

Innovations Academy Board Agenda: 9/10/24 @ 6:00 pm

Meeting location(s)

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| Innovations Academy 5454 Ruffin Rd San Diego, CA 92123 | 636 Hillsborough St, Oakland, CA 94606 | Public call in number 425-436-6381* Access code 1637013 |
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*Members of the public need not state their names when entering the conference call. Call-in number is provided as a convenience to the public.

Board Attendance

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Others in Attendance

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Agenda

| Topic | Minutes |
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| ➤ Call to order / roll call | Time / Date Board in Attendance: 1. Other Present: 1. |
| ➤ Approval of current agenda | Vote to approve current agenda - 1st motion - 2nd motion- Vote: Approved by: |
| ➤ Approval of prior month meeting minutes Approval of minutes 5/28/24 Approval of minutes 6/25/24 | Vote to approve past minutes - 1st motion- 2nd motion- Vote: Approved by: 1. |
| ➤ Public comments (3 mins per person) | |
| Financial Action Items <ul style="list-style-type: none"> 23-24 Unaudited Actuals Approval Unaudited actuals are annual financial reports that show a school's financial activities and position for a fiscal year. The data in these reports is not yet formally audited. Charters, districts and county offices of education submit their financial data to the California Department of Education (CDE) in a uniform format. | Vote to approve Unaudited Actuals - 1st motion- 2nd motion- Roll Call Vote: Aye No Abstain |
| Policy Action Items <ul style="list-style-type: none"> Transportation Policy | Vote to approve policy- 1st motion- |

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| <p>This policy is regarding the transportation of any special education students attending a nonpublic school placement</p> | <p>2nd motion- Vote: Aye: No: Abstain:</p> |
| <p>Biennial Review, Conflict of Interest Code The biennial review of a conflict of interest code is a review that state and local government agencies in California must perform at least every other year to ensure their codes are accurate and current. The review helps ensure that the code reflects the agency's current structure and that officials who make or participate in government decisions are required to disclose their financial interests. Due Oct 1 (see board packet)</p> | |
| <p>Action and Discussion Item</p> <ul style="list-style-type: none"> ● Progress on marketing <p>Christine will share progress on marketing plan with possible guests for presentation. This is an action item in case the board decides to make it an action item.</p> | <p><u>Item – Director Update</u> Discussion: Presentation from/about Grow Schools (Ryan Eldridge)</p> <p>Presentation from/about SABA (Joey Dusina) Vote to approve marketing plan 2nd motion- Vote: Aye: No: Abstain:</p> |
| <p>➤ Next board meeting</p> | |
| <ul style="list-style-type: none"> o Confirm date of next meeting (board retreat) | |
| <ul style="list-style-type: none"> o Identify agenda items for next meeting | <p>Board Retreat Scheduling and Items: Review board responsibilities Brown Act brief review Update on board meeting laws Set board calendar Discuss acquisition of new board members Director succession Review/Update Fiscal Policy and other policies</p> |
| <p>Meeting adjourned</p> | |

The foregoing minutes were approved by the Board of Directors of Innovations Academy

on _____.

Secretary

Please contact Innovations Academy Board @ Board@InnovationsAcademy.org if you require special assistance or a listening device to attend the Board Meeting. Requests must be made 48 hours in advance.

1. TELECONFERENCE MEETINGS. Members of the Board of Directors may participate in teleconference meetings so long as all of the following requirements in the Brown Act are complied with:
 - At a minimum, a quorum of the members of the Board of Directors shall participate in the teleconference meeting from locations within the boundaries of the State of California;
 - All votes taken during a teleconference meeting shall be by roll call;
 - If the Board of Directors elects to use teleconferencing, it shall post agendas at all teleconference locations with each teleconference location being identified in the notice and agenda of the meeting;
 - All locations where a member of the Board of Directors constituting the quorum participates in a meeting via teleconference must be fully accessible to members of the public and shall be listed on the agenda;
 - Members of the public must be able to hear what is said during the meeting and shall be provided with an opportunity to address the Board of Directors directly at each teleconference location; and
 - The agenda shall indicate that members of the public attending a meeting conducted via teleconference need not give their name when entering the conference call.
 - The Brown Act prohibits requiring members of the public, to provide their names as a condition of attendance at the meeting; however, those wishing to speak may be required to identify themselves.

Innovations Academy Board Minutes: May 28, 2024 @ 6:00 pm

Meeting location(s)

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|--|---|---|
| Innovations Academy 5454 Ruffin Rd San Diego, CA 92123 | 636 Hillsborough St, Oakland, CA 94606 | Public call in number 425-436-6381* Access code 1637013 |
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Board Attendance

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| Jennifer Williams | Danielle Strachman | Julia Stoer | Stephen Rosen | | | |
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Others in Attendance

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| Christine Kuglen | Devon Woodruff | | | | | |
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Agenda

| Topic | Minutes |
|---|--|
| ➤ Call to order / roll call | Time / Date 6:04 pm Board in Attendance: Roll Call 1. Stephen, Jennifer, Julia, Danielle Other Present: 1. Devon Woodruff (Asst. Director) 2. Christine Kuglen (Director) |
| ➤ Approval of current agenda | Vote to approve current agenda - 1st motion - Danielle moves to remove approval of prior minutes from the agenda because they were excluded accidentally from the packet. 2nd motion- Stephen Vote: Aye: Stephen, Jennifer, Julia, Danielle No 0 Abstain 0 |
| ➤ Approval of prior month meeting minutes 2/27/24 Meeting Minutes Approval 3/11/24 Meeting Minutes Approval | moved to next month (see prior item) |
| ➤ Public comments (3 mins per person) | No public comments were made |
| Discussion Items: Public Hearing for the draft 24-25 LCAP The board will hear a presentation of the | Devon- spoke about the creation of the 24-25 LCAP. She shared the following: staff and parent meetings that were held |

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| <p>LCAP and receive public input for final LCAP approval in June 2024</p> | <p>Slight changes that were made in the wording of our goals. The goals are essentially the same. What has changed are the actions and metrics were added/updated. Devon went over each goal and the metrics and new actions.</p> <p>Christine expressed her excitement about aligning portfolios, report cards and parent communication</p> <p>Jen Williams mentioned that Goal 2.3 with middle school redesign has the students excited and helped her decide to keep her child at IA for middle school</p> <p>Goal 3 Christine spoke about Beast Academy implementation and our trajectory to implement K-5 Changes that were noticed in the discussion 3.2 (add this) Field trips. We might want to add that we want all field trips to be meaningfully connected to learning</p> <p>4.1 (add this) ParentSquare notifications can be used in the metrics to measure parent engagement with absence notifications</p> <p>5.2 (edit this) We don't have 2 Exhibitions at the end of each semester. We have one at the end of first semester and one before testing season (pre-spring break)</p> |
| <p>➤ Next board meeting</p> | <p>June 18, 2024</p> |
| <p>o Confirm date of next meeting</p> | <p>June 18, 2024</p> |
| <p>o Identify agenda items for next meeting</p> | <p>New Teacher Introduction Update on Enrollment Declaration of Need 24-25 Security Proposal, info on charters use of cameras on campus LCAP approval Local Indicators see 24-25 Handbooks</p> |

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| | 24-25 Possible New Policies 24-25 School Calendar Marketing Analytics IEE Policy for Sped Jennifer is not able to make that meeting. Julia can't either. She can do June 10th. Danielle will see if she can fly down to make quorum. |
| Meeting adjourned | 6:54 pm |

The foregoing minutes were approved by the Board of Directors of Innovations Academy on 6/25/202.

Secretary

Please contact Innovations Academy Board @ Board@InnovationsAcademy.org if you require special assistance or a listening device to attend the Board Meeting. Requests must be made 48 hours in advance.

