

Marketing –Approach

- We have spent over \$11,000,000 developing a facility to meet the demands of the South Phoenix market.
- We have spent over \$1,000,000 in curriculum, technology, sports equipment and support for the arts.
- We spent in excess of \$200,000 in marketing dollars toward promotions and staff to support the building and student growth of the new facility
- Our initial projections for South Phoenix Prep & Arts Academy are being surpassed by the overwhelming demand in the area.



Marketing –Approach

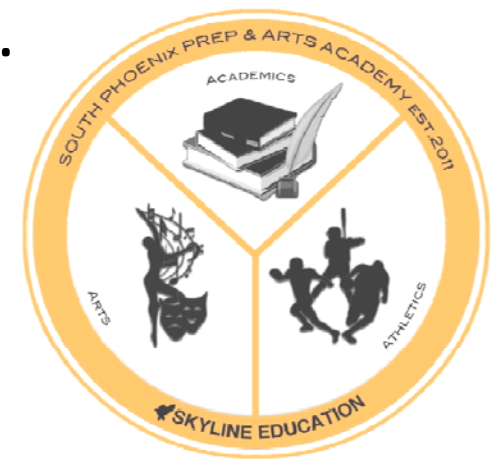
- Print Media (San Tan, Gannett Subsidiaries, & more)
- Billboards (Becker Boards)
- Banners (Blue Media)
- Events: Talent Shows, Carnivals, Information Sessions, Performances
- On Site Daily, Parent nights and open houses at current location on a regular basis
- Facebook, Twitter, Website
- Direct Mailers
- Radio (Clear Channel), Television (Channel 3)
- Boys & Girls Clubs, YMCA's
- Canvassing Neighborhoods handing out fliers and talking with families: 85042, 85040, 85041, 85282, 85283, 85008, 85009, 85007, 85034, 85048, 85045, 85339 to name a few.

- *Depending upon wind and weather conditions



Marketing – Results

- 200 Students have enrolled to South Phoenix Prep & Arts Academy.
- We are currently receiving an average of 20 enrollments per week and over 60 calls per week directly related to enrollment.
- Calls do not include parent visits directly to the site, the existing school or any other event.



South Phoenix Prep & Arts Academy

*Projected Enrollment

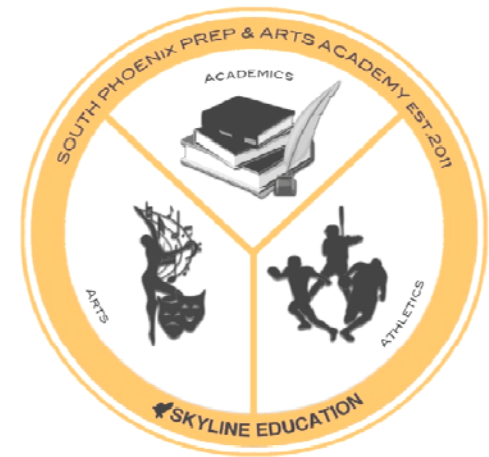
Projected			
Grade	12/13SY	13/14SY	14/15SY
K	90	90	90
1	90	105	135
2	60	105	135
3	60	90	120
4	60	90	120
Total	360	480	600

*We project these numbers but have building capacity for more, which is why we requested a higher number.



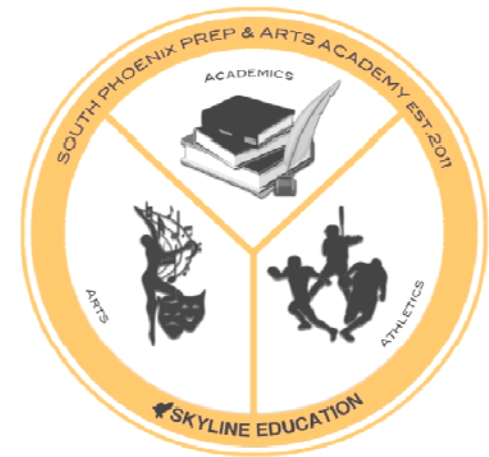
Staffing –Approach

- We identify certified and highly qualified teachers through the following methods.
 - In house Job Fairs
 - Job Fairs: ASU, Grand Canyon University
 - Referrals
 - ASU Job Postings
 - Grand Canyon Job Postings
 - Craig's List Job Postings
 - School Spring
 - Arizona Dept of Ed.



