

Rubric Five: Oakland Schools Foundation

Communications

- Teacher recruitment
- Recruitment of students
- Family integration in communications
- Staff buy-in of marketing
- Communication materials (brochures, fact sheet, website, media package, pwerpoint presentation) and making use of them
- Connecting with funding community
- School-wide events (data nights, expos, literacy nights)

Operations

- Classroom standards/instructional alignment
- Integration of school programs
- Training programs
- Data management
- Operations and administration
- Program assessment and evaluation
- Budget management
- Fundraising resources

Resources

- Teacher development
- Teacher retention
- Family engagement with school
- Family resource center
- Strategy for partnerships
- Partnerships with outside organizations
- Leadership team
- Principal development
- Administrative/support staff development
- Individual giving campaign
- Grants
- Fundraising events
- Development of diversified fundraising plan