1. TELECONFERENCE MEETINGS. Members of the Board of Directors may participate in teleconference meetings so long as all of the following requirements in the Brown Act are complied with:
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Innovations Academy Board Minutes: 6/25/24 @ 6:00 pm

Meeting location(s)

| | | |
|--|---|---|
| Innovations Academy 5454 Ruffin Rd San Diego, CA 92123 | 636 Hillsborough St, Oakland, CA 94606 | Public call in number 425-436-6381* Access code 1637013 |
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*Members of the public need not state their names when entering the conference call. Call-in number is provided as a convenience to the public.

Board Attendance

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| Stephen Rosen | Faraz Sharafi | Danielle Strachman (remote) | | | | |
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Others in Attendance

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| Christine Kuglen (Director) | Devon Woodruff (Asst Director) | Joshua Eng (business manager) | | | | |
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Agenda

| Topic | Minutes |
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| ➤ Call to order / roll call | Time / Date 6/25/24 at 6:08 pm Board in Attendance Roll Call: <ol style="list-style-type: none"> 1. Stephen, Faraz 2. Danielle (remote) Other Present: <ol style="list-style-type: none"> 1. Christine Kuglen (director) 2. Devon Woodruff (asst director) Jennifer Williams is on her way and running late. The board took public comments while waiting for Jennifer to arrive to make a quorum. Meeting reconvenes at 6:31 pm when Jennifer Williams arrived |
| ➤ Approval of current agenda | Vote to approve current agenda - 1st motion - Stephen moves to make consent agenda of policy items and approve all prior meeting minutes. 2nd motion- Vote: Approved by: Yes: 4 roll call No: 0 Abstain: 0 Stephen moves to place all agenda items that |

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| | <p>are in the policy section of the agenda to a consent agenda item. The changes will be highlighted prior to the consent agenda item vote.</p> <p>Action Seconded</p> |
| <p>➤ Approval of prior month meeting minutes 2/27/24 Meeting Minutes Approval 3/11/24 Meeting Minutes Approval 5/28/24 Meeting Minutes Approval</p> | <p>Approval of Past Minutes: Faraz noted that the 5/28 minutes need to be pulled due to the fact that Faraz was not present at the 5/28 meeting. Motion to approve minutes from 2/27 and 3/11 made by Danielle 2nd motion- Stephen Roll Call Vote: Stephen, Faraz, Jen, Danielle Aye:4 No:0 Abstain:0 (note: Due to the fact that Faraz was not in attendance at the 5/28 meeting, those minutes will be pulled from this agenda and placed on the next meeting agenda.)</p> |
| <p>Public comments (3 mins per person)</p> | <p>Stephen reported that there were no public comments when they were asked for at the start of the meeting.</p> |
| <p>Financial Items (CSMC Joshua Eng, Christine)</p> <p>1. Board Approval of 23-24 Estimated Actuals and 24-25 Preliminary Budget</p> | <p>1. Approval of 23-24 Estimated Actuals and 24-25 Preliminary Budget (see narrative in board packet) Josh (business manager) referred to the board packet (page 21. Estimated actuals) and explained that this is a prediction of how we will end this year. Projecting deficit \$481K as seen in the estimated actuals. Josh reviewed the preliminary budget. We have a budgeted enrollment of 455 which this budget is based on. This budget can be revised and we realize that this is preliminary. Stephen asked about current enrollment and difference in classified personnel. Christine responded that IA has current enrolled numbers at 470.</p> <p>Jennifer asked if the ADA numbers this year were aligned with this preliminary budget. Josh explained how ADA% works and the difference between enrollment and attendance.</p> <p>Faraz asked about a drop in enrollment and its relationship to danger the school would be in. Josh</p> |

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| <p>2. Approval of 23-24 and 24-25 Estimated Education Protection Act (EPA)(will be posted on website)</p> <p>3. Approval of 23-24 Arts and Music Prop 28 Expenditures (Annual Report– also, to be posted on website)</p> | <p>explained the a good idea would be to revisit the budget when enrollment settles.</p> <p>Jennifer asked about the decreases in revenue for next year. Josh explained that one time funds are expiring. These were stimulus funding due to the pandemic.</p> <p>Faraz asked if any large fund is expected to be on the chopping block. Josh explained the LCFE COLA was cut a little. There is talk about funding decreases as we move forward.</p> <p>Faraz made the motion to approve the preliminary budget for 24-25 and 2nd motion- Stephen</p> <p>Roll Call Vote: Aye:Faraz, stephen, Jen and Danielle No: 0 Abstain: 0</p> <p>2. Approval of 23-24 and 24-25 Estimated Education Protection Act (EPA)</p> <p>Proposition 30 established the Education Protection Account (EPA). All temporary tax revenues collected from Proposition 30 over the next seven years for income tax and four years for sales tax, will be collected into the Education Protection Account and distributed to K-12 and Higher Education. (see board packet page 24-25)</p> <p>Stephen made motion to approve the EPA. 2nd motion- Jen</p> <p>Roll Call Vote: Stephen, Fara Aye:Stephen, Faraz, Jen, Danielle No: 0 Abstain: 0</p> <p>3. Approval of 23-24 Arts and Music Prop 28 Expenditures (Annual Report)</p> <p>This was on the ballot and the voters approved it. The compliance part of this is for the board to acknowledge and approve. We did not use the funds this year as was stated in the board packet. Stephen mentioned that he saw those funds on the budget. Josh explained that there are two funds for Arts and Music. Once the school hires someone or decides what to purchase those funds will be put into action.</p> <p>Motion to acknowledge and approve the Arts and Music Prop 28 Funding Annual Report</p> |
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| <p>4. Approval of 24-25 Consolidated Application (CONAPP)</p> <p>5. Approval of 24-25 LCAP, the Federal Addendum and Budget Overview for Parents Inclusive of the following Components:</p> <ul style="list-style-type: none"> ▪ LCFF Budget Overview for Parents ▪ Plan Summary ▪ Engaging Educational Partners ▪ Goals and Actions ▪ Increased or Improved Services for Foster Youth, English Learners, and Low-income students ▪ Action Tables ▪ Instructions <p>6. Approval of Local Indicators</p> | <p>made by Faraz 2nd motion- Danielle Vote: Roll Call Aye: Danielle, Stephen, Faraz, Jen No: 0 Abstain: 0</p> <p>4. Approval of 24-25 Consolidated Application The Consolidated Application (ConApp) is used by the California Department of Education (CDE) to distribute categorical funds from various state and federal programs: Title 1, Title 2 and Title 4 funds Jennifer made the motion to approve the Consolidated Application 2nd motion- Faraz Vote: Roll Call Aye: Stephen, Danielle, Faraz, Jen No: 0 Abstain: 0</p> <p>5. Approval of Adoption of the 24-25 LCAP, the Federal Addendum and Budget Overview for Parents The LCAP is a tool for local educational agencies to set goals, plan actions, and leverage resources to meet those goals to improve student outcomes. There was a plan review at the public meeting held on 5/28/24. Changes since then were highlighted. A summary of the LCAP goals as similar and the actions having changed, and Stephen recognized that a lot of opportunity was given for stakeholders to participate. Motion to approve and adopt the 24-25 LCAP, Budget Overview for Parents and Federal Addendum made by Jen 2nd motion- Danielle Vote: Roll Call Aye: Faraz, Danielle, Jen, Stephen No: 0 Abstain: 0</p> <p>6. Approval of Local Indicators A requirement for Local Indicators is that the results are a part of a non-consent item at a regularly scheduled public meeting of the local governing board/body in conjunction with the adoption of the LCAP. California's</p> |
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| | <p>accountability system is based on a multiple measures system that assesses schools and communicates via a Calif School Dashboard. The Dashboard includes a concise set of state indicators and local indicators</p> <p>Faraz made the motion to approve the submission of Local Indicators</p> <p>2nd motion- Jen</p> <p>Vote: roll call</p> <p>Aye: Stephen, Faraz, Jen, Danielle</p> <p>No: 0</p> <p>Abstain: 0</p> |
| <p>Policy Items</p> <ol style="list-style-type: none"> 1. Approval of 24-25 school calendar 2. Approval of 24-25 instructional minutes 3. Approval of 24-25 Workplace Violence Prevention Policy 4. Approval of Independent Educational Evaluation (IEE) Policy 5. Approval of 24-25 Family Handbook 6. Approval of 24-25 Employee Handbook 7. Approval of 24-25 Declaration of Need 8. Approval of 24-25 Comprehensive School Safety Plan | <p>1. Approval of School Calendar</p> <p>The proposed student calendar contains all student attendance days, defines minimum and full days and includes event days for the 24-25 school year. There are 176 school days this coming school year.</p> <p>The instructional minutes meet the minimum requirements for attendance minutes for all grade levels</p> <p>There was a review of each consent agenda item with updates.</p> <p>Danielle exited the meeting at 7:30 pm</p> <p>Stephen made a motion to approve the consent agenda items.</p> <p>2nd Motion: Faraz</p> <p>Roll Call Vote:</p> <p>Aye: Stephen, Faraz, Jen</p> <p>No: 0</p> <p>Abstain: 0</p> |
| <p>Board Discussion Items</p> <ol style="list-style-type: none"> 1. Set board calendar for 24-25 2. Set date for annual board retreat | <p>Discussion:</p> <p>Tentative next meeting August 13, 2024</p> <p>The board is considering October as the retreat month.</p> |
| <p>Report Items</p> <ol style="list-style-type: none"> 1. Enrollment Update (see packet) 2. Security Proposal, info on charters use of cameras on campus 3. Director Report of 2023-24 Suspensions, Expulsion and UCP report <p>Suspensions: 3 Expulsions: 0 UCP: 0</p> <p>(This is a report for the annual count of</p> | <p>Christine gave enrollment numbers and that those numbers reflect the paperwork that has been submitted.</p> <p>Stephen noted that he spoke with Lee Dulgeroff who shared that all district schools have camera systems and Lee shared that it helps with issues in hallways and playground and parking lots and children who have escaped from school.</p> <p>Faraz suggested that parking lot problems are</p> |

