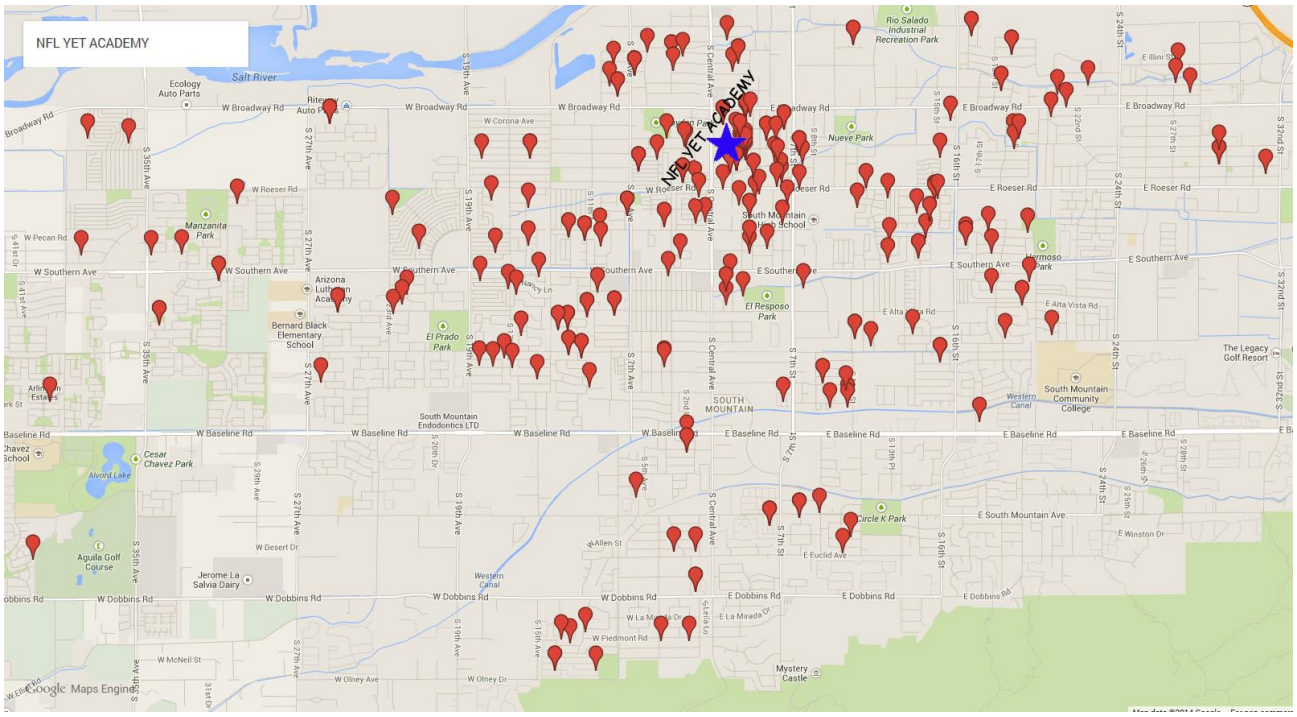
SECTION 7-1. POPULATION OF REPLICATION MODEL SCHOOL

The population for NFL YET College Prep Academy consists of seventh through twelfth grade students primarily from the South Phoenix area, between 16th Street and 19th Avenue and Broadway Road to Baseline Road. On the average, the distance travelled by current students to attend NFL YET College Prep Academy is approximately two miles, as can be seen from the map below. Each red flag represents a student who attends NFL YET College Prep Academy with the blue star indicating the current location of the school.



