

TASK FORCE MEETING #2

May 10, 2023

1. Introductions for New Task Force Participants

Dr. Conroy welcomed everyone to the second meeting of the Task Force. A packet has been provided to all with a lot of information. If you have any questions during the presentations, please ask. If you need clarification during the presentations, please ask. Also, please speak up when talking so that those in YouTube land can hear your conversations.

Dr. Joe Farley welcomed back the task force and the new participants joining for this meeting. There was a quick introduction of all members and who they were representing on the task force.

2. Review of Meeting Protocol Agreements

Protocol Reminders: only one person may speak at a time, he is the acting facilitator, and NO side conversations. If you have something to say, say it to everyone.

3. Reflections, Thoughts, and Observations Since Last Meeting

Where are you tonight and what did you think about over the last two weeks?

- One question brought up by one of my constituents - is this task force going to, in good faith, think of all the schools?
 - As long as every option is on the table, then it would be up to the task force to come to consensus. If not a strong consensus, and multiple options are shared, the Board will make the ultimate decision.
- Village View parents are interested to learn about the targets for the new publicity campaign approved by the Board.
- Very positive first meeting and appreciated everyone's views, which were shared respectfully. Left feeling that all were able to express themselves and knew the purpose of the task force.
- Conversations were more about what the purpose of the task force is, to go slow to consider all options, and provide data to be shared with staff and PTA/PTO.

- Interested in seeing the information that would be provided and wants to dive into the info today in order to come up with different ideas.

Question: Is there a slide show presentation as we're speaking? Constituents watching on YouTube would like a screenshot or PowerPoint presentation. Dr. Conroy made that happen. Reminder to all in the room and in YouTube land, that the website shares all the information and resources needed...www.ovsd.org - a great resource!!!

4. History of School Consolidations and Enrollment in OVSD

In the Minutes/Notes of April 26th, 17 specific information items and questions were identified and are reflected in the agenda for this meeting and future meeting topics - consistent with our objectives and for all to be informed as you can be about these questions/topics.

Keith Farrow started presenting some of the meeting information, and will be interactive. Had a lot of information to present - all had the reference materials in front of them. Starting with page 4 - historical enrollment trends and data - a basic understanding. Looking back four decades - each point represents a 10 year decade. Had an initial big drop in enrollment dropping from 10 thousand plus to 8,753 where the District closed seven school sites. Rebounded in the next 10 years - speculative why the fantastic rebound (possibly tech ruling the market and/or prosperous times). Hard to say how that affected enrollment. In 2002-03 is where the concern started taking shape dropping to 9,418 in 2012-13 with no rebound over the next 10 years, and a sharp decline to 6,900 students where we currently are. During that time the only site closed was Sun View (currently being used as our Interim site during modernization). District has been concerned about the decline and has been talking about it since before 2017. We've seen a boost in apartment construction, but not seeing students coming from those apartments.

Question: Do you know how many students we get from the Bella Terra apartments?
Usually about 10% occupancy.

**Need that information for May 24th meeting.

JF: The District contracts with a very sophisticated and technical demographer and we can put together information such as where are children living, how many kids in an

area. One comment that hit me today when speaking with our demographer was that rental property in HB is not generating a large number of kids. We will have representatives from our demographer come to speak in future meetings and provide detailed information to the task force and the implications to the District. We can also ask them to identify how many private, parochial, and charter schools are in our 15 square mile attendance area. We can also provide where students are going when they are leaving as long as our schools have input the information into our student database.

Question: Curiosity about when it dropped to 8,700+ in 1992 what the enrollment numbers were at each site, what the enrollment numbers were when rebounded, and what the numbers were after closure. Answer: We do have that information provided for you to go over.

Question: Living in the Haven View tract and knowing that the site is closed and leased...if the numbers shoot up, is there a way to look at leased properties and get them back. Answer: All except Walmart (Crest View) and Lowes (Rancho View) sites. With short term leases, there is always that possibility of reclaiming those sites.