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| <p>suspensions, expulsions and Uniform Complaints resolved)</p> | <p>going to be resolved Jen mentioned that she would prefer to look at our safety needs before spending funds on something that may not be deemed a need in our situation. Stephen mentioned his concerns and the time he has spent researching this issue. He is willing to let go of the issue at this time. Jennifer asked for the other quotes if we are going to move forward with cameras as an option. Faraz suggests that this item be tabled on the side and revisited in the next school year. Faraz recognizes that Stephen put in a lot of work that is appreciated. He suggests that we act conservatively since our budget is challenged. Stephen left the meeting saying he would give up persisting on cameras. The discussion ended. Faraz recommended that in order to improve safety a larger safety approach in which safety overall is addressed and the security cameras may or may not be a part of the solution.</p> |
| <p>➤ Next board meeting</p> | |
| <p>o Confirm date of next meeting</p> | <p>tentatively August 13, 2024</p> |
| <p>o Identify agenda items for next meeting</p> | <p>possible policy updates board retreat discussion as needed update on marketing, analytics etc.</p> |
| <p>Meeting adjourned</p> | <p>at 8:30 p.m.</p> |

The foregoing minutes were approved by the Board of Directors of Innovations Academy on _____.

Secretary

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CHARTER SCHOOL UNAUDITED ACTUALS
FINANCIAL REPORT -- ALTERNATIVE FORM
July 1, 2023 to June 30, 2024

CHARTER SCHOOL CERTIFICATION

Charter School Name: Innovations Academy
CDS #: 37-68338-0118083
Charter Approving Entity: San Diego Unified
County: San Diego
Charter #: 1024

NOTE: An Alternative Form submitted to the California Department of Education will not be considered a valid submission if the following information is missing:

For information regarding this report, please contact:

| For County Fiscal Contact: | For Approving Entity: | For Charter School: |
|---|-----------------------------|---------------------|
| Roxanna Travers | Nadine Creer | Josh Eng |
| Name | Name | Name |
| Financial Accounting and Data Support Manager | Senior Financial Accountant | CSMC - SBM |
| Title | Title | Title |
| 858-295-6700 | 619-725-7592 | 951-526-1920 |
| Telephone | Telephone | Telephone |
| roxanna.travers@sdcoe.net | ncreeer@sandi.net | jeng@csmci.com |
| Email address | Email address | Email address |

To the entity that approved the charter school:

2023-24 CHARTER SCHOOL UNAUDITED ACTUALS FINANCIAL REPORT -- ALTERNATIVE FORM: This report has been approved, and is hereby filed by the charter school pursuant to Education Code Section 42100(b).

Signed: _____ Date: _____
Charter School Official
(Original signature required)
Printed Name: _____ Title: _____

To the County Superintendent of Schools:

2023-24 CHARTER SCHOOL UNAUDITED ACTUALS FINANCIAL REPORT -- ALTERNATIVE FORM: This report is hereby filed with the County Superintendent pursuant to Education Code Section 42100(a).

Signed: _____ Date: _____
Authorized Representative of
Charter Approving Entity
(Original signature required)
Printed Name: _____ Title: _____

To the Superintendent of Public Instruction:

2023-24 CHARTER SCHOOL UNAUDITED ACTUALS FINANCIAL REPORT -- ALTERNATIVE FORM: This report has been verified for mathematical accuracy by the County Superintendent of Schools pursuant to Education Code Section 42100(a).

Signed: _____ Date: _____
County Superintendent/Designee
(Original signature required)

CHARTER SCHOOL UNAUDITED ACTUALS
FINANCIAL REPORT -- ALTERNATIVE FORM
July 1, 2023 to June 30, 2024

Charter School Name: Innovations Academy
CDS #: 37-68338-0118083
Charter Approving Entity: San Diego Unified
County: San Diego
Charter #: 1024

This charter school uses the following basis of accounting:
(Please enter an "X" in the applicable box below; check only one box)

- X **Accrual Basis (Applicable Capital Assets/Interest on Long-Term Debt/Long-Term Liabilities/Net Position objects are 6900, 6910, 7438, 9400-9489, 9660-9669, 9796, and 9797)**
- Modified Accrual Basis (Applicable Capital Outlay/Debt Service/Fund Balance objects are 6100-6170, 6200-6500, 6600, 7438, 7439, and 9711-9789)**

