7. Target Population and Enrollment of New School

7-1. Describe the population of the Replication Model School, including the demographic profile, academic performance of students entering the school, and distance travelled by current students.

The Replication Model School, BASIS Scottsdale, draws from a wide geographic area for its student population, with a majority of students living inside the Scottsdale Unified School District (SUSD) boundaries. This area is generally populated by middle- to upper-income families, with 27 percent of the student population on free or reduced lunch.[1] SUSD received a grade of "A" from the Arizona Department of Education in 2014. The student growth percentile for the district, and thus most incoming students at BASIS Scottsdale, is 53 in both reading and math.

At BASIS Scottsdale, approximately 45 percent of students are Caucasian, 41 percent are Asian, 4 percent are Hispanic, and 1.6 percent are African-American. Student commutes range from less than one mile to more than twenty miles. More than 40 students commute greater than 15 miles each way to attend BASIS Scottsdale, while most students live within a 10 mile radius of the school.

[1] http://azednews.com/2014/09/18/scottsdale-organizations-fight-childhood-hunger-host-candidates/ and http://susd.schoolfusion.us

7-2. Identify the target population of the proposed school, demonstrating a clear understanding of the students the school intends to serve, including whether the students will be primarily neighborhood or commuter, current levels of academic performance, and a demographic profile.

BASIS Goodyear will serve a distinctly different target population than BASIS Scottsdale. While the academic programs of the two schools will be identical, BASIS Goodyear will be prepared to adapt its operations to the unique needs of the Goodyear community. This will include additional support for students who arrive at BASIS from low-performing schools, as described below.

Based on our prior experience with BASIS schools' student enrollment, we can reasonably anticipate that the student population at BASIS Goodyear will be a mix of neighborhood residents and commuters from the surrounding region. Additionally, residents of all nearby cities have expressed interest in the school—Avondale, Buckeye, Goodyear, Litchfield Park, western Phoenix, and Tolleson—with a plurality coming from Goodyear.

The Agua Fria Union High School District boundaries cover most of the geographic area from which we anticipate enrollment at BASIS Goodyear. For this reason, we have surveyed the demographic makeup of this district and examined the academic preparedness of students in the current district schools to best understand the composition of the likely incoming student body. Agua Fria's population in 2009 was 78.2% Caucasian, 7.3% African-American, 1.6% American Indian, and 3.5% Asian. Hispanic and Latino students of any race comprised 36.8% of the population.

The area that BASIS Goodyear will serve has a paucity of high-performing, open enrollment schools (see table below). Barely 19 percent of students in the region attended a school in an "A" rated district in the 2013-2014 school year. BASIS Goodyear will aim to address this great need. In recognition of the uneven performance of nearby schools, BASIS Goodyear will offer incoming students significant support from day one in order to catch them up and prepare them for the rigorous BASIS curriculum. This support will include extensive tutoring opportunities, guidance on study skills and organizational skills, daily homework help and conceptual reinforcement in the "Academic Expansion" program during the lunch hour, for those students needing additional assistance. As with all BASIS schools, we will implement an appropriate Child Find policy to ensure that students requiring special education are identified and receiving the appropriate supports through a full-time Special Education Coordinator

LEAs in the region surrounding proposed BASIS Goodyear site

District	2014 Letter Grade	AIMS Composite Points	Total Enrollment[2]
Agua Fria Union High School District	B	82	7,115

[2] Arizona Department of Education State Aid Recalculated 100th Day Average Daily Membership (ADM), Fiscal Year 2014

District	2014 Letter Grade	AIMS Composite Points	Total Enrollment[2]
Archway Classical Academy Trivium	A	92	496
Avondale Elementary School District	C	68	5,342
Buckeye Elementary School District	B	72	4,530
Buckeye Union High School District	B	78	1,032
Legacy Traditional School - Avondale	A	97	794
Liberty Elementary School District	B	73	1,113
Litchfield Elementary School District	A	88	10,291
Littleton Elementary School District	B	71	5,187
Pendergast Elementary School District	B	73	9,280
Tolleson Elementary School District	B	69	2,632
Tolleson Union High School District	C	67	10,550
Trivium Preparatory Academy	B	92	242
Union Elementary School District	C	62	1,753
TOTAL			**60,357**

7-3. Describe the market analysis that supports the successful enrollment of the projected student count from the target population.

