AGENDA ITEM: Pima Rose Academy, Inc.

Pima Rose Academy Inc. submitted an application package for the Board's consideration. This report contains:

- A staff overview and summary of the application package, including a description of the proposed education plan, a description of the applicant's organization with a summary of information submitted regarding applicant education and experience, and a description of the applicant's budget plan.
- A copy of the scoring rubric which confirms the application package does meet the requirements as demonstrated through the review of the preliminary application package submitted on July 1, 2010, the technical assistance provided to the applicant, and a review of the revised application package submitted on November 10, 2010.
- The application package submitted by the applicant.

Pima Rose Academy Inc. is an Arizona for-profit corporation. The authorized representative for the corporation is Kelly Hurtado. The proposed school, Pima Rose Academy, will serve grades 9 through 12 in Tucson.

A. EDUCATION PLAN

Educational Philosophy	**Philosophical approach** In the narrative, the applicant states the mission of Pima Rose Academy (PRA) is founded in and supported by the following comprehensive philosophy of education for its students that: a. Trains them in the fundamental content and skills needed for expertise in subject matter, transition into college, and choice in careers as articulated in Common Core State Standards for high schools; b. Expands current abilities used by a student to make meaningful connections that vividly relate new to old content, concepts, and ideas; and c. Creates life options and opportunities for each of its high school graduates. **Rationale** The narrative states that the rationale for selecting this approach is that it serves the needs of the potential students in our target population.
Target Population	The residents of the geographic area for Pima Rose Academy are ethnically diverse, predominantly Hispanic, young, and often have a socio-economic status that qualifies students for free and reduced lunch. These demographics are similar to student populations attending the Rose Academies.
Program of Instruction	**Framework** In the narrative, the applicant proposes to provide electronic delivery, text based courses, small group, and customized instruction as its framework. **Methods of Instruction** The narrative states that the training in the fundamentals is critical for the majority of PRA students who have experienced little success with traditional methods of educational delivery. PRA offers a blended delivery system that gives students flexibility and choice in three ways. 1. The choice to have individualized instruction delivered electronically with one-on-one assistance, 2. The choice to be part of a teacher-led small group, or 3. Customizing coursework through course modifications or course proposals. **Methods of Assessment** PRA's assessment design uses both formative and summative assessment. Formative

	assessment, tests at the end of lessons, courses, and the NWEA MAP, guide students as they progress through coursework and master performance objectives (POs). The state-mandated AIMS test and the MAP provide summative assessment.
School Calendar	Standard 144 Days
Student Count	
PMP	**Reading Target - Year 1:** 30% proficient; **Year 2:** 50% proficient **Math Target - Year 1:** 17% proficient; **Year 2:** 34% proficient ***2010 AIMS State Average Percent Proficient*** HS Reading: 77% HS Math: 58%

Year	Grades Served	# of Students	# of Sites
1	9-12	500	1
2	9-12	500	1
3	9-12	500	1

B. ORGANIZATION DESCRIPTION

Pima Rose Academy, Inc. is a for-profit S-corporation, located in Tucson, AZ, that was created on January 13, 2010 for the purpose of operating a charter school with one Director, Kelly Hurtado.

Appointment of Governing Body

Pima Rose Academy Governing Body members will be appointed by the PRA Corporate Board of Directors with the advice of Rose Management Group.

