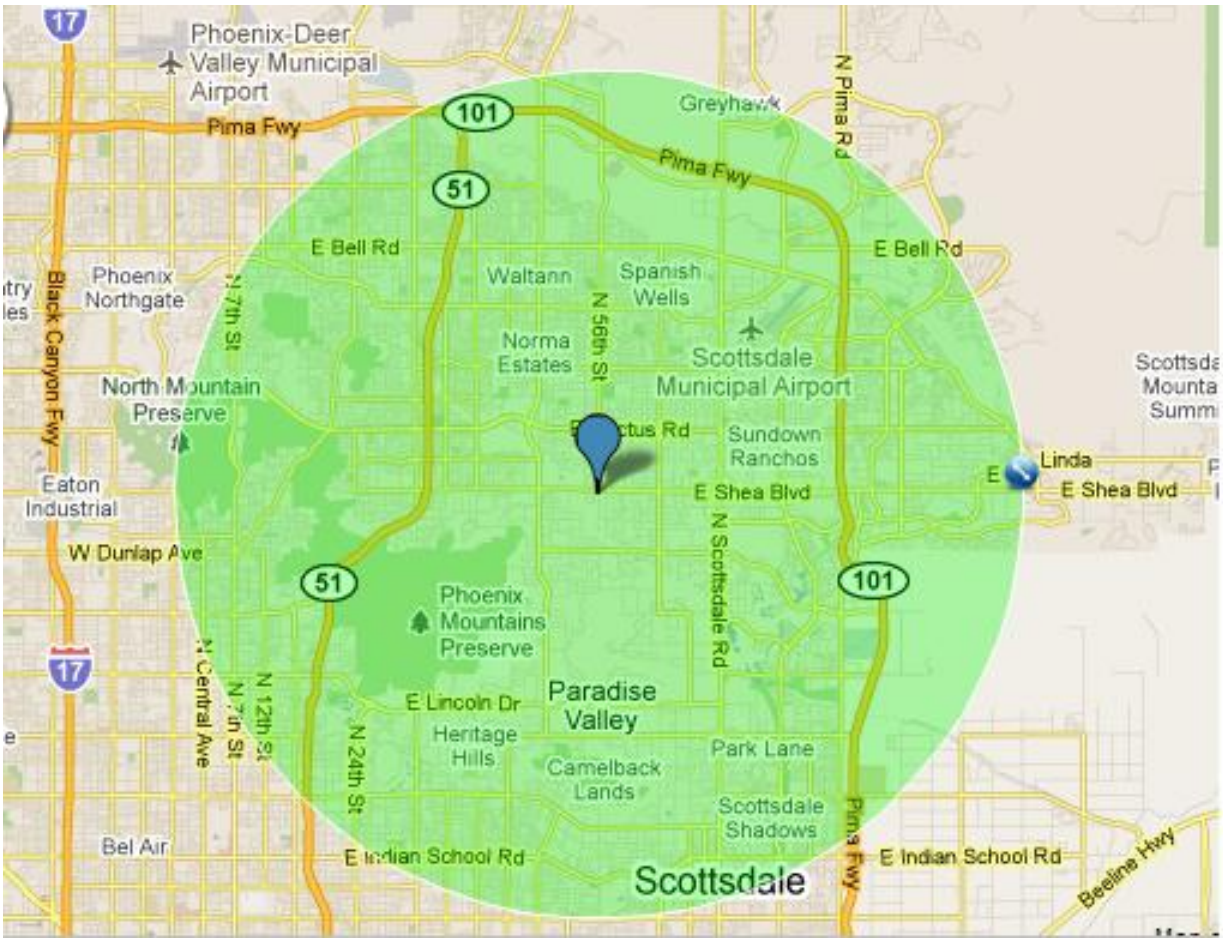
A.2 Target Population

Target Community

The target area for recruiting students to Scottsdale Country Day School will be a 7 mile radius from the proposed campus located by 56th St. and Shea Blvd. in Scottsdale, Arizona. Strategic marketing and advertising in these areas will allow SCDS to target some of the zip codes where students have previously travelled from to their schools located at the same facility as SCDS is looking to lease. In all, 23 different zip codes have been tracked for students who previously attended either of the two previous charter schools at the same location as SCDS is looking to lease.

The blue marker in the center of the green circle in diagram 1 below is the proposed location for SCDS.