Parents in the Goodyear area have been requesting a BASIS school consistently for several years. The success of BASIS schools in drastically different markets across the country—from Flagstaff, Arizona to San Antonio, Texas and Washington, DC—exemplifies the broad appeal of the BASIS model, and we feel it is incumbent upon us to provide this educational option to students in Goodyear. Currently, the closest BASIS school to Goodyear is BASIS Phoenix Central, more than 22 miles away and in the direction of rush hour traffic, meaning that many students who would otherwise attend BASIS do not have the chance to do so.

High-performing schools in the area, such as the Trivium schools run by Great Hearts Academies, have waiting lists that run into the hundreds, indicating large quantities of unmet demand for top-quality educational options. The region also suffers from a distinct lack of STEM-focused schools. Local high-tech employers, including major aviation and manufacturing firms, are continually searching for students who can fill their pipeline for high-wage jobs, and BASIS would be ideally suited to meet this need.

As of the 2010 census, there were 27,256 students aged 10-14 within ten miles of the proposed school location. The projected first-year enrollment of 510 students equates to less than 2 percent of this population, compared to BASIS Scottsdale's enrollment of nearly 3 percent of the school-age population within ten miles.[3] BASIS Prescott's starting population of 385 students in 2014 corresponds to more than 5 percent of all students in the entire Prescott region, up to a 15 mile drive away.[4]

At this time, BASIS has 453 students on its interest list for a BASIS Goodyear location. These sign-ups have come from only word-of-mouth communication, without any marketing or paid advertising. BASIS intends to launch a more concerted marketing campaign in October and early November 2014 to ensure that as many families in the region as possible know about the possibility of this new, high-performing educational option coming to their area. This marketing campaign will include online and print advertising, direct mail campaigns, flyer distribution, participation in community events, and other methods.

[3] "School-age population" refers to the population aged 10-19 according to US Census 2010. Since 19-year-olds are not typically considered school age, this calculation tends to underestimate the percentage of nearby students who are enrolled at BASIS Scottsdale.
[4] Figures from US Census 2010

7-4. Describe the enrollment practices, processes, and policies of the existing school, as per A.R.S. § 15-184.

BASIS Schools, Inc. operates open-enrollment public charter schools which do not charge tuition and do not administer entrance examinations. BASIS Schools, Inc. follows the admissions requirements for charter schools set forth in A.R.S. §15-184 and 20 U.S.C. §722li(1)(H)[5]. Enrollment is based on a fair and equitable system which provides for an Open Registration Period, a lottery, if necessary, and a Wait List.

OPEN REGISTRATION PROCEDURES

1. **Who Should Register**

- Potential BASIS students
- Current BASIS students wishing to transfer to a different BASIS campus – these students must also complete a separate Transfer Request Form (see Definition of Transfer for more information)

Please Note: current BASIS students wishing to attend the same campus for the following school year should not register using this process. Re-registration occurs at each BASIS campus during the spring and includes students active at that time.

2. **When to Register**

The Open Registration Period is the period prior to the start of each school year when parent/guardians can complete and submit a Registration Packet to the school for each child they seek to enroll as a student at the school. The Open Registration Period is typically a minimum of one week.

3. **How to Register**

During the Open Registration Period, parents/guardians complete and submit a Registration Packet to the school for each student they seek to enroll. The Registration Packet consists of the Student Registration Form, Student Record Transmittal Request, Emergency Contact and Medical Information Form, Media Release Form, Primary Language other than English (PHLOTE) Form, Arizona Residency Documentation Form or Affidavit of Shared Residency, and copies of the student's Birth Certificate (or other acceptable form of identification) and Immunization Records. Parents will also be asked to provide custody information (e.g. court decision regarding sole custody), Medical Alert (e.g. physician's instructions for severe health conditions),

[5] Pursuant to ARS §15-184.J BASIS Schools does not admit any pupil who has been expelled from another educational institution or who is in the process of being expelled from another educational institution.

and Legal Alert (e.g. restraining order information) if applicable. All forms must be filled out in full, signed, and submitted to the school for the student in order for the student to be registered.

4. **Date Registration Complete**
The date of pre-registration is the date the school receives all of the completed forms in the Registration Packet for the student. A student is not "pre-registered" until all completed forms have been received.

ENROLLMENT PROCEDURES

1. **Procedures When Registration Does Not Exceed Capacity**
At the close of the Open Registration Period, the total number of students submitting completed Registration Packets is determined. If the total number of students submitting completed Registration Packets is less than or equal to the total capacity designated for each grade, all students are enrolled in the school.

2. **Procedures When Registration Exceeds Capacity**
If the total number of students submitting completed Registration Packets exceeds the total capacity in one or more grades, students in the grades that have not reached capacity are enrolled in the school and a lottery is held to determine which students will be enrolled for the grades that are oversubscribed.