JF: Legacy property - it's an old saying you're not going to create new land, so you should retain as much property as you can - it's conceivable that HB will have another surge. I encourage Districts to hold on to their property as that's a legacy for its future.

Question: About that - a lot of residents in HB are older and will be phasing out - hoping homes will be going to younger people. Do we have demographics look at that - look at age - phasing out. Answer: Yes, demographics can provide that information. In working with another District, Capistrano USD, they found that older people, with no children left at home, were buying large 3-4 bedrooms, which was counterintuitive to bringing in new families.

Question: I want to not lose sight of the fact that they are not coming to this school district deliberately. All my neighbors left and went to other schools. The kids are there and participating in activities in HB, but they are going to and paying for private schools. A knee jerk response by parents at Hope, Harbour, Marine View - our communities are different, demographics are different, but the kids are still there and not coming to our

schools.

JF: We have data to support and we will illustrate that. A wrinkle to that data going back 30+ years is that the percentage going to private/parochial, even when the enrollment was high, has been about the same. It would have been true when we were up at these high numbers and will bring that data to you eventually.

Is there data to show the children that were turned away - we do have families that were unable to go to their home school for TK - turned them to private school, they didn't want to go to another neighboring school where there may have been availability - they wanted their home school.

JF: A slow rollout of TK. We understand we need to be better and share earlier.

We need to capture them in TK and then parents will see how strong the programs are at our schools, the dedication of staff, our parents volunteering at our schools - and if they get turned away trying to get them to come back is difficult - adding to that...we have a great preschool program also, which gets them even earlier - PS program is amazing.

Also, lowering the age for TK will help bring in enrollment and make sure they are staying in our district - a positive

Comes from out of district - to speed up the process for these transfers - re-enrolled them in the past and still waiting until the last minute - a couple of days before school starts and I'm a teacher in this District. Never been the same procedure or timeline so when the timeline is so late and you don't get an answer, it's hard for parents who need to make a decision.

Also have to look at is on some level district personnel - one person that handles the transfers and she has to do it all by herself - looking at that to get some more realistic dates, enrollment dates, and transfers approved. It's one person and I feel it needs more than one to keep up with other districts.

Piggyback - having two of three children qualify for TK and not be let in to School of Choice, but getting placed at different TK - has 2 gate program children - by the time we get approved and all spots are filled, rightfully so by the people in the district, then it's too late and you don't get to be placed anywhere.

Additionally, how we process those requests - loves old school mentality - paper forms - but there is a reality of where we are at as a society/community - it gives you very little visibility and to track it - nearby school districts it's much more electronic and techy. Knows that we're trying to move that way, but those might be ways to process transfers faster and move some of that to technology. Not needing to hire additional people.

Question: For these new communities, such as Bella Terra, what outreach has the District done for any new families coming in? Answer: We do have our District map on our website that provides the information about which school their children should attend; but I want to bring this item back so that we can have our PR person share and get a better answer to your question.

Surprised that the District does not provide mailers going out every year to everyone in our attendance area. We have social media, but those following are already probably in our schools. It doesn't bring people in from different areas sharing about our schools. Funny that we've never done that.

JF - to go along with your question - the District's new PR campaign - MC: We took an item to the Board last night, which was approved for a full marketing firm that specializes in education. Putting together a campaign for June, July, and August - so we'll hit all the different media mediums and possibly TV and obviously social media. Spending the rest of May to get the information ready to start in June. Great to hear that that includes mailboxes - mailers to all addresses. Part of the data they need to collect.

JF: Add that this is important - the task force mentioned marketing the district and having the ability to analyze the impact of that to see how many children it might capture. It will say yay or nay. Marketing is not the reason they are not showing up, but might be a placemark about how effective that is or isn't. Because there is other data that says people are leaving to other private and charter and that may not even be a factor.