| Description | Object Code | Unrestricted | Restricted | Total |
|---|-----------------|--------------|--------------|--------------|
| A. REVENUES | | | | |
| 1. LCFF Sources | | | | |
| State Aid - Current Year | 8011 | 718,923.00 | | 718,923.00 |
| Education Protection Account State Aid - Current Year | 8012 | 83,370.00 | | 83,370.00 |
| State Aid - Prior Years | 8019 | (57,126.00) | | (57,126.00) |
| Transfers to Charter Schools in Lieu of Property Taxes | 8096 | 3,847,252.00 | | 3,847,252.00 |
| Other LCFF Transfers | 8091, 8097 | | | 0.00 |
| Total, LCFF Sources | | 4,592,419.00 | 0.00 | 4,592,419.00 |
| 2. Federal Revenues (see NOTE in Section L) | | | | |
| Every Student Succeeds Act | 8290 | | 56,445.00 | 56,445.00 |
| Special Education - Federal | 8181, 8182 | | 80,699.00 | 80,699.00 |
| Child Nutrition - Federal | 8220 | | 39,069.87 | 39,069.87 |
| Donated Food Commodities | 8221 | | | 0.00 |
| Other Federal Revenues | 8110, 8260-8299 | | 127,738.56 | 127,738.56 |
| Total, Federal Revenues | | 0.00 | 303,952.43 | 303,952.43 |
| 3. Other State Revenues | | | | |
| Special Education - State | StateRev SE | | 396,836.37 | 396,836.37 |
| All Other State Revenues | StateRev AO | 306,648.68 | 488,347.06 | 794,995.74 |
| Total, Other State Revenues | | 306,648.68 | 885,183.43 | 1,191,832.11 |
| 4. Other Local Revenues | | | | |
| All Other Local Revenues | LocalRev AO | 285,074.31 | | 285,074.31 |
| Total, Local Revenues | | 285,074.31 | 0.00 | 285,074.31 |
| 5. TOTAL REVENUES | | | | |
| | | 5,184,141.99 | 1,189,135.86 | 6,373,277.85 |
| B. EXPENDITURES (see NOTE in Section L) | | | | |
| 1. Certificated Salaries | | | | |
| Certificated Teachers' Salaries | 1100 | 1,776,382.56 | 358,796.95 | 2,135,179.51 |
| Certificated Pupil Support Salaries | 1200 | | 58,000.08 | 58,000.08 |
| Certificated Supervisors' and Administrators' Salaries | 1300 | 236,000.08 | 2,550.00 | 238,550.08 |
| Other Certificated Salaries | 1900 | 48,330.00 | 48,330.00 | 96,660.00 |
| Total, Certificated Salaries | | 2,060,712.64 | 467,677.03 | 2,528,389.67 |
| 2. Noncertificated Salaries | | | | |
| Noncertificated Instructional Salaries | 2100 | 255,445.54 | 196,792.44 | 452,237.98 |
| Noncertificated Support Salaries | 2200 | 175,516.07 | 67,000.08 | 242,516.15 |
| Noncertificated Supervisors' and Administrators' Salaries | 2300 | | | 0.00 |
| Clerical, Technical and Office Salaries | 2400 | 185,377.00 | 65,198.87 | 250,575.87 |
| Other Noncertificated Salaries | 2900 | | 9,781.25 | 9,781.25 |
| Total, Noncertificated Salaries | | 616,338.61 | 338,772.64 | 955,111.25 |
| 3. Employee Benefits | | | | |
| STRS | 3101-3102 | 594,196.30 | 100,755.62 | 694,951.92 |
| PERS | 3201-3202 | | | 0.00 |
| OASDI / Medicare / Alternative | 3301-3302 | 72,037.38 | 27,567.86 | 99,605.24 |

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|---|-------------|--------------|--------------|--------------|
| Health and Welfare Benefits | 3401-3402 | 294,235.77 | 22,367.98 | 316,603.75 |
| Unemployment Insurance | 3501-3502 | 9,163.57 | 4,039.07 | 13,202.64 |
| Workers' Compensation Insurance | 3601-3602 | 18,864.92 | 1,648.76 | 20,513.68 |
| OPEB, Allocated | 3701-3702 | | | 0.00 |
| OPEB, Active Employees | 3751-3752 | | | 0.00 |
| Other Employee Benefits | 3901-3902 | | | 0.00 |
| Total, Employee Benefits | | 988,497.94 | 156,379.29 | 1,144,877.23 |
| 4. Books and Supplies | | | | |
| Approved Textbooks and Core Curricula Materials | 4100 | 20,403.45 | 6,794.94 | 27,198.39 |
| Books and Other Reference Materials | 4200 | 2,454.63 | 8,751.72 | 11,206.35 |
| Materials and Supplies | 4300 | 53,864.39 | 47,602.51 | 101,466.90 |
| Noncapitalized Equipment | 4400 | 78,505.60 | 23,933.02 | 102,438.62 |
| Food | 4700 | | 102,089.25 | 102,089.25 |
| Total, Books and Supplies | | 155,228.07 | 189,171.44 | 344,399.51 |
| 5. Services and Other Operating Expenditures | | | | |
| Subagreements for Services | 5100 | | 97,586.32 | 97,586.32 |
| Travel and Conferences | 5200 | 4,378.50 | 19,280.47 | 23,658.97 |
| Dues and Memberships | 5300 | 10,808.82 | | 10,808.82 |
| Insurance | 5400 | 54,441.00 | | 54,441.00 |
| Operations and Housekeeping Services | 5500 | 282,195.72 | | 282,195.72 |
| Rentals, Leases, Repairs, and Noncap. Improvements | 5600 | 94,114.32 | | 94,114.32 |
| Transfers of Direct Costs | 5700-5799 | | | 0.00 |
| Professional/Consulting Services and Operating Expend. | 5800 | 504,156.36 | 351,693.26 | 855,849.62 |
| Communications | 5900 | 27,839.52 | 55.20 | 27,894.72 |
| Total, Services and Other Operating Expenditures | | 977,934.24 | 468,615.25 | 1,446,549.49 |
| 6. Capital Outlay | | | | |
| (Objects 6100-6170, 6200-6500 modified accrual basis only) | | | | |
| Land and Land Improvements | 6100-6170 | | | 0.00 |
| Buildings and Improvements of Buildings | 6200 | | | 0.00 |
| Books and Media for New School Libraries or Major | | | | |
| Expansion of School Libraries | 6300 | | | 0.00 |
| Equipment | 6400 | | | 0.00 |
| Equipment Replacement | 6500 | | | 0.00 |
| Lease Assets | 6600 | | | 0.00 |
| Subscription Assets | 6700 | | | 0.00 |
| Depreciation Expense (accrual basis only) | 6900 | 42,959.45 | | 42,959.45 |
| Amortization Expense - Lease Assets | 6910 | | | 0.00 |
| Amortization Expense - Subscription Assets | 6920 | | | 0.00 |
| Total, Capital Outlay | | 42,959.45 | 0.00 | 42,959.45 |
| 7. Other Outgo | | | | |
| Tuition to Other Schools | 7110-7143 | | | 0.00 |
| Transfers of Pass-Through Revenues to Other LEAs | 7211-7213 | | | 0.00 |
| Transfers of Apportionments to Other LEAs - Spec. Ed. | 7221-7223SE | | | 0.00 |
| Transfers of Apportionments to Other LEAs - All Other | 7221-7223AO | | | 0.00 |
| All Other Transfers | 7281-7299 | | | 0.00 |
| Transfers of Indirect Costs | 7300-7399 | (9,946.33) | 9,946.33 | 0.00 |
| Debt Service: | | | | |
| Interest | 7438 | | | 0.00 |
| Principal (for modified accrual basis only) | 7439 | | | 0.00 |
| Total Debt Service | | 0.00 | 0.00 | 0.00 |
| Total, Other Outgo | | (9,946.33) | 9,946.33 | 0.00 |
| 8. TOTAL EXPENDITURES | | 4,831,724.62 | 1,630,561.98 | 6,462,286.60 |
| C. EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES BEFORE OTHER FINANCING SOURCES AND USES (A5-B8) | | 352,417.37 | (441,426.12) | (89,008.75) |
| D. OTHER FINANCING SOURCES / USES | | | | |