Roles and Responsibilities

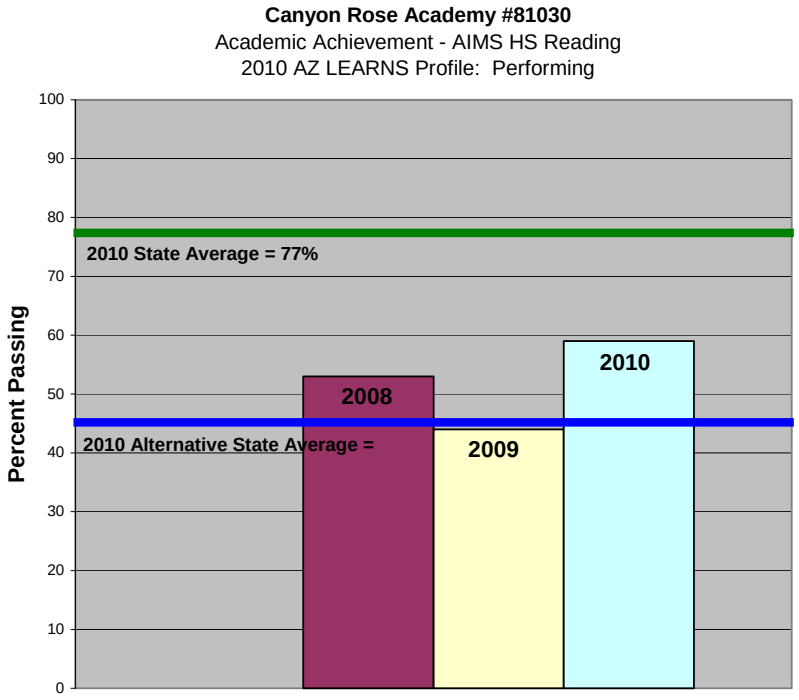
Corporate Board	Governing Body
• Responsible for Corporate Board and School Board accountability, operations, and structures. • Responsible for policy, procedure, and regulatory compliance and growth for Rose Management Group and the Rose Academy Charter High Schools. • Responsible for all RMG and Rose Academy's accountability, operations, and structures. • Responsible for corporate Succession Plan for the Rose Academy Charter High Schools. • Responsible for advising on policies and procedures that conform to generally accepted auditing procedures and generally accepted government auditing standards. • Responsible for creating, developing, documenting, and preparing short-term, long-term budget and cash flow models. • Responsible for coordinating with external CPA for annual audit. • Responsible for developing and maintaining banking relationships. • Responsible for business and financial operations and structures.	• Develop school policy and comply with local, state, and federal agencies' laws and regulations. • Approving the school budget. • Approve the policy manual. • Approve employee handbook and student handbook. • Approve curriculum and instruction alignment.

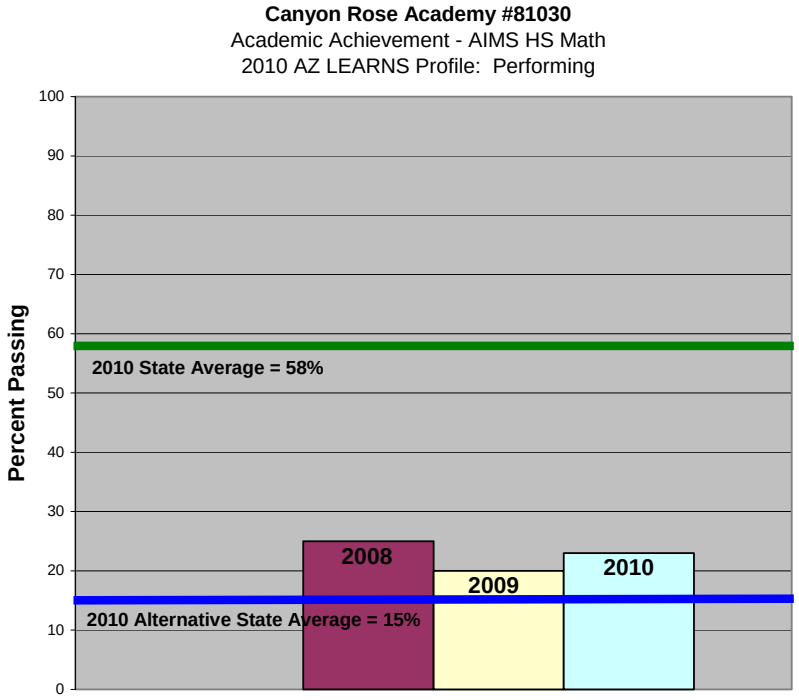
• Responsible for human resources. • Responsible for accounting and facilities. • Responsible for compliance with local, state, and federal requirements. • Responsible for School Board accountability, operations, and structures. • Responsible for policy, procedure, and regulatory compliance and growth for the district. • Responsible for Student Services, Accounting and Facilities. • Responsible for Student achievement, curriculum and instruction. • Responsible for keeping current with trends in research and best practice which affect the organization • Responsible for providing empirical foundation for accountability evidence within organization • Responsible for creation of R.O.S.E.® products for students and corporate growth.	