There are currently 297 students enrolled at NFL YET College Prep Academy and the demographics of the current student population is represented by Hispanic – 92.93%, Black – 4.24%, American Indian – 1.77%, and White – 1.06%. Currently, 88% of the student population qualifies for Free and Reduced Lunch, 7% of the students are classified as ELL, 6% are classified as FEP (2-year monitoring), 9% are currently in the Special Education program; and 7% ride the school bus. There are currently a total of 55 students in the seventh grade; 51 of these students transitioned from Reyes Maria Ruiz Leadership Academy, the K-6 School also held by Espiritu. Of the 51 seventh grade students who transitioned from Reyes Maria Ruiz Leadership Academy, 72% were proficient in both math and reading according to the 2013 Sixth Grade AIMS assessment. Below is a table detailing the number of new 2014 students per grade level, their proficiency in reading and math according to the 2013 AIMS assessment, and the average number of high school credits deficient for those students in grades 10-12.

GRADE LEVEL	# OF NEW STUDENTS	% PASS MATH	% PASS READING	AVG. CREDIT DEFICIENCIES
7th	4	0%	25%	N/A
8th	9	44%	67%	N/A
9th	12	50%	50%	N/A
10th	5	N/A	N/A	1.5
11th	9	N/A	N/A	3
12th	3	N/A	N/A	4

SECTION 7-2. PROPOSED SCHOOL TARGET POPULATION

AIM Higher College Prep Academy has determined that the target population includes students in the Central Phoenix area, between 16th Street to 40th Street and Jefferson Street to Thomas Road, grades 7-12. According to city-data.com[1], the immediate target area had a population of 51,462 and the average family size is 2.7 people and is in line with the state average. Of the households in the area, 48.9% are considered family households, and 11.67% of all households consist of a single parent raising their children. Recent census data[2] indicate the target area exceeds the national average for children under the age of five and for children under the age of eighteen. The demographics of the population is represented by Hispanic – 60.31%, White – 24.52%, Black – 8.85%, American Indian – 2.98%, Asian – 1.49%, Pacific Islander - .22%, and Other – 1.63%. The academic achievement for adults over the age of 25 indicates that only 23.62% have graduated from high school. There are currently no schools, elementary and high school, with an "A" rating within the target area for the school site. There are currently only two "B" rated schools that serve seventh and eighth grades; therefore, there is a significant need for a highly effective college preparatory learning environment.

TABLE A: Target Area Elementary Schools At-A-Glance

ELEMENTARY SCHOOL	SCHOOL TYPE	GRADES SERVED	# OF STUDENTS	FRL %	GRAD RATE	A-F RATING	% PASS MATH	% PASS READING	% PASS 7 & 8 GRADE MATH	% PASS 7 & 8 GRADE READING
Academy of Excellence	Charter	K-8	113	99%	N/A	C	**32 (8)**	**72 (3)**	**33 (2012)**	**65 (2012)**
Creighton Elementary School	District	K-8	803	97%	N/A	C	**52 (16)**	**64 (3)**	**50**	**72**
Gateway School	District	K-8	746	95%	N/A	C	**52 (11)**	**60 (4)**	**53**	**66**
Papago School	District	K-8	927	89%	N/A	C	**51 (15)**	**61 (5)**	**58**	**70**
Wilson Elementary School	District	4-8	609	96%	N/A	B	**61 (19)**	**73 (5)**	**67**	**76**

TABLE B: Target Area High Schools At-A-Glance

HIGH SCHOOL	SCHOOL TYPE	GRADES SERVED	# OF STUDENTS	FRL %	GRAD RATE	A-F RATING	% PASS MATH	% PASS READING	% PASS 7 & 8 GRADE MATH	% PASS 7 & 8 GRADE READING
Career Success High School - Robert L Duffy	Charter	9-12	193	92%	22%	D	**21 (0)**	**38 (0)**	**N/A**	**N/A**
Gateway Early College High School	Charter	9-12	258	97%	91%	B	**68 (20)**	**83 (3)**	**N/A**	**N/A**
North High School	District	9-12	2507	83%	80%	C	**43 (10)**	**75 (5)**	**N/A**	**N/A**
Sonoran Science Academy (Phoenix)	Charter	K-12	324	97%	71%	B	**50 (8)**	**72 (2)**	**47**	**74**
StarShine Academy	Charter	K-12	233	97%	18%	D	**17 (2)**	**47 (1)**	**32**	**62**

[1] City-data.com (2014). *85008 Zip Code Detailed Profile.* Retrieved from http://www.city-data.com/zips/85008.html

[2] United States Census Bureau (2014). *American fact finder: Community facts.* Retrieved from http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

Based on the information described above, AIM Higher College Prep Academy is directly responding to the needs of the community. There exists a strong academic need in the surrounding community for an education program featuring a Professional Learning Community model, mastery learning of a robust curriculum delivered by a highly qualified and competent staff, a system of assessments, professional development aimed at effective collection and use of data, a supportive administration who will challenge the parents and students of the community, and who will prepare students for success to and through college.