Diagram 1: Location of Proposed Building to be Leased by SCDS



Status of Schools in Community

Table 1 below shows 5 schools within the immediate vicinity of the proposed location for Scottsdale Country Day School. There are two charter schools and three public schools represented.

Table 1: Status of Schools in Community

Factor	School A	School B	School C	School D	School E
General Information					
School Name	**Freedom Academy**	**Sage Academy**	**Sequoya Elementary**	**Sandpiper Elementary**	**Cherokee Elementary**
District/Charter?	Charter	Charter	District	District	District
School Location	Scottsdale	Scottsdale	Scottsdale	Paradise Valley	Paradise Valley
Zip Code	85254	85254	85254	85254	85253
Year started	2002	2007	1989	1979	1975
Grades served	K-8	K-8	K-5	K-6	K-5
Number of students	240	87	580	390	629
Rating	Highly Performing	Performing	Excelling	Excelling	Excelling
Academic Data - Percent Proficient on AIMS					
Math	66%	38%	85%	90%	93%
Writing	83%	73%	91%	95%	99%
Reading	83%	81%	93%	89%	97%
Median Growth Percentile for Math	44.0	17.0	47.0	45.0	66.5
Median Growth Percentile for Reading	43.0	50.0	54.0	52.0	66.0

Target Population

The location of the proposed building which SCDS is looking to lease is situated on the border of Scottsdale and Paradise Valley. SCDS will target students primarily from these cities. In addition, SCDS does expect families from beyond the targeted 7 mile radius to join our program. Scottsdale Country Day School is being established to serve families and students who want an excelling educational program infused with technology. It is the goal of SCDS to attract a diverse population of students to enhance the learning environment of the school.

It is the goal of SCDS to not only match all the academic data listed above in table 1, but to exceed it. With small classes, excellent staff, and a well-thought out technology infused program

of study, SCDS can achieve this goal in its first three years of operation. Research and educational practice show a link between technology and increased student achievement(Whitehead et al, 2003).

Demographic Information

Table 2 highlights the demographics for the areas in which SCDS is concentrating its efforts to recruits its target population from, namely the Scottsdale and Paradise Valley areas.

Table 2: Demographic Information

Demographic Information	Scottsdale	Paradise Valley	Average	State
Enrollment of Racial/Ethnic Groups				
White (%)	71.1	63.3	67.2	42.9
Black (%)	3.4	2.9	3.2	5.6
Hispanic (%)	18.2	25.5	21.9	42.2
Asian/Pacific Islander (%)	0.04	0.1	0.1	0.2
American Indian (%)	2.1	1.1	1.6	5.1
Enrollment of Students with Special Needs				
Free and Reduced lunch	21.2	30.1	25.7	41.6
English Language Learners (%)	3.7	5.7	4.7	6.7
Students with disabilities (%)	11.0	12.1	11.6	11.5
Enrollment Distribution by Grade				
Kindergarten (%)	6.4	7.3	6.9	7.8
Grade 1 (%)	7.0	7.3	7.2	7.7
Grade 2 (%)	7.3	7.5	7.4	7.7
Grade 3 (%)	7.0	7.4	7.2	7.7
Grade 4 (%)	7.3	7.5	7.4	7.7
Grade 5 (%)	7.4	7.5	7.5	7.7
Grade 6 (%)	6.7	7.2	7.0	7.6
Grade 7 (%)	7.5	7.3	7.4	7.5
Grade 8 (%)	7.5	7.6	7.6	7.4

Source: Research and Evaluation Section Arizona Department of Education (2011)

Community Need

The proposed building for lease by SCDS has been occupied by 4 different schools over its lifespan of approximately 15 years. During this time, the maximum number of students enrolled has been 175 demonstrating the necessity for this community to once again have a charter school at this location. The enrichment programs offered at SCDS will benefit the community in which it is based as after school programs in sports, the arts, theater, tutoring, and more are available not only to SCDS students, but students from the surrounding schools and community.

In addition to the small class sizes of 20 maximum students per class, SCDS will provide additional one on one and small group instruction beyond the classroom setting to give students optimal attention in order to succeed.

The need for school choice is as strong as ever and with Arizona trailing behind other states, SCDS believes its school and education plan will provide another excelling school, but unique school, for students and their families to choose from.

Strengths and Weaknesses of Surrounding Schools

The surrounding public schools are very strong academically, however have a large number of students in their overall population (400+) and class sizes of 25 students plus. The two charter schools listed in Table one are not strong academically and are particularly weak in math achievement on the AIMS testing. The Median Growth Percentile for Math and reading at both of the charter schools is also low.