With this new campaign, will there even be enough transfers that will be accepted - what I've gotten from people sharing here is that people are still waiting to hear back from the District - now taking their kids to other districts where they have been accepted because they are still waiting to hear back - how effective? Spend all this money on this promotion and will they get their choice of is transfers already cut off. So, time and acceptance and are we also promoting it out to all the other cities around. A high price point here to live and not all can afford to live here right now. \$1.150 mil price point to live here, but want to keep our kids here. Do this earlier on and not so late in the year.

Block of Orange - Westminster has a huge billboard - now sending mailers to all of our families in our district - they are ahead of the game and they are already accepting our transfers, while we still wait to hear.

JF: Does this campaign reach out that far? MC: we've had that conversation.

How long will we look for the turnaround efforts of campaigning - close the window? or continue with the campaign? Families already have a mindset of which schools they will attend - and you're barely reaching them in June and July. Should we slow this down and wait for the other transfer window to come around? We will analyze and look at our return on investment, possibly looking at a different window next school year - it could be multiple windows throughout the course of the school year.

Is this trend consistent around all districts? KF: Yes, but we're seeing a steeper decline.

JF: most are experiencing a decline - LAUSD - down to 460,000+ students - decrease of more than 50% across that region. All are experiencing that.

Someone brought up high density housing like Bella Terra and Parkside Estates - are we working in conjunction working with City Council and evaluating high density housing, ensuring that we're having a balance of what needs are met and we're not just putting homes there that won't offer children? Are we having those conversations with the City? KF: We do have those conversations, but unfortunately the City decides outside what the District may request.

The marketing campaign is a great start, but it should be more of a 2-year campaign. Parents have already decided where their children will attend school. We need to invite, through mailers, the community to open houses, b-to-s nights, provide mailers for those 2 events. Hopefully, we are open to the fact that there won't be a lot of movement in numbers next school year and may not be realistic.

JF: We can look at possibly what increases came from Westminster's marketing campaign? MC mentioned that it will be a two year process and probably continue to provide the kinds of increases that are generated.

Marketing Campaign - doing this and it's great and in the summer, and we're supposed to make a recommendation? That will be difficult and not enough adequate information. On the flip side, same thing - what's the level of seriousness? In three months we all know where children are going - don't know that three months of information, don't know about the seriousness - how on earth are you going to make a recommendation in this short 6-8 week period when you can have all the data. What have we done to get us there, to bring in the numbers that we need to bring in? Difficult balance going back to the school sites and to different parents and speaking to the community - what have you done?

Remember, we talked at the last meeting about this task force meeting through the summer and into the fall. We know you are not going to have enough data and we won't be ready. You will receive all the information that you need.

MC: I agree. We have not done enough to market the school district. We have not. All information on the Superintendent's Schools Task Force, including the presentation, is now available YouTubers. Go to www.ovsd.org and click on Superintendent's Schools Task Force.

INFORMATION PACKET - Keith Farrow, Assistant Superintendent, Administrative Services, and the District's Chief Business Official (CBO), provided a packet of information to the Task Force and started explaining the information below. Questions were asked and answers provided on these topics and unrelated topics.

- Historic Enrollment Trends - Page 4
 - Starting with 1982-83 and moving through four decades - shows historical enrollment trends and when the District decided to close schools during this time
 - 1984-85 - Closed Glen View, Lark View, Meadow View, and Pleasant View
 - 1986-87 - Closed Special Education location at Nueva View
 - 1987-88 - Closed Park View
 - 1991-92 - Closed Crest View and Haven View
 - 2017-18 - Closed Sun View

- 1982-83 - enrollment was 10,138
- 1992-93 - enrollment was 8,753
- 2002-03 - enrollment was 10,180
- 2012-13 - enrollment was 9,418
- 2022-23 - enrollment is 6,809 (steadily losing an average of over 250 kids per year over the last decade)