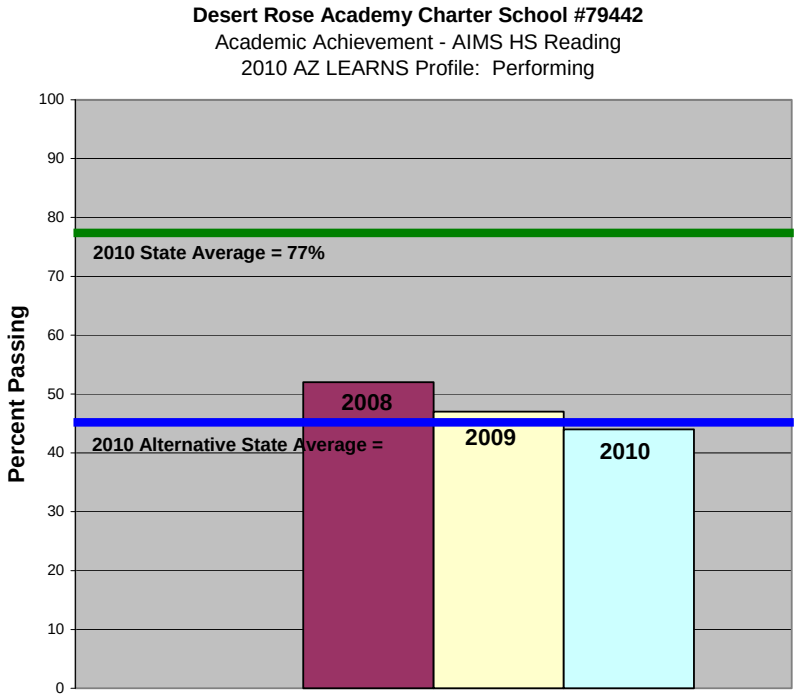
Corporate Principals	Other schools that serve as Principal
Dr. Eugene Kinghorn	Canyon, Desert & Mountain Rose Academies
Catherine Kinghorn	Canyon, Desert & Mountain Rose Academies
Ian Shalek	Canyon, Desert & Mountain Rose Academies
Chad Kinghorn	Canyon, Desert & Mountain Rose Academies
Cathleen Capen	Canyon, Desert & Mountain Rose Academies
Kelly Hurtado	Canyon, Desert & Mountain Rose Academies
Dr. Amy Schlessman-Frost	Canyon, Desert & Mountain Rose Academies
	Canyon, Desert & Mountain Rose Academies