| | | | | | | |
|--|--|------------|--------------------|---------------------|-------------------|--------------|
| 1. | Other Sources | 8930-8979 | | | 0.00 | |
| | Less: | | | | | |
| 2. | Other Uses | 7630-7699 | | | 0.00 | |
| 3. | Contributions Between Unrestricted and Restricted Accounts (must net to zero) | 8980-8999 | (438,489.80) | 438,489.80 | 0.00 | |
| 4. | TOTAL OTHER FINANCING SOURCES / USES | | (438,489.80) | 438,489.80 | 0.00 | |
| E. NET INCREASE (DECREASE) IN FUND BALANCE /NET POSITION (C+D4) | | | (86,072.43) | (2,936.32) | (89,008.75) | |
| F. FUND BALANCE / NET POSITION | | | | | | |
| 1. | Beginning Fund Balance/Net Position | | | | | |
| a. | As of July 1 | 9791 | 4,088,944.34 | 2,936.32 | 4,091,880.66 | |
| b. | Adjustments/Restatements | 9793, 9795 | (79,638.00) | | (79,638.00) | |
| c. | Adjusted Beginning Fund Balance /Net Position | | 4,009,306.34 | 2,936.32 | 4,012,242.66 | |
| 2. | Ending Fund Balance /Net Position, June 30 (E+F1c) | | 3,923,233.91 | 0.00 | 3,923,233.91 | |
| Components of Ending Fund Balance (Modified Accrual Basis only) | | | | | | |
| a. | Nonspendable | | | | | |
| 1. | Revolving Cash (equals Object 9130) | 9711 | | | 0.00 | |
| 2. | Stores (equals Object 9320) | 9712 | | | 0.00 | |
| 3. | Prepaid Expenditures (equals Object 9330) | 9713 | | | 0.00 | |
| 4. | All Others | 9719 | | | 0.00 | |
| b. | Restricted | 9740 | | | 0.00 | |
| c. | Committed | | | | | |
| 1. | Stabilization Arrangements | 9750 | | | 0.00 | |
| 2. | Other Commitments | 9760 | | | 0.00 | |
| d. | Assigned | 9780 | | | 0.00 | |
| e. | Unassigned/Unappropriated | | | | | |
| 1. | Reserve for Economic Uncertainties | 9789 | | | 0.00 | |
| 2. | Unassigned/Unappropriated Amount | 9790M | | | 0.00 | |
| 3. | Components of Ending Net Position (Accrual Basis only) | | | | | |
| a. | Net Investment in Capital Assets | 9796 | 143,092.26 | | 143,092.26 | |
| b. | Restricted Net Position | 9797 | | | 0.00 | |
| c. | Unrestricted Net Position | 9790A | 3,780,141.65 | 0.00 | 3,780,141.65 | |
| Description | | | Object Code | Unrestricted | Restricted | Total |
| G. ASSETS | | | | | | |
| 1. | Cash | | | | | |
| | In County Treasury | 9110 | 3,324,685.39 | | 3,324,685.39 | |
| | Fair Value Adjustment to Cash in County Treasury | 9111 | (79,638.00) | | (79,638.00) | |
| | In Banks | 9120 | 312,417.75 | 831,604.97 | 1,144,022.72 | |
| | In Revolving Fund | 9130 | | | 0.00 | |
| | With Fiscal Agent/Trustee | 9135 | | | 0.00 | |
| | Collections Awaiting Deposit | 9140 | | | 0.00 | |
| 2. | Investments | 9150 | | | 0.00 | |
| 3. | Accounts Receivable | 9200 | | | 0.00 | |
| 4. | Due from Grantor Governments | 9290 | 346,082.97 | 207,352.72 | 553,435.69 | |
| 5. | Stores | 9320 | | | 0.00 | |
| 6. | Prepaid Expenditures (Expenses) | 9330 | 75,830.82 | | 75,830.82 | |
| 7. | Other Current Assets | 9340 | | | 0.00 | |
| 8. | Lease Receivable | 9380 | | | 0.00 | |
| 9. | Capital Assets (accrual basis only) | 9400-9489 | 236,614.58 | | 236,614.58 | |
| 10. | TOTAL ASSETS | | 4,215,993.51 | 1,038,957.69 | 5,254,951.20 | |
| H. DEFERRED OUTFLOWS OF RESOURCES | | | | | | |
| 1. | Deferred Outflows of Resources | 9490 | | | 0.00 | |
| 2. | TOTAL DEFERRED OUTFLOWS | | 0.00 | 0.00 | 0.00 | |
| I. LIABILITIES | | | | | | |
| 1. | Accounts Payable | 9500 | 199,237.28 | | 199,237.28 | |
| 2. | Due to Grantor Governments | 9590 | | 100,451.10 | 100,451.10 | |
| 3. | Current Loans | 9640 | | | 0.00 | |

| | | | | |
|--|-----------|--------------|--------------|--------------|
| 4. Unearned Revenue | 9650 | | 938,506.59 | 938,506.59 |
| 5. Long-Term Liabilities (accrual basis only) | 9660-9669 | 93,522.32 | | 93,522.32 |
| 6. TOTAL LIABILITIES | | 292,759.60 | 1,038,957.69 | 1,331,717.29 |
| J. DEFERRED INFLOWS OF RESOURCES | | | | |
| 1. Deferred Inflows of Resources | 9690 | | | 0.00 |
| 2. TOTAL DEFERRED INFLOWS | | 0.00 | 0.00 | 0.00 |
| K. FUND BALANCE /NET POSITION | | | | |
| Ending Fund Balance /Net Position, June 30 (G10 + H2) - (I6 + J2) (must agree with Line F2) | | 3,923,233.91 | 0.00 | 3,923,233.91 |

L. FEDERAL EVERY STUDENT SUCCEEDS ACT (ESSA) MAINTENANCE OF EFFORT REQUIREMENT

NOTE: IF YOUR CHARTER SCHOOL RECEIVED FEDERAL FUNDING, AS REPORTED IN SECTION A2, THE FOLLOWING ADDITIONAL INFORMATION MUST BE PROVIDED IN ORDER FOR THE CDE TO CALCULATE COMPLIANCE WITH THE FEDERAL EVERY STUDENT SUCCEEDS ACT (ESSA) MAINTENANCE OF EFFORT REQUIREMENT:

1. Federal Revenue Used for Capital Outlay and Debt Service

Included in the Capital Outlay and Debt Service expenditures reported in sections B6 and B7 are the following amounts paid out of federal funds:

| Federal Program Name (If no amounts, indicate "NONE") | Capital Outlay | Debt Service | Total |
|--|----------------|--------------|-------|
| a. NONE | \$ | | 0.00 |
| b. _____ | | | 0.00 |
| c. _____ | | | 0.00 |
| d. _____ | | | 0.00 |
| e. _____ | | | 0.00 |
| f. _____ | | | 0.00 |
| g. _____ | | | 0.00 |
| h. _____ | | | 0.00 |
| i. _____ | | | 0.00 |
| j. _____ | | | 0.00 |
| TOTAL FEDERAL REVENUES USED FOR CAPITAL OUTLAY AND DEBT SERVICE | 0.00 | 0.00 | 0.00 |

2. Community Services Expenditures

Provide the amount of State and Local funds reported in Section B that were expended for Community Services Activities:

| Objects of Expenditures | Amount (Enter "0.00" if none) |
|--|----------------------------------|
| a. Certificated Salaries 1000-1999 | 0.00 |
| b. Noncertificated Salaries 2000-2999 | 0.00 |
| c. Employee Benefits 3000-3999 | 0.00 |
| d. Books and Supplies 4000-4999 | 0.00 |
| e. Services and Other Operating Expenditures 5000-5999 | 0.00 |
| TOTAL COMMUNITY SERVICES EXPENDITURES | 0.00 |

3. Supplemental State and Local Expenditures resulting from a Presidentially Declared Disaster

| Date of Presidential Disaster Declaration | Brief Description (If no amounts, indicate "None") | Amount |
|---|--|-------------|
| a. _____ | | |
| b. _____ | | |
| c. _____ | | |
| d. _____ | | |
| TOTAL SUPPLEMENTAL EXPENDITURES (Should not be negative) | | 0.00 |

4. State and Local Expenditures to be Used for ESSA Annual Maintenance of Effort Calculation:

Results of this calculation will be used for comparison with 2022-23 expenditures. Failure to maintain the required 90 percent expenditure level on either an aggregate or per capita expenditure basis may result in reduction to allocations for covered programs in 2025-26.

| | |
|---|--------------|
| a. Total Expenditures (B8) | 6,462,286.60 |
| b. Less Federal Expenditures (Total A2) | |
| [Revenues are used as proxy for expenditures because most federal revenues are normally recognized in the period that qualifying expenditures are incurred] | 303,952.43 |
| c. Subtotal of State & Local Expenditures [a minus b] | 6,158,334.17 |
| d. Less Community Services [L2 Total] | 0.00 |
| e. Less Capital Outlay & Debt Service [Total B6 plus objects 7438 and 7439, less L1 Total, less objects 6600 and 6910] | 42,959.45 |
| f. Less Supplemental Expenditures made as the result of a Presidentially | 0.00 |

Declared Disaster

TOTAL STATE & LOCAL EXPENDITURES SUBJECT TO MOE

[c minus d minus e minus f]

\$ 6,115,374.72



Innovations Academy

Transportation as a Related Service for Students with Disabilities

Innovations Academy Board Policy

Approved 9/10/2024

According to state and federal laws, charter schools are not mandated to provide transportation to general education students. In certain individualized circumstances, an individualized education program (IEP) team may determine a student with a disability requires transportation as a related service on their IEP to benefit from special education. The school is not required to consider the convenience or preference of the parents such as work schedules that may make it inconvenient to drive a student who otherwise does not demonstrate disability related needs for transportation.