- OVSD Enrollment History - Page 5 and Pages 6-7
 - An enrollment history by school over the last decade showing the decline from 9,418 to 6,809. When Sun View closed in 2017-18, it had 170 students. Those students were enrolled in Westmont.
 - Measure R modernized sites were highlighted
 - These pages showed the California Department of Education Census Day enrollment numbers (usually the first Wednesday in October) over the past four decades from 1982-83 through 2022-23 (showing closed site enrollment)

- Enrollment by Grade - Page 8
 - Comparing the outgoing grade levels to the incoming ones (2021-22 to 2022-23), there is a noticeable higher number of students promoting to high school compared to students starting Transitional Kindergarten/Kindergarten. Outgoing classes of 7th and 8th graders are in the eight hundred (800) range, compared to the incoming classes in Kindergarten through 3rd grade in the six hundred (600) range.
 - These comparisons have been shown at several Board meetings and points out that enrollment loss is real.
 - It shows that the next two years are the last two classes we'll see at 800 students
 - It shows that the new TK/K students coming in are at 600
 - Historically, since 2015-16, Dr. Conroy, in his previous role as Deputy Superintendent, provided consistent information on declining enrollment, showing that we still had two classes at 1,000 students; but those would be the last we would see.
 - Projections do not show that there will be any rebound.

- County-wide Elementary School Enrollment Comparison - Page 9
 - A comparison of elementary school countywide with schools less than 400 (numbers and percentages)
 - Surrounding school district comparisons:
 - Fountain Valley SD - 0 school out of 7 / 0%

- Huntington Beach City SD - 1 school out of 6 / 17%
- Los Alamitos USD - 0 schools out of 6 / 0%
- Westminster SD - 4 schools out of 13 / 31%
- *Ocean View SD - 6 schools out of 10 / 60%*

Countywide Average = 27%

COMMENT:

- Why was the number 400 students chosen?
 - Trying to look for efficiencies of how many students should be enrolled in a school - it's just one way of looking at it.

 - County-wide Middle School Enrollment Comparison - Page 10
 - A comparison of middle school enrollment countywide with schools less than 600 (numbers and percentages)
 - Surrounding school district comparisons
 - Fountain Valley SD - 0 schools out of 3 / 0%
 - Huntington Beach City SD - 0 schools out of 2 / 0%
 - Los Alamitos USD - 0 schools out of 2 / 0%
 - Westminster SD - 1 school out of 3 / 31%
 - *Ocean View SD - 3 schools out of 4 / 75%*
- Countywide average = 32%
- These comparisons show that OVSD is not using their resources efficiently

COMMENTS REGARDING THE INFORMATION PRESENTED:

- Train down the track - didn't do anything about this
- Just now started to think about promotion and marketing
- 2012-13 and continual decline - task force is now dealt with the sins of the past. This should have been dealt with 10 years ago.
- The trends were there - why hasn't the Board taken any action?
- To me just seeing this and just hearing the comments in the room - no info going out to the community; TK is low; should be marketing to the littles, so they are here and then they stay. I live in the District and fight tooth and nail to get in my home school program. The District is weighted with salaries and facilities and overhead. Fund the programs properly.
- When you have teachers and parents that have a difficult time getting their own kids in, how do you expect people that don't know us to want to come here if we're having a difficult time.
- Dynamics, housing, price of housing, services like bussing that would bring other types of students into our district are evident - not going to be able to keep them long term.

Have to have an all around approach - it's not just marketing that will keep them here.