SECTION 7-3. MARKET ANALYSIS THAT SUPPORTS SUCCESSFUL ENROLLMENT

NFL YET College Prep Academy conducted a market analysis for the target area of 85008. Factors taken into consideration included population and educational demographics as well as the trends influencing educational decisions. Results of the market analysis guided the focus of NFL YET College Prep Academy to target this area in response to the needs of the community and in accordance with its educational philosophy of serving in the community by educating and developing servant leaders who will in turn serve and give back to the community.

According to the United States Census Bureau[3], over 25.6% of the households, within the primary target zip code of 85008, have children between the ages of six and seventeen, and 9% of households have children under six years of age. Market analysis data indicated the target area exceeds the national average for children under the age of eighteen with an average population growth rate of approximately 10%[2]. This population will ensure AIM Higher College Prep Academy's seats will be filled for years to come.

In the immediate area, there are approximately nine schools serving kindergarten thru eighth grades with an average student body population between 524 and 804. The majority of these schools have a "C" rating according to the Arizona Department of Education. On average, the public school district in the target area of 85008 is worse than the state average in educational quality[4]. NFL YET College Prep Academy has used this market analysis to determine that there is not only a great need for a highly performing "A" school but the area of 85008 has an abundance of kindergarten thru eighth grade school-aged children who specifically need an excelling high school to attend after completing the eighth grade.

AIM Higher College Prep Academy's first year of enrollment will be derived from families who are seeking a better educational experience for their children as a result of inadequate performance of existing schools in the area. Research supports a need for continued, yet controlled, growth in schools. After the first year, eighth grade students, within AIM Higher College Prep Academy, will promote to ninth grade as part of the controlled growth and inclusion of an additional grade level. AIM Higher College Prep Academy will then recruit new seventh graders to continue to educational cycle**.** AIM Higher College Prep Academy expects to enroll 150 students in Year 1 (grades 7-8), 225 students in Year 2 (grades 7-9), 300 students in Year 3 (grades 7-10), and continue that trend until AIM Higher College Prep Academy serves students in grades 7-12. This controlled growth process will address the future educational needs resulting from the trend in population growth rates identified in the market analysis.

According to AZCentral.com[5], AIM Higher College Prep Academy is targeting a high crime area of Phoenix. Additionally, Arizona Indicators[6] reported the closest two high schools average a 6% dropout rate. For further analysis, AIM Higher College Prep Academy reached out to the community to identify educational needs. In conversations with parishioners and the Parish Priest at St. Mark's Parish, these community residents confirmed the need for a high performing seventh through twelfth grade school in

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[3]United States Census Bureau (2014). *American fact finder: Community facts.* Retrieved from http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

[4] World Media Group (2014). *USA.com: 85008 zip code.* Retrieved from http://www.usa.com/85008-az.htm

[5] Azcentral.com (2014). *My town.* Retrieved from http://archive.azcentral.com/community/neighborhood/

[6] Arizona Indicators (2014). *Interactive education maps*. Retrieved from http://arizonaindicators.org/education/interactive-maps

the local area with an emphasis in two important areas: high academic standards and an intense focus on student's character development.

AIM Higher College Prep Academy's drive to ensure all students receive a top education in a safe environment will serve the target community and change the educational landscape for the better.

