



# Community Advisory Committee Recommendations

Presented to: Cupertino Union School District Superintendent

A Summary of the Work Produced by the Cupertino Community Advisory Committee

**BY: CUSD Community Advisory Committee**

[Email address]



## Declining Enrollment Recommendations

### Parents & Staff Team Work Committees

#### SUPERINTENDENT'S REQUEST

The Community Advisory Committee (CAC) on Enrollment is a Superintendent's Committee that will provide recommendations to the Cupertino Union School District on possible enrollment solutions to address the impacts of declining enrollment, particularly in the southern area of the District. The CAC was created to include stakeholders (parents, staff and Community Representatives). The meetings will be facilitated by Manny Barbara, Vice President, Silicon Valley Education Foundation and co-facilitator, Michael Sato, Principal Consultant, RMS OC&T.

#### SUPERINTENDENT'S CHARGE

Resolve declining enrollment issues across the District through creative solutions and out of the box thinking, and not necessarily limited to school closures and boundary changes, resulting in a thoughtful set of recommendations to the Superintendent.

#### CAC MISSION STATEMENT

*The CAC will work collaboratively to explore creative and sustainable solutions with preferably minimal impact in addressing the Cupertino District imbalance in enrollment and arrive at a consensus set of recommendations that can be realistically implemented.*

#### COMMUNITY ADVISORY COMMITTEE REPRESENTATIVES

The Representatives were selected from numerous applications with the intent to represent all parts of the Cupertino School District Community based on criteria presented by the Superintendent.

##### Parent Members

1. Rishi Bhargava, Collins
2. Anne Butterworth, Nimitz & Lawson Middle
3. Jamie Chan, Blue Hills & Miller Middle
4. Susan Chan, Regnart
5. Venkata Chalamayya Chintada, Garden Gate & Lawson Middle
6. Alan Fong, Meyerholz (CLIP)
7. Ann Hatcher, McAuliffe
8. Diana Johnson, Muir
9. Jennifer Leder, Dilworth
10. Mohamed Mostafa, Eisenhower & Hyde Middle
11. Sonali Paggaonkar, Regnart
12. Angelina Pearce, Miller Middle
13. Yatin Prayag, Muir
14. Kavitha Raghunathan, Blue Hills & Cupertino Middle
15. Reem Rizvi, Eaton
16. Ginny Sikri, Dilworth & Miller Middle

##### Community Members-At-Large

20. Karen Hoss
21. Srivastan Kasturi

##### District Employees

22. Mary Ann Cunningham, Stocklmeir
23. Ronaele Fijak, Transportation
24. Susan Gauthier, Dilworth
25. Melissa Hickman, Blue Hills
26. Kerstin Johnson, Dilworth
27. Crista Leamons, Instruction
28. Sally Lehrman, Lawson Middle
29. Chia-ching Lin, Meyerholz
30. Suzanne Matheny, Eisenhower
31. Stacy McAfee, Human Resources
32. Denise Menon, Regnart
33. Connie Rowe, Murdock-Portal
34. Norma Salas, Muir

## Declining Enrollment Recommendations

### Parents & Staff Team Work Committees

17. Vish Singh, Lincoln & Kennedy Middle
18. Akhilesh Srivastava, Dilworth & Miller Middle
19. Thien Vu, Meyerholz (CLIP & Neighborhood)
35. Maria Schinella, Maintenance & Operations

### CAC PROCESS & OUTCOMES

The CAC Representatives met seven times from March 8, 2017 to June 28, 2017. The seven meetings established a meeting and decision-making framework that was both inclusive of all ideas and in-depth information provided by the relevant District Staff . Throughout the meetings schedule, the District Staff provided information, scenario options and in-depth discussions on the following key information sources:

1. District Staff District Enrollment Patterns & Demographic Projections.
2. District Budget Projections & LCAP Survey Snapshot
3. District School Programs & Capacity
4. District & School Maps, Boundaries & Attendance
5. Relevant Board Policies & Administrative Regulations

In addition, and with full support of the CAC Representatives, the District Staff developed a “Stakeholder” online input form that enabled School District Residents the ability to provide semi-autonomous (identifying role and location) input, suggestions and/or questions that was shared with the CAC Representatives.