- So important - what are we marketing? - kids that are going to private and charter are looking for low classroom size and academic rigor. Low class sizes - creating buzz at 20:1 or 25:1 would be exciting - we need to get creative - what does the community want? Need to offer something they can't get at private school, who are not offering 20:1.
- Curious if we have the data on districts around us offering lower classes?
 - We are within norm with some class sizes just below some of our neighbors - state program in the specifications in the numbers and averaging is embedded in that language
- So, it looks like Westminster SD marketing is working.
- Back to the original closures - 7 schools. The reality is that we're missing a lot of kids.
- Back to the question of whether or not the campaign will bring kids back. Interesting to see what the perception will be.
- No Mello Roos taxes in HB.
- Is Basic Aid funding an option for OVSD. Funding to schools relies on property tax only and is a different funding model than used by OVSD. HB City SD is right on the edge, but would not accept inter-district transfers or would revoke all transfers as they want their property taxes to pay for their own home district students.
- Previous School Closures - Page 11
 - This was a request to provide information on previous school closures and current usage:

Rancho View	Prior to 1981-82	Leasing property to Lowe's
Robinwood	Prior to 1981-82	Leasing property to Grace Lutheran School
Glen View	1985-86	Leasing property to Bright Star Learning Center
Lark View	1985-86	Current OVSD District Office
Meadow View	1985-86	Leasing property to 4 tenants
Pleasant View	1985-86	District storage
Special Ed Nueva View	1987-88	Current OVSD District Office
Park View	1988-89	Community park and facility use
Crest View	1992-93	Leasing property to 4 tenants (incl. Walmart)

Haven View	1992-93	Leasing property to LePort Stratford
Sun View	2018-19	Interim site during Measure R Modernization

- Final Enrollment by Grade Prior to School Closure - Page 12
 - This chart provided information on the number of students in each grade level the year before the school was closed.
- Lease Revenues - Pages 13-14
 - This chart provided information about the properties providing lease revenues. Both short-term and long-term leases allow the District to pay back the Certificates of Participation (COPs) loans taken out during the very challenging “asbestos crisis.”
 - COPs are not like home loans - rates don’t stay flat. These loans will be paid off in 2029 and 2030.
 - The long-term leases are 65 years and are at Rancho View (Lowe’s) and Crest View (Walmart and three outpads).
 - Short-term leases could be non-renewals if the District requires more property.

COMMENTS:

- Concern about leasing to tenants like Grace Lutheran, who take kids away from our District. Non-compete in the business world. This makes no sense.
- Concern that with empty classrooms, a charter school could come in and take our kids.
- Short-term leases go back over 4 decades.
- Some families are not going to leave parochial schools
- Concept of marketing a school district is really fairly unprecedented until the last 2-3 years - not a concept utilized anywhere. A lot of reasons for that. It was taboo to try to steal kids away from private schools or from another district. It wasn’t considered something that was professional. Now that has changed.
- Is there a plan for the Park View site and maintaining sports fields. Has the District explored avenues to generate revenue from the property to cover expenses to maintain that park and field space?
- Understands the passion to retain land and maintain as many schools as we can and reduce the number of combo classes in elementary. Takes issue with losing money on a site that we want to maintain for the community - sports fields.
- Another thing that I’m hearing, that we may want to include as a recommendation, is some sort of analysis - previous campuses - what might generate the money that will protect the land and benefit the District. **Recommend the follow up of this discussion.
- MC: On page 13 - the concept of non-compete does make sense, however, we’d be

making assumptions that all those students would come back to public school.

- If the lease payments go away, then the District's General Fund would need to pay for the bank loans (COPs). This would bring an impact on what the District would be able to provide for programs in schools
- We are land rich, do other districts have extra land/sites - **Do we have those numbers? Having worked in many districts, most have land/sites.
- The District owns other properties that we don't have sites built on - Trustee Briscoe referenced a piece of land over by the munitions (Seal Beach Naval Weapons Station) that OVSD owned. Our boundary does extend into the weapons station, however there are no children in that area.
- The District sold land in the tract south of Marine View, but the area was not big enough to build a school.
- The District sold land in the wetlands.
- Hate to think that there was any land we weren't leveraging.

How are you feeling about tonight's session?

Acknowledge Keith's work.

Making progress

Thank you for the information

More to come

Move forward - would like to participate and have input to that plan for the marketing campaign.

Staying cooperative and working as a team will eventually get us to the bottom of this presentation packet and most likely will meet into next school year.