SECTION 7-4. EXISTING SCHOOL ENROLLMENT PRACTICES

All qualified applicants are admitted to NFL YET College Prep Academy to the extent that capacity exists. Each year, the school announces its open-enrollment for the upcoming year and provides electronic and hard copy enrollment applications for parents to complete. Students who are already enrolled in NFL YET College Prep Academy are given first preference to continue their enrollment with the school. If, during any open enrollment period, more completed applications are received than available school seats for a particular grade (per Board approved class sizes), applications are then selected through the random lottery process to determine the order for offering admission and subsequent waitlist. All applications received during the open enrollment period are given equal weight in the lottery process. The following applicants are given preferred enrollment and enrolled as soon as there is an opening: (a) siblings of already enrolled students, (b) children of staff members or governing board members of NFL YET College Prep Academy, and (c) children who attended another charter school or are the siblings of that pupil if the charter school previously attended by the pupil has the identical charter holder, board and governing board membership as the enrolling charter school or is managed by the same educational management organization, charter management organization or educational service provider as determined by the charter authorizer in accordance with A.S.R.S. 15-184[7].

The public lottery administered by school administration is conducted using a blind selection process. All applications are selected to determine the order of admission and resulting wait list. Results of the lottery are sent to applicants immediately following the lottery. Once all available classroom spaces have been filled, the remaining eligible applicants are entered onto a waitlist for each grade in the order in which they were randomly selected during the lottery process.

If a student has been selected through the above procedure, the student's parent or guardian must complete an enrollment packet that includes the following:

- Enrollment Application
- Forms to be completed by parent/guardian:
    - PHLOTE Form
    - Residency Affidavit
    - McKinney-Vento Questionnaire
    - Special Services Questionnaire
    - Migrant Questionnaire
    - Media Release Form
    - Emergency Information and Immunization Record Card
    - Parent/School Compact
- Documents collected from the parent/guardian:
    - Birth Certificate
    - Immunization Records
    - Proof of Residency
    - Transcripts (9th-12th Grades Only)
    - Attendance Report
    - Academic Records
    - Withdrawal Slip
    - Custody Documents (if applicable)
    - Current IEP (if applicable)

[7] Azleg.state.az.us (2014). Retrieved from http://www.azleg.state.az.us/ars/15/00184.htm

As a publicly funded charter school, NFL YET College Prep Academy does not discriminate in its enrollment practices on the basis of gender, race, color, national origin, religion, disability, athletic performance, economic status, or proficiency in the English language. As an Arizona charter school, NFL YET College Prep Academy does not have attendance boundaries and therefore does not prohibit enrollment based on a pupil's residence anywhere within the state of Arizona. NFL YET College Prep Academy complies with all Arizona Revised Statutes and federal law regarding enrollment and attendance at chartered public schools.

SECTION 7-5. ENROLLMENT TIMEFRAME

The anticipated enrollment and registration timeline for AIM Higher College Prep Academy is set six months prior to the August 4, 2015, start date. This timeline is to ensure all new and prospective faculty and staff as well as the community are aware of registration dates.

Awareness and interest efforts will commence in December 2014. Below is a breakdown of the timeline for enrollment for Year 1 and addresses enrollment for grades 7-8. Subsequent years will follow the same process while adding an additional grade level per year.

Enrollment and Registration Timeline SY 2015 -2016 (Year 1)

Month	Action Plan	Explanation
December 2014 – Ongoing	Community School-Awareness Meetings Implementation of Marketing Plan	Meetings to inform community residents of the opportunity to attend a new school. Enrollment Applications will be distributed.
Open Enrollment Begins January 1, 2015	Parents complete Enrollment Applications	This will serve as an indicator of initial enrollment numbers.
February 2015	Parents visit school site for tours and information	Community engagement **In the event there is a delay in facility acquisition, tours will begin at a later date.
Open Enrollment Ends March 31, 2015	All completed Enrollment Apps collected and parents assigned lottery number	This is to provide a fair and equitable selection process.
April 1, 2015	Lottery takes place	Lottery takes place in the event more applications are received than seats are available for any given grade level.
April 2, 2015 - Ongoing	Tours and enrollment will be ongoing as space is available	Parents may tour facility, return the completed Enrollment Packet, and finalize registration.