Through various individual, small team, group discussions & decision-making processes throughout the meetings, the CAC Representatives used various voting methods resulting in a set of consensus recommendations that represent the “Key CAC Recommendations”. These recommendations addressed one of three categories:

1. Declining Enrollment
2. Enrollment Imbalance within District Schools
3. Projected Decline in Enrollment from Potential Budget Issues

Each recommendation was also considered from a perspective of the time-frame in which it might be considered for implementation:

1. Immediately (0 to 1 Year))
2. Mid-term (2 to 3 Years)
3. Long-term (4 to 5 Years)

Based on all discussions, small team and large group discussions and consensus voting, the CAC Representatives arrived at the following five categories that comprise the CAC Key Recommendations detailed in this document:

1. District Open Enrollment (Inter-District)
2. District Open Enrollment (Intra-District)
3. District New Programs



## **Declining Enrollment Recommendations**

Parents & Staff Team Work Committees

4. Communication – Marketing – Advertising
5. Funding & Revenue

## **CAC KEY RECOMMENDATIONS**

### **District Open Enrollment (Inter-District)**

*Recommendations allowing Businesses employees opportunities for select District School Choice*

### **District Open Enrollment (Intra-District)**

*Recommendations allowing District Residents & Employees enhanced options for District School Choice*

### **District New Programs**

*Recommendations for New and/or Enhanced School Programs*

### **Communication – Marketing – Advertising**

*Recommendations for informing Cupertino existing and/or potential communities of services & offerings*

### **Funding & Revenue**

*Recommendations that potentially increase the District's source(s) of Funding and/or Revenue*

## Declining Enrollment Recommendations

Parents & Staff Team Work Committees

In addressing the following issues, the CAC was divided into work groups to summarize the recommendations. The entire CAC present then arrived at consensus on the recommendations presented here.

### OPEN ENROLLMENT – Inter-District Transfers

#### **Purpose: to counterbalance the projected decline in enrolment**

Recommendations allowing Businesses employees opportunities for select *District School Choice*

#### **Team Work Members**

##### **Ginny Sikri – Team Leader**

Alan Fong

Karen Hoss

Suzanne Matheny

Mohamed Mustafa

#### **Key Recommendations**

1. Allow Inter-District transfer based on CUSD staff contracts to low enrollment schools.  
❖ **Timeframe – 0 to 1 year**
2. Allow Inter-District transfer based on Employer’s headquarters being within CUSD Boundaries to low enrollment schools.  
❖ **Timeframe: 0 to 1 year**
3. Encourage and/or give priority to CUSD employees to attend CUSD/FUHSD schools and daycare.  
❖ **Timeframe: 0 to 1 year**

#### **Basis of Recommendations:**

#40 – Open Enrollment for teacher and staff children at all schools including choice where they are located.

#81 – Open-up the Allen Bill for greater inter-District/intra-District transfers.

#82 – Allow people who work in Cupertino to enroll their children in CUSD.

## Declining Enrollment Recommendations

Parents & Staff Team Work Committees

### District Open Enrollment – Intra-District Transfers

#### Purpose: to provide for more balanced enrollment among district schools

Recommendations allowing District Residents & Employees enhanced options for *District School Choice*

#### Team Work Members

**Susan Gauthier – Co-team Leader**

**Jennifer Leder – Co-team Leader**

Akhilesh Srivastava

Kerstin Johnson

Denise Menon

#### Key Recommendations

1. Allow students to Open Enroll to a Declining Enrollment School in the same period if a student is not successful in enrolling in an Alternative Program through the lottery system.
  - ❖ **Timeframe – 0 to 1 year**
2. Guarantee to parents who Open Enroll to Blue Hills, Dilworth, Meyerholtz or Muir to attend Miller middle school. (This could also apply to Blue Hills & Regnart for Kennedy middle school).
  - ❖ **Timeframe: 0 to 1 year**
3. Offer Flexible School Choice for certain streets: Sedgwick=>Dilworth; WV=>Montclair; Regnart=>Lincoln; GG=>Eaton. These should also guarantee the middle school.
  - ❖ **Timeframe: 0 to 1 year**
4. Give Sedgwick, Stockmeir and Eisenhower Open Enrollment requests priority over other Open Enrollment requests with the option of Miller.
  - ❖ **Timeframe: 0 to 1 year**
5. Shift which school apartments are assigned – Stockmeir=>Collins; Collins=>Sedgwick; Sedgwick/Eisenhower=>Dilworth or Blue Hills or Muir.
  - ❖ **Timeframe: 2 to 3 years**

#### Basis of Recommendations:

- #39 – 2<sup>nd</sup> and 3<sup>rd</sup> choices enrollment “ticket” for families that want to enroll in the southern school(s) after failing in getting 1<sup>st</sup> choice school.
- #41 & #27 – Guarantee that parents who Open Enroll to Blue Hills, Dilworth and Muir also get Miller middle school.
- #51 & #28 – Incentivize enrolling in a school in the declining area by allowing students to continue on to the feeder middle school.
- #26 – Give Sedgwick and Stockmeir families a choice of declining schools.

