



**OAKLAND TECHNICAL HIGH SCHOOL
2014-2015 CENTENNIAL
BUSINESS PLAN**

JUNE 2013

Celebrating the 100th anniversary of Oakland Technical High School, a landmark institution that continues to educate and inspire generations of Bulldogs, and honoring the richness of our diverse heritage and our enduring legacy.

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Chair
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Oakland Technical Centennial

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Summary

In June 2012, representatives of the Oakland Technical High School PTSA (parent-teacher-student-association) and a few alumni came together with school faculty, in preparation for the school's 100th anniversary in September 2014. The previous milestone for the 75th anniversary was met with a speech and limited acknowledgment. This group wanted to make this event much more significant.

With each monthly meeting, the scope of what would make the centennial have an impact changed. The Centennial general meetings made way for a 'strategic' committee, which would serve as the design committee for the overall organization. This strategic committee now referred to as the Steering Committee, defined success in three areas:

1. School Engagement-- Providing a forum for current students to highlight their accomplishments and activities.
 - a. Art
 - b. Music
 - c. Dramatic works
2. Community Interaction—allowing for the local area businesses and residents to participate in the celebration.
 - a. Sponsorship of activities
 - b. Marketing and supporting the events
 - c. Informing other members of the community
3. Alumni Participation—getting the beneficiaries of Oakland Technical High (its graduates), to give back
 - a. Creation of activities
 - b. Managing the event
 - c. Raising resources

Members of the community, staff, and student populations, coupled with the business and government sectors, and teamed with alumni are coalescing to highlight this milestone. This recognition begins with community engaged awareness and support in the form of a “kickoff” campaign in August 2014; followed by student, staff and parent driven activity throughout the school year; culminating with alumni centered programs in May 2015.

With the unprecedented marketing and support, the Centennial Committee has a once-in-a-lifetime opportunity to create sustainable programs and relationships, and develop two long term financial programs to benefit the school. By June 2015, the Oakland Centennial Committee hopes to raise \$1 million for facilities, programmatic and capital development.

1. Infrastructure/Facilities

- a. Rehabilitation of the Boys’ gymnasium
- b. Main building repairs
- c. Repainting
 - i. 90 rooms
 - ii. Matching back of school
 - iii. Main building/external boarding

2. Programmatic

- a. Supplemental Education
 - i. Materials
 - ii. Tutors
 - iii. Educators
- b. Entrepreneur Enterprise
- c. Library

3. Capital Development

- a. Oakland Technical Endowment
- b. Oakland Technical Alumni Foundation

c. Oakland Technical Centennial Account

Background

Oakland Technical High School, established in 1914, is the third oldest comprehensive public high school in Oakland, California. Serving over 1700 students, Oakland Technical High School, or Oakland “Tech” or simply “Tech” as it is nicknamed, is one of the premier schools in Oakland today. During the 2008-2009 year, Tech received the Western Association of Schools and Colleges (WASC) 6-year maximum accreditation.

In recent years, Tech has stood out, not as the premier public school in Oakland, but as a viable alternative to some of the best private schools in the nation (also located in Oakland). Nearly 30% of the students are indentified as GATE (gifted and talented), showing a 20% annual increase over the last few years. As a result, Tech is experiencing a cultural renaissance, active parent participation, vibrant alumni organizations and activities, physical/restorative changes to the school setting (including acquiring in 2012-2013 a satellite arts campus educating 130 students daily), serving as a winning institution on the playing field, and attracting and sustaining a racially, culturally and economically diverse student body in an urban setting. Indeed, the crowning achievement in Tech’s rebirth is its burgeoning academic reputation.

Students at Oakland Technical High School have the option of enrolling in one of seven school's academies, each operating as rigorous, specialized academic tracks within the school. Students take one class within their academies, and spend the rest of the day in standard classes. As a result, students can be jointly enrolled in other programs. These academies: BioTech, Engineering, Computer, Green Gaia, Health, Paideia, and Performing Arts, are for grades 10th through 12th-- also provide the opportunity for internships, paid summer jobs, in addition to the ability to specialize in a specific area of interest. Based on their grades, students also have the option to enroll in Advanced Placement courses.

Students from the Academies routinely attend top-tier public and private universities upon graduation. In 2007, the Engineering Academy for example, sent more girls to the freshman class at MIT than any other school west of the Mississippi. In 2008, over half of the advanced senior block was accepted to the University of California Berkeley. Students regularly score 4’s or 5’s for AP classes taken in the Paideia program.

Location

Oakland Tech is located at 4351 Broadway Avenue, boarding on the Temescal and Rockridge districts of the north section in Oakland. It is within a miles from the convergence of three freeways linking Oakland with Berkeley, Contra Costa County, Emeryville and San Francisco respectively. Tech is geographically accessible, located just miles from the city of Piedmont, (less than 5 miles from the University of California), and less than a mile from the Piedmont Avenue and Rockridge shopping districts.

