports and timeline for maintaining current contact information for families, including active outreach to promote Data Confirmation,

Metrics

    a. communication reports

[Action 3]

Create a training calendar and document training and processes,

Metrics

    a. survey data
    b. participation rates

[Action 4]

Include options for families to comment on Open Enrollment surveys, and establish an exit survey for families who withdraw from PUSD,

Metrics

    a. survey data
    b. participation rates

[Action 5]

Collaborate with the Communications team to expand reach on social media and via Blackboard,

Metrics

    a. social media engagement

<u>Priority 4: Support the district's focus on literacy</u>

[Action 1]

Collaborate with site and district staff to offer supplemental literacy training, expanded learning opportunities (tutoring, after-school enrichment, expanded summer programs), and community engagement opportunities (family literacy events, parent education workshops) at the district's Community Schools

Metrics

a. participation