## Declining Enrollment Recommendations

Parents & Staff Team Work Committees

#21 – Open-up choices to overcrowded schools for kids to move to other less crowded schools with the option to pick that middle school.

#37 – Shift Apartments: Stockmeir=>Collins; Collins=>Sedgwick; Sedgwick=>Dilworth.

### District New Programs

**Purpose: to attract students from high enrollment schools to attend elsewhere throughout the district**

Recommendations for New and/or Enhanced School Programs

#### Team Work Members

**Thien Vu – Team Leader**

Chai-Ching Lin

Jamie Chan

Melissa Hickman

Mary Ann Cunningham

Reem Rizvi

#### Key Recommendations

1. Gradually create a New Program while keeping neighborhood school intact. (Place a CAP on Lottery to Alternative Program).
  - ❖ **Timeframe – 2 to 3 years**
2. Conduct a survey of parents, teachers and communities to assess their interest/support for an alternative program and willingness to move students to alternative school programs;
  - ❖ **Timeframe: 0 to 1 year – (Recommended: NOW)**

#### Basis of Recommendations:

#11 – Add another program to Blue Hills while keeping it a neighborhood school.

#2 – Create a STEAM Choice School site at one of the smaller schools.

#18 – Open-up another Back-to-Basics School.

## Declining Enrollment Recommendations

Parents & Staff Team Work Committees

### Communication – Marketing – Advertising

#### **Purpose: to highlight the outstanding education available at district schools**

Recommendations for informing Cupertino existing and/or potential communities of services & offerings

#### **Team Work Members**

##### **Connie Rowe – Team Leader**

Norma Salas

Sally Lehrman

Angelina Pearce

Diana Johnson

#### **Key Recommendations**

1. Allow small Schools to advertise by: ask/survey parents to understand what they want to know; creating videos that can be viewed any time.  
❖ **Timeframe – 0 to 1 year**
2. Give incoming Kindergarten presentations to encourage “shopping” (low enrollment Schools) – TK/Banner/Next Door/at Preschools/Library, etc.  
❖ **Timeframe: 0 to 1 year**
3. Create parent Outreach Programs to “tout” the merits of the low enrollment schools – e.g., “Welcome Wagon” programs tied to Real Estate Sales.  
❖ **Timeframe: 0 to 1 year**
4. Raise more awareness on the Open Enrollment Process, especially in Schools with high enrollment.  
❖ **Timeframe: 0 to 1 year**

#### **Basis of Recommendations:**

- #53 – Allow smaller schools to advertise during Open Enrollment and give tours and parent presentations like the Alternative Schools can do now.
- #56 – Promote low enrollment schools by having Kindergarten information meeting to encourage “shopping” of schools.
- #64 – Create parent Outreach Programs to “tout” the merits of the low enrollment schools.
- #63 – Raise more awareness on the Open Enrollment Process, especially in schools with high enrollment.



## Declining Enrollment Recommendations

Parents & Staff Team Work Committees

### Funding & Revenue

**Purpose: to develop creative ideas to address the projected decline in enrollment and subsequent budget deficits as a result**

Recommendations that potentially increase the District's source(s) of Funding and/or Revenue

#### Team Work Members

**Susan Chan – Team Leader**

Vatsan Kasturi

Sonali Padgaonkar

#### Key Recommendations

1. Challenge the California State Funding Formula:
  - Create a “Task Force to study and benchmark other Basic Aid Districts with the goal to bring CSUD to a Basic Aid District.
  - Start a “Change Movement” with the parents and Community using APPs like “Click My Cause” to influence them.
  - Also include Businesses Donation option

❖ **Timeframe – 0 to 1 year**
2. Challenge City government for additional funding by:
  - Increase Cities Parcel Tax.
  - Request that Cities for proportional funding based on the number of CUSD students attending in their Cities.

❖ **Timeframe: 0 to 1 year**
3. Rental OWNERS should pay the Market Tax Rate to CUSD.
  - ❖ **Timeframe: 2 to 3 years**

#### Basis of Recommendations:

#94 – CUSD should start to challenge the California State Funding Formula.

#93 – CUSD should challenge the City of Cupertino for school funding.

#85 – Rental Market issues – Can the Parcel Tax be changed on Rental Properties?

- Rental owners rent out their properties for a higher market rate and are paying very little Parcel Tax.