By infusing the curriculum at SCDS with technology and by serving students in class sizes no larger than 20 students, SCDS provides a unique opportunity for families in the target population to enroll their students at our school. The maximum cap of students at the charter SCDS is 200 which is significantly less than the surrounding public schools which also gives parents the option of sending their child to SCDS too be at an excelling school in all academic areas, but with a much smaller overall student population.

Benefit of Proposed Program of Instruction

The target population for Scottsdale Country Day School includes, but is not limited to, serving families in the Scottsdale and Paradise Valley areas of Arizona for students in grades kindergarten through 6th grade. SCDS parents will be engaged and active partners in their child's education. Parental involvement is a critical component of student success. Technology at SCDS will involve parents more deeply in their children's learning and will improve the lines of communication between home and school.

Although 3 of the 5 schools identified are excelling, SCDS can also achieving an excelling status as well as delivering all of the enrichment programs listed prior. Students will receive excellent academics, a terrific balance in the arts, music, and sports, exceptional exposure to technology, and will get lots of individualized attention due to the class size being capped at 20. The maximum class size of 20 is an excellent choice for families within our target population as the schools SCDS compared to had classroom sizes between 25 and 35 which is significantly higher than SCDS's maximum class size.

Class size

Class sizes at SCDS will be capped at 20 students maximum to ensure each student receives the necessary attention and least amount of disruption to be successful in his or her educational path.

Teacher/Student Ratio

The teacher to student ratio will be a maximum of 1:20.

To foster student and parent involvement, Scottsdale Country Day School anticipates serving up to 200 students overall in class sizes capped at 20 students. A dedicated teacher is assigned to each class for morning academic courses. Afternoon enrichment classes have the same 1:20 teacher to student ratio and are taught by either the classroom teachers or by specialist teachers on staff or brought in as service providers.

Demographics for Scottsdale, Arizona

2010 Population Growth and Population Statistics	Scottsdale, AZ	Arizona	United States
Total Population	289,380	6,647,504	308,455,134
Square Miles	315.42	113,634.57	N / A
Population Density	917.50	58.50	87.20
Population Change Since 1990	131.35%	81.42%	24.02%
Population Change Since 2000	42.76%	29.57%	9.61%
Forecasted Population Change by 2014	14.57%	7.93%	4.52%