The Director or designee(s) shall establish criteria and procedures for determining the most appropriate mode of transportation for an individual student with disabilities based on his/her identified needs and the IEP team's determination if the student is eligible to receive transportation as a special education related service. This shall include, but not be limited to: (1) the severity of the student's disability, (2) consideration of the effect that the location of placement will have on the length of time that a student has to and from school each day, and (3) access to offer of a free, appropriate public education (FAPE) and special education related services. In addition the placement and transportation criteria shall be reviewed at least annually to determine suitability.

The Director shall ensure that appropriate transportation services are provided for students with disabilities as specified in their IEP or 504 accommodations plan. Considering the IEP team's identified specialized transportation needs of a pupil, transportation options may include, but are not limited to: walking, utilizing public transportation or other mode as determined in the IEP or 504 accommodations plan.

The Director shall ensure that students who are eligible for transportation services in the IEP or 504 accommodations plan are transported by an individual who has a valid California driver's license, minimum (\$ amount) liability insurance, and has completed the LEA's specialized transportation agreement. The Director shall ensure that in circumstances where the IEP or 504 accommodations plan determines reimbursement will be provided to a parent/guardian the parent/guardian is reimbursed at the California government reimbursement rate for short-term travel-personal vehicle mileage.

Legal References

California Education Code Section 56040

California Education Code Section 41850-41851

California Education Code Section 48915

2024 Local Agency Biennial Notice

Name of Agency: _____

Mailing Address: _____

Contact Person: _____ Phone No. _____

Email: _____ Alternate Email: _____

Accurate disclosure is essential to monitor whether officials have conflicts of interest and to help ensure public trust in government. The biennial review examines current programs to ensure that the agency's code includes disclosure by those agency officials who make or participate in making governmental decisions.

This agency has reviewed its conflict of interest code and has determined that (*check one BOX*):

An amendment is required. The following amendments are necessary:

(*Check all that apply.*)

- Include new positions
- Revise disclosure categories
- Revise the titles of existing positions
- Delete titles of positions that have been abolished and/or positions that no longer make or participate in making governmental decisions
- Other (*describe*) _____

The code is currently under review by the code reviewing body.

No amendment is required. (If your code is over five years old, amendments may be necessary.)

Verification (to be completed if no amendment is required)

This agency's code accurately designates all positions that make or participate in the making of governmental decisions. The disclosure assigned to those positions accurately requires that all investments, business positions, interests in real property, and sources of income that may foreseeably be affected materially by the decisions made by those holding designated positions are reported. The code includes all other provisions required by Government Code Section 87302.

Signature of Designated Officer

Date

All agencies must complete and return this notice regardless of how recently your code was approved or amended. Please return this notice no later than **October 1, 2024**, via email to:

Form700@sdcountry.ca.gov

PLEASE DO NOT RETURN THIS FORM TO THE FPPC.

2024 Conflict of Interest Code Biennial Notice Instructions for Local Agencies

The Political Reform Act requires every local government agency to review its conflict of interest code biennially. A conflict of interest code tells public officials, governmental employees, and consultants what financial interests they must disclose on their Statement of Economic Interests (Form 700).

By **July 1, 2024**: The code reviewing body must notify agencies and special districts within its jurisdiction to review their conflict of interest codes.

By **October 1, 2024**: The biennial notice must be filed with the agency's code reviewing body.

The FPPC has prepared a 2024 Local Agency Biennial Notice form for local agencies to complete or send to agencies within its jurisdiction to complete before submitting to the code reviewing body. The City Council is the code reviewing body for city agencies. The County Board of Supervisors is the code reviewing body for county agencies and any other local government agency whose jurisdiction is determined to be solely within the county (e.g., school districts, including certain charter schools). The FPPC is the code reviewing body for any agency with jurisdiction in **more than one county** and will contact them.

The Local Agency Biennial Notice is not forwarded to the FPPC.

If amendments to an agency's conflict of interest code are necessary, the amended code must be forwarded to the code reviewing body for approval within 90 days. An agency's amended code is not effective until it has been approved by the code reviewing body.

If you answer yes, to any of the questions below, your agency's code probably needs to be amended.

- Is the current code more than five years old?
- Have there been any substantial changes to the agency's organizational structure since the last code was approved?
- Have any positions been eliminated or re-named since the last code was approved?
- Have any new positions been added since the last code was approved?
- Have there been any substantial changes in duties or responsibilities for any positions since the last code was approved?

If you have any questions or are still not sure if you should amend your agency's conflict of interest code, please contact the FPPC. Additional information including an online webinar regarding how to amend a conflict of interest code is available on [FPPC's website](#).

Conflict of Interest Code: 2024 Local Government Agency Biennial Review

County of San Diego, Form 700 <form700@sdcounty.ca.gov>
Cc: "County of San Diego, Form 700" <form700@sdcounty.ca.gov>

Wed, Jun 26, 2024 at 3:35 PM

Good afternoon,

Every two years, local government agencies must review their Conflict of Interest Code to see if it needs changes (Government Code Section 87306.5). After this review, they must inform the code reviewing body.

Please complete and submit the enclosed Biennial Reply Form, signed by a designated officer of your agency, by e-mail, no later than October 1, 2024, (i.e., will be amended or changed, or if no change is necessary) to:

Form700@sdcounty.ca.gov

Attention: COI Biennial Review

By returning this completed form, your agency satisfies the biennial review requirement. However, not returning this form will constitute non-compliance of the Government Code.

If you have questions, please contact Alejandro Chavira at (619) 685-2257, alejandro.chavira@sdcounty.ca.gov or Jocelyn Porter at (619) 685-2593, jocelyn.porter@sdcounty.ca.gov.

Thanks,



Alejandro Chavira, Board Assistant

Clerk of the Board of Supervisors, Disclosure Services Unit


1600 Pacific Highway, Room 402, San Diego, CA 92101

☎: 619-531-5601

Form700@sdcounty.ca.gov

www.sandiegocob.com

 **2024 Biennial Rev Notice Initial- Agency Officials.pdf**
296K

 **2024 Local Agency Notice - Agency Officials.pdf**
280K

 **2024 Local Agency Notice Instructions.pdf**
170K

**Grwx
Schools**

Kids to Fill Your School

Enrollment Marketing Partnership
Innovations Academy



Filling Schools is More Difficult Than Ever

- Plenty of choices and few kids.
- Increased competition in the face of demographic and geographic shifts.
- Hard to get a compelling story in front of families in a cluttered environment.
- Limited resources / expertise to consistently deliver kids.



**Grow
Schools**

Helping You Get Where You're Going

Enrollment Marketing Partnership



A Vision and a Purpose

All kids have access to a
nourishing school environment
where they can flourish.



A Shared Mission

We help others get where they are going.

For school leaders, that means getting you the money, resources, and know-how to create thriving schools.



How We Support You



How can we help fill your school?



- What has proved successful in the past?
- What does enrollment success look like going forward?