Leadership Team

Harold Lowe, Steering Committee Chair. Oakland Tech Alum whose parents are both Tech Alumni, Financial Planner and Nonprofit consultant, with nearly 25 years of sales, marketing, finance, and management experience in for profit and nonprofit organizations. BA University of California Berkeley; MPA California State University Hayward.

Creasie Jordan, Oakland Tech Alum, former Tech teacher. With over 40 years of experience in teaching and instruction, education, curriculum review, systems analysis and state retirement planning, Ms. Jordan is currently a self employed consultant. B.S. San Francisco State University; M.A. Stanford University. .

Earl “Marty” Price, Oakland Tech Alum, former Oakland Tech Administrator, former Albany High teacher. 40 years of experience in teaching, and education. Mr. Price is retired. B.A. University of California Irvine, M.S. California State University Hayward.

Terri Cullinane, Oakland Tech parent, former Oakland Tech PTSA President. Mrs. Cullinane is a business owner.

Dan Williams, Oakland Tech parent, PTSA member, works for the University of California. B.A. University of California Berkeley

Stan Tremewan, Oakland Tech Alum, regional business manager.

Harry Payne, Oakland Tech Alum, retired business owner.

Committee Descriptions

The Oakland Technical High School Centennial group is the umbrella organization for several committees. It does not have any governing responsibility or authority, and members meet monthly to get information from the committees. All committees have chair/co-chairs, and with the exception of the Steering and Advisory committees, are open to Oakland Tech Alumni, Students, Staff and Parents. Committee responsibilities vary, and some committees meet only sporadically, and in the case of the on-campus activity based committees, these committees meet in conjunction with student/teacher activity in school. For the most part, on-campus committees are self funded. All other committees need to comply with financial requirements as set forth by the Steering Committee, in order to be considered for funding. Although there may be modifications in the business plan to accommodate additional committees, if a committee is not listed below, it is likely that committee has not been approved by the Steering Committee, and is not considered as a member of the Centennial group. (Note: there are organizations

that are not a part of the Centennial organization that will still be recognized on the Centennial calendar, such as the Oakland Tech class of 1964 50th Class reunion).

Advisory

An Ad-Hoc Committee that reports to the Steering Committee. Its purpose is to provide managerial support for the overall organization and the financial fundraising arm of the team. The members of the committee come from the business and government sectors.

Database

This committee is responsible for creating and tracking the contact information for Alumni, friends, supporters and sponsors.

Steering

The management and strategic arm of the Centennial Committee. Responsible for working with all of the other committees, setting policy, etc. Committee budgets are submitted to the Steering Committee for financial approval, and to create one master budget.

Kickoff

The Committee responsible for the start of the year-long celebration. Coordinating activities among the subcommittees.

Timeline

An Ad-Hoc committee comprised of monthly chairs, and the steering committee. In addition, this committee is responsible for managing the general calendar, ensuring that there is no conflict of interest amongst activities, and enabling the committees to manage objectives and stay on target.

Fundraising

The committee responsible for raising revenue to support the activities of the Centennial organization.

PR/Publicity

Will serve as the marketing arm, working with media, local community based organizations, and informing Centennial participants (alumni, students, etc.) of activities.

Gala

The Committee responsible for the close of the year-long celebrations, culminating with several activities in May 2015.

School-based Committees

- Fashion Show
- Speaker's Series
- Theatrical
- Dance

Objectives

In addition to highlighting the significant milestone for Oakland's third oldest comprehensive high school, the Centennial group is also seeking to position Oakland Tech for success for the next 100 years. It is the objective of the Oakland Technical High School Centennial Committee to:

- Coordinate the activities and events for the Oakland Tech 2014-2015
- Raise the capital necessary to produce an Oakland Tech worthy event
- Create an action plan that can be implemented and sustained
- Bring together Oakland Tech Alumni, Oakland Tech supporters and the local community to reach our financial goals
- To leave a positive impact on the North Oakland community
- To provide for a funding stream for Oakland Tech to use in order to benefit its student population
- To improve the infrastructure of Oakland Tech
- To create a model framework for other Oakland high schools to follow as they celebrate milestone events
- Improve the alumni network within Oakland Tech, and to encourage that network to remain an active partner in the ongoing development of our students
- To create an alumni network of 5,000, developing and strengthening Oakland Tech alumni relationships
- To have fun, and provide everyone with lasting memories of the Centennial

Marketing

Challenges

- Marketing message
- Operational needs
- Data Collection (locating alumni)
- Organizational participation for a 30 month process
- Operational Costs
- Campaign issues associated with regulations
- Capital needs
- Developing community based support
- Financial backing
- Expansion

The primary challenge is creating a message that speaks to two groups that have not had a tradition of sponsoring an event such as the Oakland Tech Centennial. The first group are individuals, which may have participated in class specific activities (Class of 2000 Reunion, for example), and sponsors who give to community based programs with ongoing missions and infrastructures. An additional challenge is therefore competing with local community based organizations for funding in a constrained marketplace. Many of the local organizations have long standing relationships with the philanthropic community, and much of our efforts will be to inform the funding community about Oakland Technical High School. Moreover, there are organizations that do not fund education, in particular public high schools, since these schools are a part of unified school districts. Obviously, the amount of funds to be raised within the given timeframe presents its own complexity.