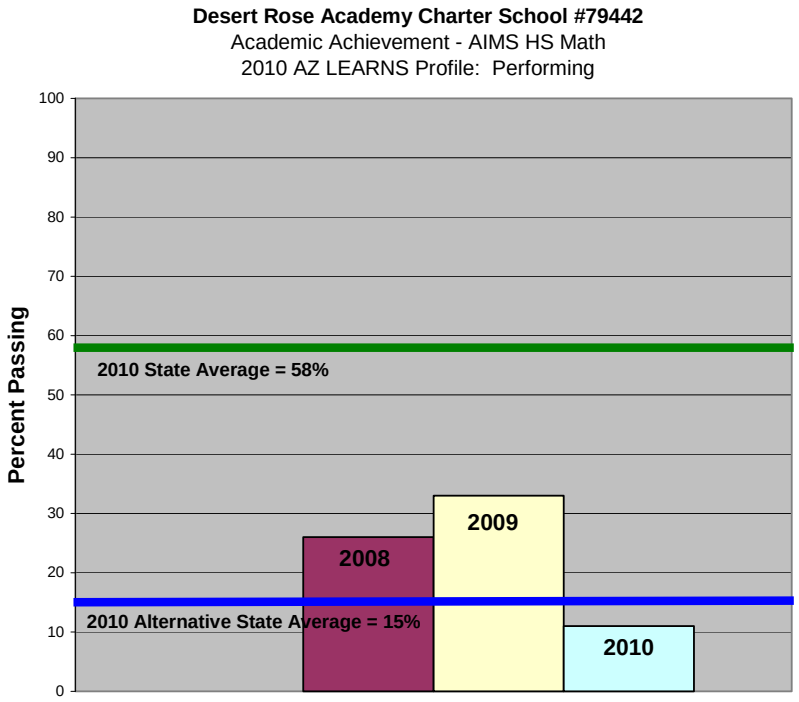
Current and Prior Charter Performance

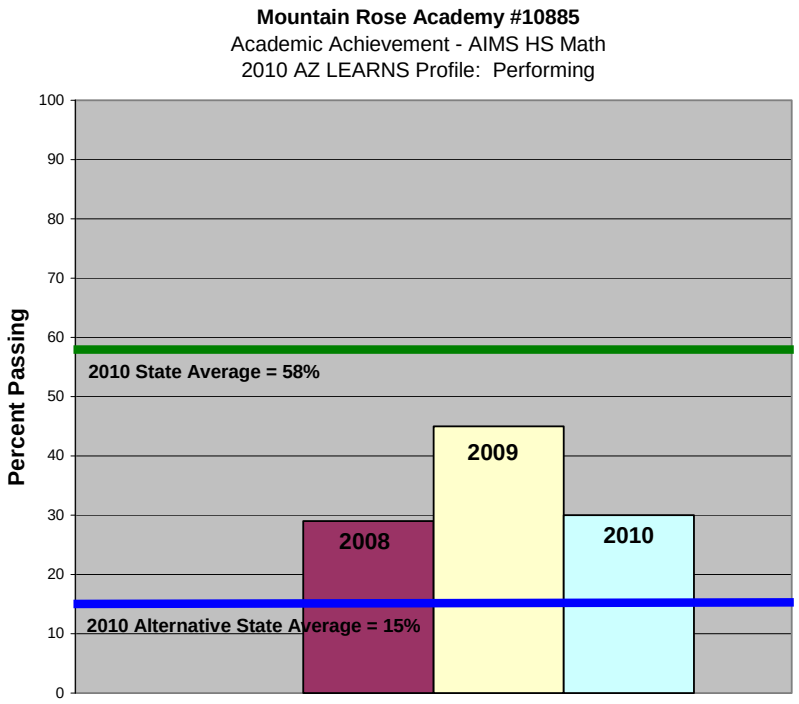
Authorized Representative/Principals	
Kelly Hurtado Dr. Eugene Kinghorn Catherine Kinghorn Ian Shalek Chad Kinghorn Cathleen Capen Dr. Amy Schlessman-Frost	The applicant and Principals are also identified as Principals for three (3) other charters sponsored by the Board: Canyon Rose Academy Desert Rose Academy Mountain Rose Academy