Staffing - Approach

- We hire as enrollment increases and make preliminary offers based on projected enrollment.
- Principals are hired by the CEO/Founder Ronda Owens, Superintendent Carl Hill and Board Members. Teachers are hired by the CEO, Superintendent and Principal as a team.
- School Staff is supported by Skyline Education's management staff of more than 25, supporting the school in:
 - Grants & Funding, Academic and Curriculum Development
 - Faculty Training and Leadership Development
 - Financial Management, Payroll Services, Human Resources and Benefits
 - NCA Accreditation
 - IT Management
 - Operational Support
 - Procurement Support, Contractual Support
 - Transportation
 - Food Service
 - Facilities Management
 - Business Planning and Real Estate Development
 - Marketing and Publications
 - Special Education Services
 - School Start Up Services.



Staffing - Results

- We currently have hired the Principal and all support staff, 7 Teachers and several aids for South Phoenix Prep & Arts Academy based on current enrollment of 200 students and have 50 teachers in the queue that have interviewed and are awaiting offers as enrollment increases.
- We are continually receiving resumes that are placed in the queue for ongoing interviews.



South Phoenix Prep and Arts Academy

Report based upon benchmark testing and Galileo Data

Our first baseline test was done on November 12, to give each child the opportunity to get to know the teachers and learn from them since this was the opening of a new school. Fourth grade students were below their grade levels as indicated from their AIMS scores when they came to school. This data represents five months of student learning that we have deemed from data. The percentages gauge those students who are *Learned* and *Ready Now* which is indicative to *Excelling* or *Meets* in AIMS. These tests are not recurring tests but benchmark testing that gauges standards that are on the AIMS test. Each test represents additional growth or places where the student needs remedial reading or math.

After each testing session, the principal and curriculum director reviews the data with each teacher to identify each student's weaknesses and strengths, as identified on the benchmark tests. They also write a *Student Achievement Plan* for each student based on learning gaps found in the assessment results. Additionally, Skyline Education's curriculum is rigorous and challenging. Teachers regularly adapt lessons to meet student learning levels by incorporating differentiated teaching methods.

South Phoenix Prep and Arts Academy has a 10.5% rate of ELL students and 8.5% Special Education students. Our student population consists of 65% Title One. All students whose scores were below 50% in a specific content area have been put on academic intervention plan. These percentages below include ELL or Special Education students. Interventions include after school programs, longer math, and reading class and longer day time classes. Students are in school from 9:00 to 4:00 pm, Monday through Thursday and 9:00 to 2:00 on Friday.

These are the scores of the students who entered school with us and are still with us now.

Reading 3rd grade	Test #1 Nov 12, 2012	Test #2 February 1, 2012	Test #3 April 3, 2012
Student 1	29	24	29
2	69	60	76
3	36	29	36
4	44	53	62
5	33	64	64
6	62	60	87

Math 3rd grade	Test #1 Nov 12, 2012	Test #2 February 1, 2012	Test #3 April 30, 2012
Student 1	20	31	11
2	64	58	76
3	42	44	44
4	51	42	60
5	51	31	58
6	73	69	73

Reading 4th grade	Test #1 Nov 12, 2012	Test #2 February 1, 2012	Test #3 April 30, 2012
Student 1	49	27	NA
2	22	42	18
3	73	58	87
4	24	24	31
5	29	36	22
6	73	78	87

Math 4th grade	Test #1 Nov 12, 2012	Test #2 February 1, 2012	Test #3 April 30, 2012
Student 1	36	67	71
2	20	47	50
3	53	58	60
4	22	27	27
5	31	20	42
6	58	71	78

Our calculations show the students are increasing in achievement at the rate of about 1-2% a week. As one of our retired AZ Charter School Board members said, "It takes about three years for students to get a solid foundation at a school, while the learning is taking place." (Superintendent Designee, Gifford)