The next challenge is to identify our key markets, and to create strategies associated with each. These markets are defined as core market, primary market, secondary market and key market. The classification of a group/organization with each market is defined by relationship factors:

- Direct affinity
- Immediate impact
- Support levels

Our **core market** is the alumni themselves; to which we have estimated at 10,000, but with limited time and financial resources, we hope to reach 5,000. Relationship factors, for example, show that they have the best affinity since they directly benefitted from Oakland Tech, they can provide immediate assistance with volunteer time, financial support, fundraising/management experience and expertise, mentoring and historical context, personal advertising, etc. In addition, there are no constraints on the time they can provide or the amount of money they would be able to give; their only budget concerns are personal.

The **primary market** consists of the largest employers and the business organizations within the Tech area. Examples include:

- Kaiser Permanente
- Burger King
- Chase Bank
- Sherwin Williams
- Safeway
- AAA
- Rockridge District Association
- Temescal Telegraph BID
- Broadway Auto Row
- Piedmont Avenue
- Oakland Unified School District
- City of Oakland

The **secondary market** focuses on two segments: catering to opportunities with the local businesses and organizations in networks that expand outside of the North Oakland district, and the local residents.

- Oakland Chamber of Commerce
- Oakland Restaurant Association
- Neighborhood Councils

- Montclair Business community
- Lake Merritt Business community
- Downtown Oakland Business community

The **key market** represents those groups, foundations, organizations and institutions that historically provide financial assistance to community based activities. It is in this market that we anticipate the ‘giving’: grants, in-kind donations or services and/or materials, and volunteers for specific day events.

- | | |
|---------------------|----------------|
| • Wells Fargo | Citibank |
| • Bank of America | KTVU/KICU |
| • Clorox | Union Bank |
| • Rogers Foundation | Oakland Rotary |

Benefits

- Funding of programs
- Development of Alumni network
- Professional support
- Media
- Visibility of Oakland Tech’s program
- Community Good
- Celebration of Oakland Tech
- Local efforts partnering with school
- Business opportunities

Even though the development, marketing, and implementation present a daunting task, the benefits greatly outweigh the associated operational time and costs. When successful, the Oakland Technical Centennial group will have raised \$1 million for infrastructure and educational programs to support the student population. Oakland Tech, like many schools in Oakland, has significant unmet needs: facility repair, a significant population in need of supplemental resources to be college ready. The Centennial provides for a vehicle to galvanize people to common

Marketing Calendar

June 2013-September 2013

- Core Market Database 50% populated
- Primary, Secondary, Key market participants identified
- Letters of interest developed and sent to markets
- Oakland Tech Centennial media/marketing materials developed
- Sponsor levels determined, sponsor packages developed

September 2013-December 2013

- Core Market Database 75% populated
- Follow up from initial letters of interest
- Calendar set with key market funding requirements
- Website development with online campaign
- Oakland Tech Centennial newsletter released
- Oakland Tech media/marketing campaign launched
- Start/completion of funding requirements (grant applications)
- Fundraising committee representatives meeting with key markets
- Start of sponsor campaign for specific Centennial events
- Sponsor packages distributed and become available online

January 2014-June 2014

- Core Market Database 95% populated
- Online acceptance of Centennial registration fees
- Marketing effort for off-line Centennial registration
- Continued sponsor campaign for specific Centennial events
- 25% of financial goal reached
- Ongoing follow up with sponsors
- Marketing push to core market

June 2014-December 2014

- Core Market Database 99% populated
- Online acceptance of Centennial registration fees
- Marketing effort for off-line Centennial registration
- Continued sponsor campaign for specific Centennial events
- 65% of financial goal reached
- Ongoing follow up with sponsors
- Continued marketing push to core market
- Marketing relationships with primary and secondary markets

January 2014-June 2014

- Core Market Database 100% populated
- 100% collection of Centennial registration fees
- Marketing effort for off-line Centennial registration
- Continued sponsor campaign for specific Centennial events
- Heavy media effort February 2014-April 2014
- 100% of financial goal reached
- Ongoing follow up with sponsors
- Final marketing push to core market
- Final marketing push to primary and secondary markets

Benefits

- Community Awareness
- Local efforts
- Minority owned, women owned company
- Small, flexible
- Sales growth opportunities for participating organizations
- Advisory Team