The lottery is an electronic system that randomly identifies students for enrollment. During the lottery process all students who have submitted completed Registration Packets during the Open Registration Period are grouped according to enrollment preference.

In accordance with A.R.S. §15-184, BASIS School, Inc. has developed policies regarding enrollment preferences. In the lottery process, enrollment preference will be given to students who meet the following criteria in the order listed:

1. To students who are children, grandchildren, or legal wards of employees or leased employees of the school, employees of the management organization of Arizona charter schools, members of the governing body of the school or directors, officers, partners or board members of the charter holder
2. To BASIS Primary school students graduating from a designated BASIS Primary feeder*** school applying to designated BASIS recipient*** campus
3. To students who are siblings†* of current BASIS students enrolled at the same campus
4. To students who are transferring** from one BASIS campus to another
5. To students who are siblings† of current BASIS students enrolled at a different BASIS campus

A separate lottery is performed for each of these preference groups in the order listed; the sixth and final lottery is for students who have no preference. Within each preference category, the Registration Packets are sorted and selected in random order.

Students selected before capacity is reached are registered for enrollment. Students selected after capacity is reached are placed on a Wait List based on the order their Registration Packets were selected in the lottery.

Please note: All current students who timely elect to re-register at the same BASIS campus for the subsequent school year will be enrolled – for the purposes of sibling preference, these re-registered students are considered current.

†Definition of sibling: A sibling is defined as an individual having one or both parents in common or a step-sister or step-brother that resides under the same roof as the applicant. Documentation may be requested to confirm sibling preference. If the sibling withdraws from the school before applicant is offered enrollment, priority status will be revoked.

**If two or more siblings submit completed Registration Packets during the Open Registration Period, and one sibling is randomly selected by lottery for enrollment, the other sibling(s) will be given sibling preference in the enrollment process.*

*** Definition of transfer: A student may only request a transfer to ONE specific BASIS campus. Transfer requests are reviewed by the desired campus, and the application will be marked for "transfer priority" once the request is approved. Students approved for transfer are required to successfully finish out the year in their current grade at their current BASIS campus before being eligible to transfer to their new BASIS campus of choice for the next school year. Transfer priority does NOT guarantee enrollment, but rather places the transfer application in a prioritized position on the waitlist for the desired BASIS campus/grade level. Students requesting a transfer must not be in the process of being expelled from their current BASIS campus.*

*** Priority status is provided for BASIS students graduating from the exit grade of a designated feeder school and applying to their designated recipient. There are currently two feeder / recipient relationships within the BASIS network of schools for which students may receive feeder school priority status:

1. Students graduating from 5th grade at BASIS Oro Valley Primary and applying to 6th grade at BASIS Oro Valley
2. Students graduating from 6th grade at BASIS Tucson and applying to 7th grade at BASIS Tucson North

Students graduating from a designated feeder school and enrolling at their designated recipient school should apply during the Open Enrollment period for the upcoming school year. These applicants should indicate on their application to the designated recipient school that they are currently attending a BASIS school, and should indicate the name of the eligible BASIS feeder school they currently attend.

WAIT LIST PROCEDURES

Students who submit completed Registration Packets during the Open Registration Period who are not randomly selected for enrollment in the lottery process will be placed on a grade-specific Wait List based on the order their Registration Packets were selected in the lottery.

Students who submit completed Registration Packets after the Open Registration Period will gain enrollment provided there is space available in the grade level of interest. If space is not available, the student will be placed on a Wait List for the grade level based on the date he/she submitted the completed Registration Packet to the school; however, students with enrollment preference will receive Wait List numbers according to their preference type.*

Each time an opening becomes available in a particular grade, the school will contact the parent of the student next on the Wait List for the grade and offer them the open spot for their child. If the parent declines the spot, it will be offered to the parent of the next student in line on the Wait List for that grade, and so on in accordance with the requirements of A.R.S. §15-184A.

Parents with children on the Wait List are encouraged to advise the school of any change in their contact information so that they may be reached if an opening develops for which their child is eligible. Parents are also asked to notify the school if they no longer wish to have their child included on the Wait List, so that the Wait List can be updated accordingly.

Our waitlists do not roll over from year to year; parents with students on a waitlist for the current school year must complete the registration process for the next school year.

7-5. Describe the enrollment timeframe that will be implemented by the proposed school, to be shared with the public.

Pending approval of the BASIS Goodyear charter in November, the Open Enrollment period at BASIS Goodyear will run for one week at the beginning of December 2014. Students who apply after this period will be accepted on a first-come, first-served basis, following the policies described in question 7-4.