Strengths

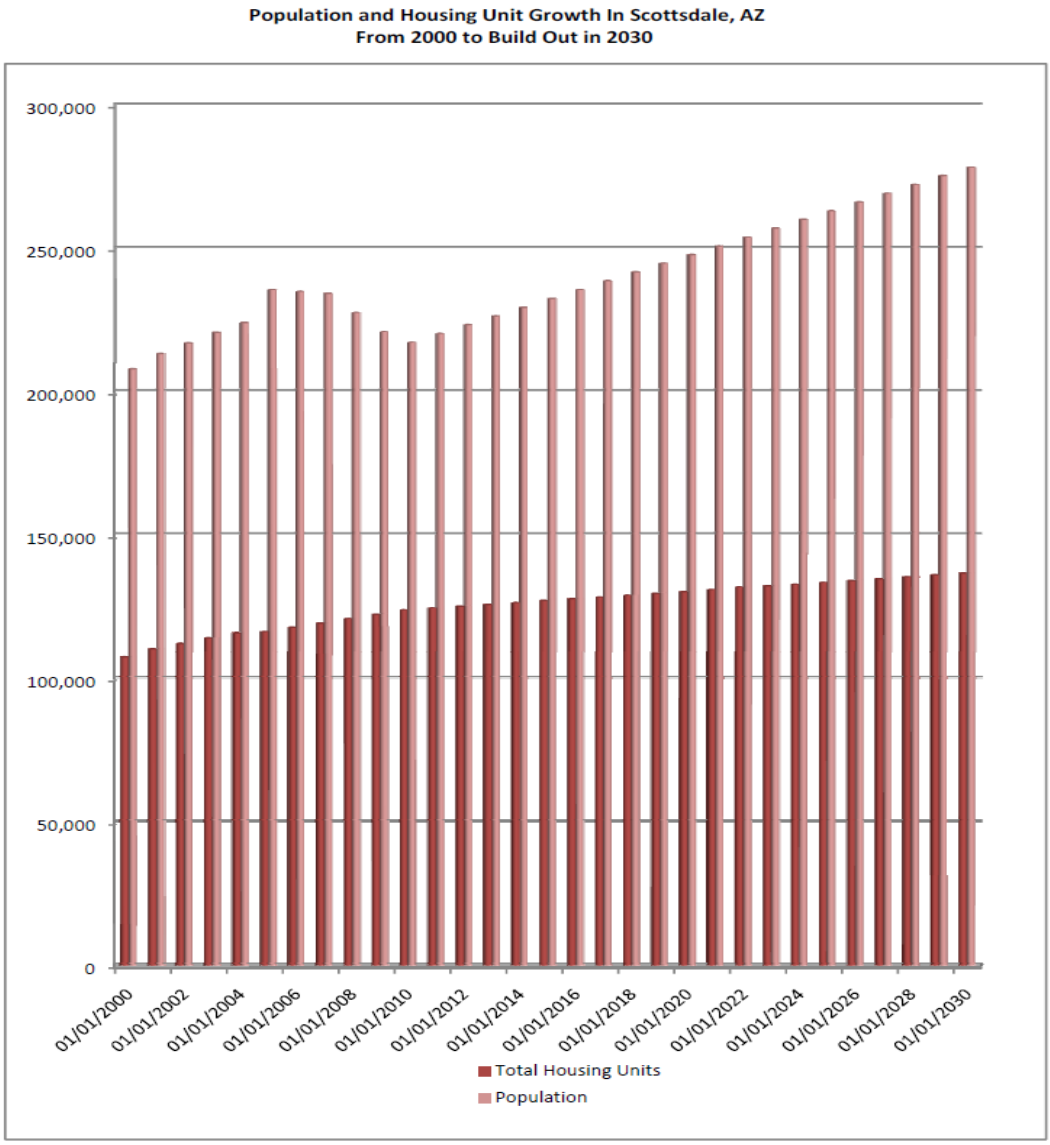
The income per capita in Scottsdale is 129.3% greater than the Arizona average and 109.8% greater than the national average. The median household income in Scottsdale is 58.6% greater than the Arizona average and 49.5% greater than the national average. The median household income in Scottsdale for owner occupied housing is 84.2% greater than the median household income for renter occupied housing in Scottsdale. This indicates that residence of Scottsdale anticipate staying in the area.

The poverty level in Scottsdale is 67.8% less than the Arizona average and 53% less than the national average. The median earnings for males in Scottsdale is 56.6% greater than the median earnings for females in Scottsdale.

Demographics of Scottsdale residents over 25 years of age indicate a high school or higher education level of 93.5%. Studies show that 44.1% have a Bachelor's degree or higher.

US census state that 22.8% of households have children. Of which 18.1% are under the age of 18.

Unemployment indicators as of March 2011 show a rate of 3.5% which is much below the state average of 9.3%



2010 Household Income Statistics	Scottsdale, AZ	Arizona	United States
Total Area Household Income	$15,232,966,272	$179,453,480,707	$8,877,041,207,141
Median Household Income	$84,077	$54,637	$55,970
Average Household Income	$120,051	$71,699	$74,974
Per Capita Household Income	$52,640	$26,996	$28,779

Weaknesses

The below charts indicates a lower enrollment of children in public schools compared to the state and country average. The enrollment in private school education is higher than the state average. Once possible explanation may be that the current public school options or locations may not provide residents the choices they are looking for in their child's education.

2010 Education Enrollment (Population Age 3+)	Scottsdale, AZ		Arizona		United States	
Public Preprimary	1,277	0.46%	49,836	0.79%	2,320,253	0.79%
Private Preprimary	4,329	1.55%	55,695	0.88%	3,082,467	1.05%
Public School	35,143	12.57%	1,149,551	18.16%	51,414,159	17.44%
Private School	4,627	1.66%	77,305	1.22%	6,042,324	2.05%

Growth rate in Scottsdale is anticipated to be slow in the next 5 year projections. New student population, other than current population, is anticipated to be minimal.

Scottsdale's population diversity, based on the US Census, is 93% white, with households indicating 11.7% Hispanic community, 3.1% Asian, 2.2% African American, and .8% mixed race.