Advisory Board

- Sheilagh Andujar, Former Principal and OUSD Special Education Director
- Tony Wicks, Management Consultant
- Michael R. Bruck, Attorney, Former Mayor of Piedmont, CA

Financial Projections 2013-2015 (TBD)

Monthly Revenues	<u>June-13</u>	<u>June-14</u>	<u>June-15</u>
Donations	\$	\$	\$
Grants	\$	\$	\$
Sponsorships	\$	\$	\$
Vendor Ads	\$	\$	\$
Registration Fees	\$	\$	\$
Misc	\$	\$	\$
Revenue totals	\$	\$	\$
Monthly Expenses			
Operating/Fees	\$	\$	\$
<u>Compensation/Labor</u>	\$	\$	\$
Banking/Finance			
Legal	\$	\$	\$
Tax			
Sponsored Events	\$	\$	\$
Materials	\$	\$	\$
Printing/Technology	\$	\$	\$
Consultant	\$	\$	\$
Expense Totals			
Gross Profit	\$	\$	\$

Competition

As this is a public school, there are no traditional competitors; there is, however, competition for fundraising support, as well as competing activity during the course of the 2014-2015 calendar school year. As a result, the Oakland Technical High School Centennial group will track events and when needed and develop strategies to minimize any anticipated conflicts. Competitive activity can even come from our partners, as we may solicit the same set of sponsorships, or conduct promotions during the same timeframe as organizational events. For example:

Oakland Tech PTSA
College Avenue Street Fair

Meanwhile, the Oakland Technical High School Centennial group will be able to illustrate our advantages for support among the philanthropic community with our marketing materials, fully developed by 3rd Quarter 2013.

Advertising and Promotion

Advertising

The Oakland Technical High School Centennial group will be able to advertise as per the direction of the PR Committee. Currently, two of our partners, Sherwin Williams and KTVU/KICU, are working with the PR Committee to develop a media campaign to celebrate the promotional painting work to be performed by Sherwin Williams at Oakland Tech in the summer 2013.

Organizational support: The Oakland African American Chambers of Commerce, The Oakland Chamber of Commerce, the Green Business Program, The Montclairion, NUMI Tea are some of the organizations considered the PR Committee with utilize during the kickoff campaign.

Kickoff, August 2014

The PR Committee will distribute discounted coupons for the grand opening. The USTA and Sherwin Williams have already expressed an opportunity to create discounted services. With the social marketing, advertising, and business agency support, we anticipate reaching 15,000 potential customers in the area. Some of the grand opening features may be available over the course of several days, but the main event will take place on one day, meant to coincide with the end of summer, back to school, and to attract the largest possible crowds in the area.

Among the Grand Opening features:

- Offering balloons in the shape of fruits and veggies, to draw attention.
- Raffle prizes, with one grand prize.
- Allowing other community based organizations to set up booths.
- Marketing information about the upcoming events.
- Sampling some products from sponsors.

- Live, local band

Promotion Strategy

Promotion

The Tech Centennial group will be able to will use several methods to regularly communicate to our alumni to advise them of event, registration dates, promotions, etc. The Centennial group will use flyers, brochures, menus, and coupon books to distribute to all business, resident, schools, organizations etc. within a 3-5 mile radius.

1. **Internet Advertising-**

- The PR Committee will advertise specials and events, and post our updates on the school website.
- E-mail blasts are sent regularly promoting committee meetings, general body meetings and just key events.
- Our website will also link our alumni and the community to becoming our friends on Facebook.
- Video marketing; when appropriate, we will ask post links to our You Tube videos.

2. **Social Networking-** typical social vehicles to use:

- Oakland Tech Website.
- Facebook
- Centennial Website
- Linked-In

Conclusion

The Tech Centennial group's scheduled events for the 2014-2015 school year will benefit current students and staff, the business community, residents, greater North Oakland, and the alumni by bringing people back to celebrate the school..For the alumni, they will be able to recount some of the best times of their lives, to reconnect with old friends, and to make new relationships. For the community, we anticipate that highlighting Oakland Technical High School will invite them to learn about a local jewel, and to have a sense of pride. Although Oakland Tech is the 3rd oldest high school, no other high school has engaged such a marketing, fundraising, and social endeavor. As a result, we believe that with the uncharted territory, will be unprecedented opportunity, and we welcome the support of organizations, businesses, and individuals to help make this even a success.

We are available to answer any questions you may have and look forward to discussing this opportunity further. Please submit all inquiries to:

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We declare this offer to be binding and free of errors or omissions. Due diligence has been performed in order to ensure compliance with your requirements and particular situation. We agree to hold our proposal open for acceptance until a decision is made by your organization.

Thank you for your interest.

Sincerely,

Harold Lowe, Steering Committee Chair