**Grōw
Schools**

A Partnership to Fill Your School

Enrollment Marketing Partnership



We Get to Know Your School's Story and Voice

Story Arcs Help Build Your Brand

Example: Growing Great Kids

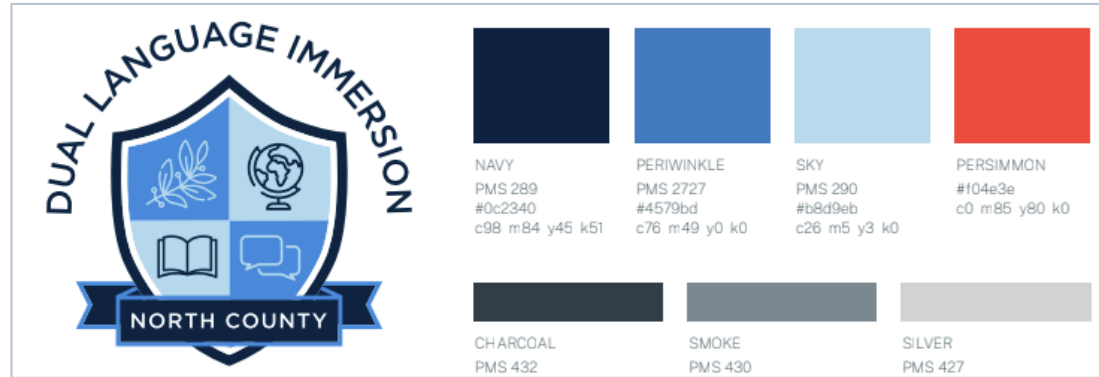
We create good citizens.

We cultivate our students' development and creativity. Since we are a small school we can affirm, stretch and celebrate every child's uniqueness and every child's individuality – together.

We figure out what makes each child tick – and then tenderly, attentively support our students on their personal, robust academic journey, helping them become the best versions of themselves.

We honor the unique in every child.

Digital / Ground Game Campaigns Use Story Arcs to Drive Interest



4/27/22

More Than Just Another Language: Immersion Education

You may already be aware that Dual Language Immersion North County (DLINC) is a tuition-free public school that offers academically excellent

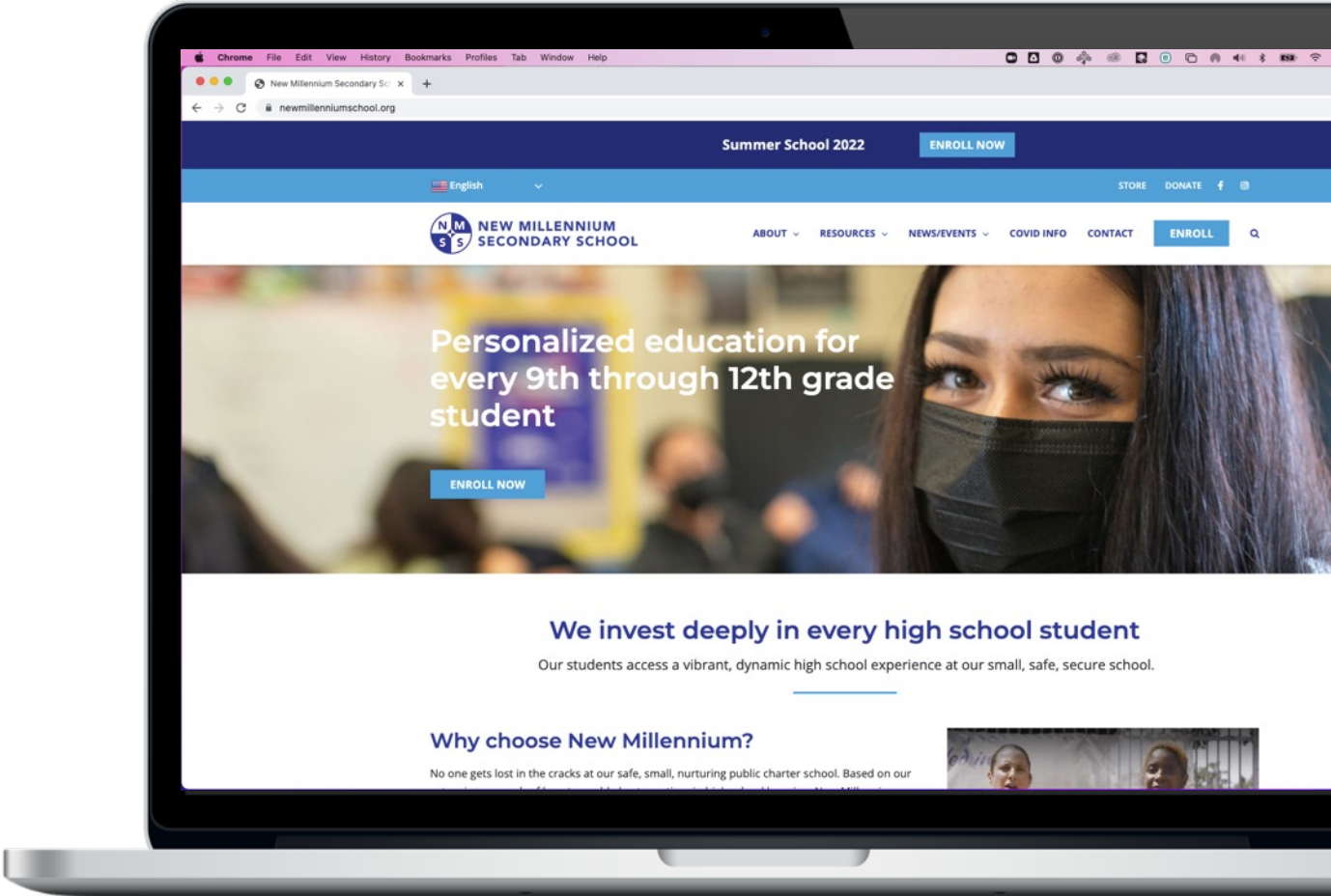


8/29/22

Beyond the Classroom

Dual Language Immersion North County is a TK-8 tuition-free charter school that is building tomorrow's leaders in an increasingly multilingual world. We do this through an innovative immersion curriculum in Spanish and English. But bilingual education is only