Demographics for Paradise Valley, Arizona

2010 Population Growth and Population Statistics	Paradise Valley, AZ	Arizona	United States
Total Population	14,614	6,647,504	308,455,134
Square Miles	15.95	113,634.57	N/A
Population Density	916.20	58.50	87.20
Population Change Since 1990	18.31%	81.42%	24.02%
Population Change Since 2000	6.95%	29.57%	9.61%
Forecasted Population Change by 2014	-5.34%	7.93%	4.52%

Paradise Valley Historic and Projected Population

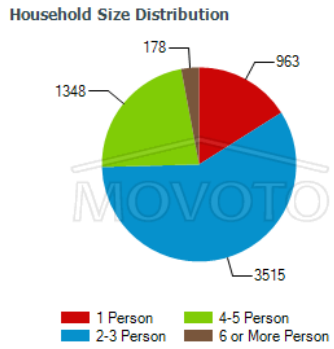
Fiscal Year	Population	Growth	Growth Rate
2007	232,257		
2008	231,954	(303)	-0.13%
2009	229,804	(2,150)	-0.93%
2010	230,663	859	0.37%
2011	232,046	1,383	0.60%

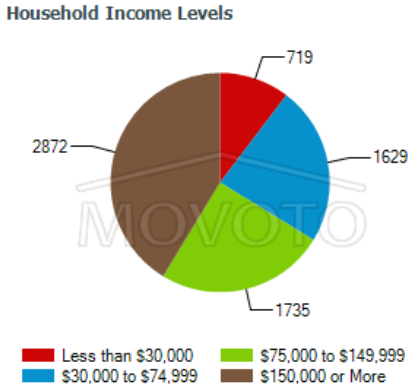
2012	234,705	2,659	1.15%
2013	237,276	2,571	1.10%
2014	240,232	2,956	1.25%
2015	243,966	3,734	1.55%
2016	246,802	2,836	1.16%

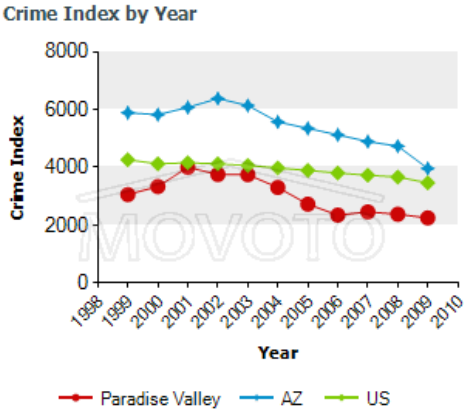
2010 Household Income Statistics	Paradise Valley, AZ	Arizona	United States
Total Area Household Income	$1,312,327,155	$179,453,480,707	$8,877,041,207,141
Median Household Income	$129,648	$54,637	$55,970
Average Household Income	$222,693	$71,699	$74,974
Per Capita Household Income	$89,799	$26,996	$28,779

Strengths

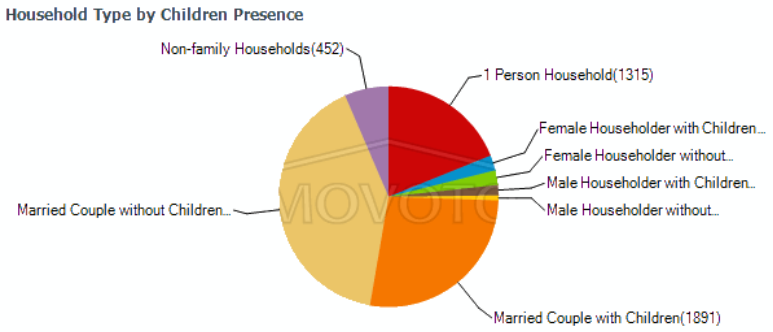
Household income is higher than state average with majority levels at $150,000 or more. Household average is 2-3 children in households with children. Examining the distribution of enrollment by ethnicity has shown that Hispanic enrollment in the area has grown steadily. The other ethnic groups are much smaller, but are also growing. Crime rate in Paradise Valley has decreased by year and is much lower than the state and US average.







Weaknesses

Enrollment in the PV School District has only slightly changed since the 1989/1999 school year, with annual fluctuations of about plus or minus 1 percent. Through 2006/2007, the losses in enrollment from the ageing of the population and increased competition for students from private schools were offset by new students resulting from the addition of about 13,000 new housing units. As the majority of households do not have children, this is an indicator that student population can be pulled from outside the Paradise Valley area.

Housing construction declined since 2008 and a turbulence in the housing market has resulted in increased vacancy rates across the entire housing stock. Based on field surveys conducted by ASU, vacancy rates have nearly doubled from 5 to 10 percent since 2006.