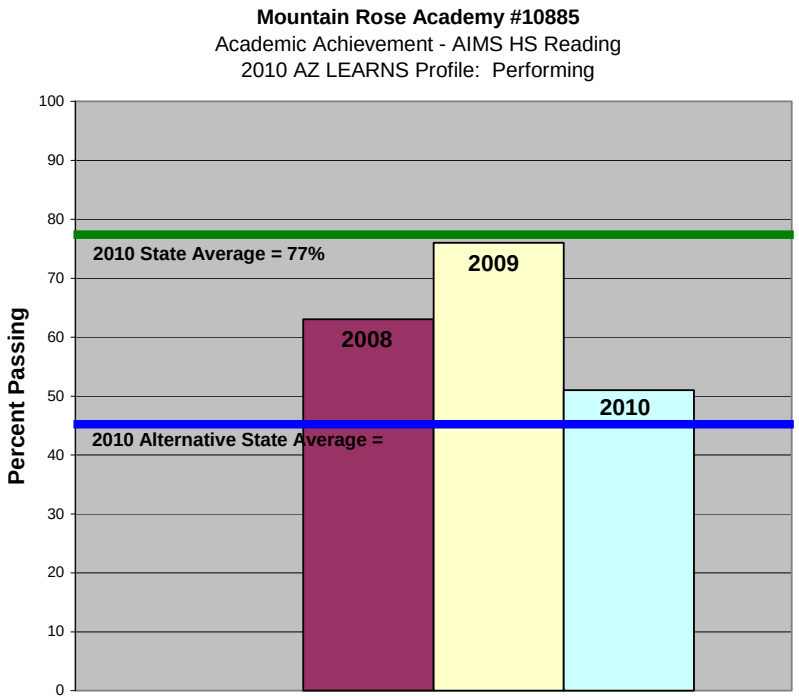

Canyon Rose Academy #81030
Academic Achievement - AIMS HS Reading
2010 AZ LEARNS Profile: Performing
Percent Passing
100
90
80
70
60
50
40
30
20
10
0
2010 State Average = 77%
2010 Alternative State Average =
2008
2009
2010


Canyon Rose Academy #81030
Academic Achievement - AIMS HS Math
2010 AZ LEARNS Profile: Performing
Percent Passing
100
90
80
70
60
50
40
30
20
10
0
2010 State Average = 58%
2010 Alternative State Average = 15%
2008
2009
2010


Desert Rose Academy Charter School #79442
Academic Achievement - AIMS HS Reading
2010 AZ LEARNS Profile: Performing
Percent Passing
100
90
80
70
60
50
40
30
20
10
0
2010 State Average = 77%
2010 Alternative State Average =
2008
2009
2010


Desert Rose Academy Charter School #79442
Academic Achievement - AIMS HS Math
2010 AZ LEARNS Profile: Performing
Percent Passing
100
90
80
70
60
50
40
30
20
10
0
2010 State Average = 58%
2010 Alternative State Average = 15%
2008
2009
2010





Background Information

Corporate Principal	Education History	Employment History	FCC	Notes
Kelly Hurtado (Authorized Representative)	M.Ed. Northern Arizona University	2008-Present: Superintendent Canyon Desert and Mountain Rose Academies	Valid	There were no concerns identified through the background, internet or credit check.
Dr. Eugene Kinghorn	Ed.D Educational Administration University of Arizona	1999-Present: Chief Executive Officer Rose Management Group	Valid	There were no concerns identified through the background, internet or credit check.
Catherine Kinghorn	Business Studies Pima Community College	2009-Present: Chief Executive Officer Rose Management Group	Valid	There were no concerns identified through the background, internet or credit check.
Dr. Amy Schlessman-Frost	PhD Educational Foundations and Administration University of Arizona	2006-Present: Chief Research and Development Officer Rose Management Group	Valid	There were no concerns identified through the background, internet or credit check.
Cathleen Capen	B.S. Business Administration Kaplan University	2009-Present: Chief Operations Officer Rose Management Group	Valid	There were no concerns identified through the background, internet or credit check.
Ian E. Shalek	Certified Public Accountant Arizona	2001-Present: Chief Financial Officer Rose Management Group	Valid	There were no concerns identified through the background, internet or credit check.
Chad Kinghorn	Music Education ITT Technical Institute	2001-Present: Assistant Chief Financial Officer Rose Management Group	Valid	There were no concerns identified through the background and internet checks.

C. BUSINESS PLAN

Site Information

Proposed School	School name: Pima Rose Academy The school has a secured site located at 1690 Irvington Place in Tucson. The facility will consist of 12,000 square feet, one large classroom, two small group classrooms, one media lab, one science lab, student lounge, resource area, Principal's office staff lounge, professional development room, front office, and copier area.

Budget

Budget	Year one operating budget is based on 100% of anticipated student enrollment of 200 students. Annual budgets as presented indicate adequate resources to meet projected expenditures.
Secured Funds	The amount identified for start-up has been confirmed as having been secured.

Findings

Education	The application meets the minimum requirements.
Organization	The application meets the minimum requirements.
Business	The application meets the minimum requirements.

Staff Recommendation

Reject the application and the request for a charter school of Pima Rose Academy, Inc. to establish a charter school for the reason that the applicant is not sufficiently qualified to operate a charter school due to the academic history of the officers of the applicant in operating other charter schools.