Interest Engaged Through Website Experience

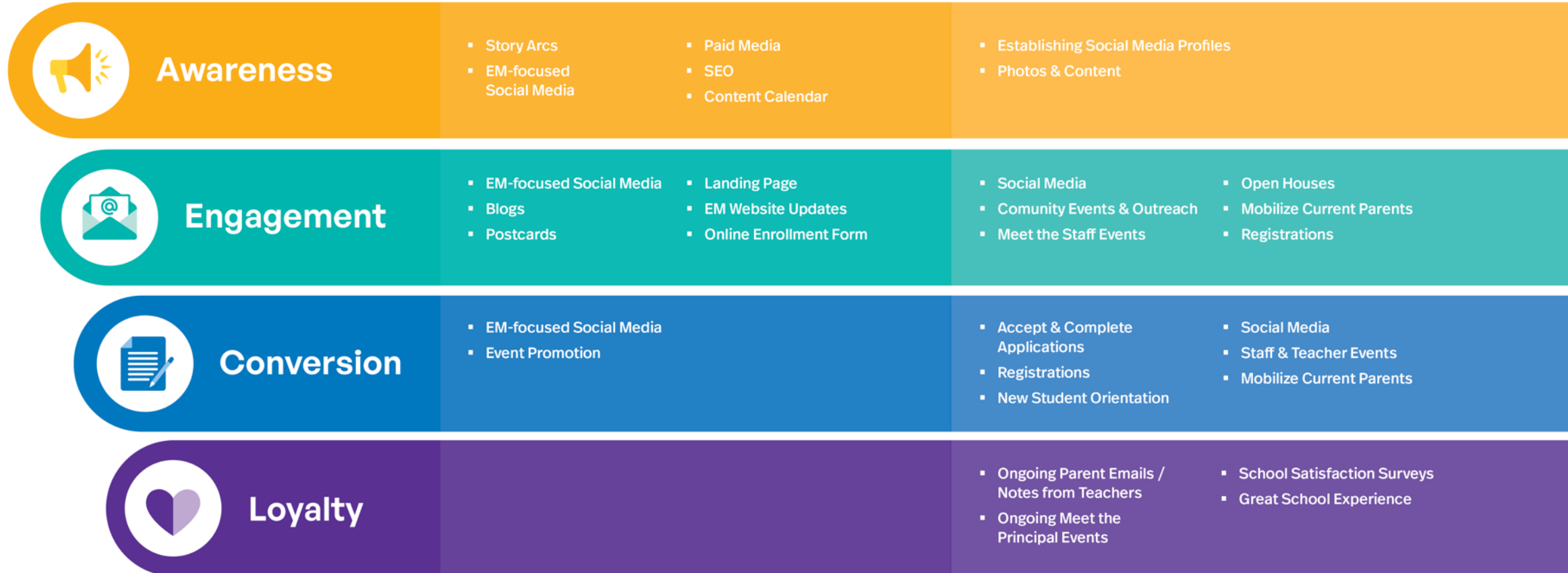


Interest Driven Through Enrollment Funnel

How It Works

Grow Schools

Innovations Academy



Driven by Integrated Marketing Campaigns

| Activity | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 |
|---------------------|------------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| GROW SCHOOLS | Story Arcs | Active | Light | Light | Light | Light | Light | Light | Light | Light |
| | Planning | Light | Active | Light | Light | Light | Light | Light | Light | Light |
| | Paid Media | Light | Active | Active | Active | Active | Active | Active | Active | Active |
| | Social Media | Light | Active | Active | Active | Active | Active | Active | Active | Active |
| | Print Assets | Light | Light | Active | Active | Active | Light | Light | Light | Light |
| | Reporting | Light | Light | Light | Light | Light | Light | Light | Light | Light |
| Innovations Academy | Open Houses | Light | Light | Active | Active | Active | Active | Active | Light | Light |
| | Community Events | Light | Light | Active | Active | Active | Active | Active | Active | Light |
| | Registrations | Light | Light | Light | Light | Light | Light | Active | Active | Light |
| | Integration | Light | Light | Light | Light | Light | Light | Active | Active | Light |
| | School Starts | Light | Light | Light | Light | Light | Light | Active | Active | Light |

Brand Work That Converts Interest

Buckeye COMMUNITY SCHOOL

Cheat Sheet Brand Guidelines

LOGO
Our logo is a core brand signal that identifies our brand. It must be applied with consistency to develop a visual bond with our brand identity.

Please do not redraw, rescale, or otherwise modify or add any other graphic elements to the trademark.

THE BCS BRAND FEELS:
Welcoming
Friendly, open, inclusive
Down-to-earth
Practical, Authentic, Humble
Confident
Passionate, spirited, dynamic
Progressive
Imaginative, flexible, modern
Simple
Efficient, clean, direct

DESIGN PRINCIPLES
Favor lighter colors over dark backgrounds

Choose open, airy, and flexible imagery over ones that may feel constrained, restricted, or boxed in

Balance details and technical content with big picture vision and inspiration

FULL COLOR
REVERSE ON DARK BACKGROUND

AVATARS

COLORS
The primary **Buckeye Green**, is supported by neutral and accent colors.

PRIMARY AND SUPPORTING COLORS

| | | |
|---|---|--|
| Buckeye Green HEX #008080 RGB 00, 128, 128 CMYK 07, 14, 52, 1 | Dark Emerald HEX #006666 RGB 00, 102, 102 CMYK 07, 30, 55, 19 | Dark Teal HEX #004D4D RGB 00, 77, 77 CMYK 05, 55, 55, 40 |
|---|---|--|

NEUTRAL COLORS FOR BACKGROUNDS & TEXT (Uses of tints for the greys are acceptable as needed)

| | | | |
|---|--|---|---|
| White HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 | Light Stone Grey HEX #E0E0E0 RGB 224, 224, 224 CMYK 10, 9, 11, 0 | Warm Grey HEX #A0A0A0 RGB 160, 160, 160 CMYK 0, 0, 10, 40 | Charcoal HEX #404040 RGB 64, 64, 64 CMYK 40, 40, 40, 85 |
|---|--|---|---|

ACCENT COLORS TO USE SPARINGLY IN SPECIAL CIRCUMSTANCES

| | | |
|--|---|---|
| Deep Eggplant HEX #4B0082 RGB 75, 0, 130 CMYK 40, 80, 50, 55 | Bright Coral HEX #FF4500 RGB 255, 69, 0 CMYK 40, 80, 50, 55 | Summer Yellow HEX #FFD700 RGB 255, 215, 0 CMYK 0, 22, 43, 0 |
|--|---|---|

TYPOGRAPHY
For headlines and copy use **Avenir**. In cases where Avenir is not available, you can use **Poppins** as an alternate. Use **Fransces** sparingly as an accent typeface as needed.

Buckeye COMMUNITY SCHOOL

It's YOUR Future
We make diplomas happen.

(833) 544-4BCS
buckeyecs.org

COMING THIS FALL - ENROLLING NOW

Buckeye Community School
September 9

Welcome to your future! It's the first day of school at Buckeye today, but you can enroll with us any time of year and we'll help you get to graduation. <https://www.buckeyecs.org/how-enrolling>

Buckeye COMMUNITY SCHOOL

Welcome To YOUR FUTURE

www.buckeyecs.org

Buckeye COMMUNITY SCHOOL

About Students Boards Calendar Contact Us Updates

7/6/22
Everyone's Graduating. What About Me?
There are many reasons to not graduate at the same time as your peers. If you are a high school student who is feeling left behind as you watch other students graduate, we see you. We understand the challenges that become barriers to high school graduation, and

6/29/22
Join a School That Supports All Aspects of Life
BCS is a different kind of high school, one that supports you in all aspects of your life. Come to Buckeye and we will work together so that you can earn your high school diploma on your time, in your way.

6/22/22
You Deserve an Education
We meet you where you're at and help you achieve your dreams! Buckeye Community School believes that every student deserves an education. We work with each unique student to craft a learning plan and help them overcome obstacles and earn their high school diploma.

Expert Resources Guide

School Marketing Campaigns



CONTENT STRATEGISTS

Writers create meaningful enrollment marketing content for our charter schools including story arcs, social media posts, blogs, digital ads, boilerplates, and taglines. This content drives critical enrollment and retention strategies for your school.



PROJECT MANAGERS

Project managers are your primary point person and the “glue” between our school leaders and our Writers, Designers, Paid Media, Technical Team, and Vendors.



IMPLEMENTATION

Our Implementation Team often operates behind the scenes but is no less critical in helping you execute successful programs and campaigns. This team includes talented Designers and Website Developers, and experts in Paid Media, SEO / Analytics, Marketing, and Social Media.

Structure and Timeline Aligned Around Kids in School

Flexible
Campaigns
Delivered to Meet
Your Needs

- Kickoff ASAP!
- Partnership options aligned to your school's needs

Partnership That Empowers School Into Future

Flexible
Campaigns
Delivered to Meet
Your Needs

- All our work together is yours to keep.
- No proprietary technology or accounts are withheld—everything created is done with secure logins inside your owned channels.
- You get ongoing access to everything—story arcs, branding, digital and ground game campaigns, creative and graphic design files, website logins, etc.

**Grōw
Schools**

Results That Fill Your School

Enrollment Marketing Partnership



15% Average Net Enrollment Increases



5 Years

First client started on
May 1, 2018.



89 Schools

Hundreds of offline and
online campaigns
developed for schools.



16 States

Schools from coast to
coast—urban and rural.

5,000 net new kids attracted through the doors.

Success Across a Diverse Set of Schools

New Schools

Filled Catalyst Academy Charter School's Kindergarten Class and increased enrollment by 83%.

Rural Schools

Buckeye Community Schools grew by 400 students across three campuses.

Urban Schools

El Paso Leadership Academy grew from 72 to 423 kids, a 487% increase.

Mature Schools

Tucson's oldest charter school, EDGE High School, stabilized enrollment declines and grew by 14%.

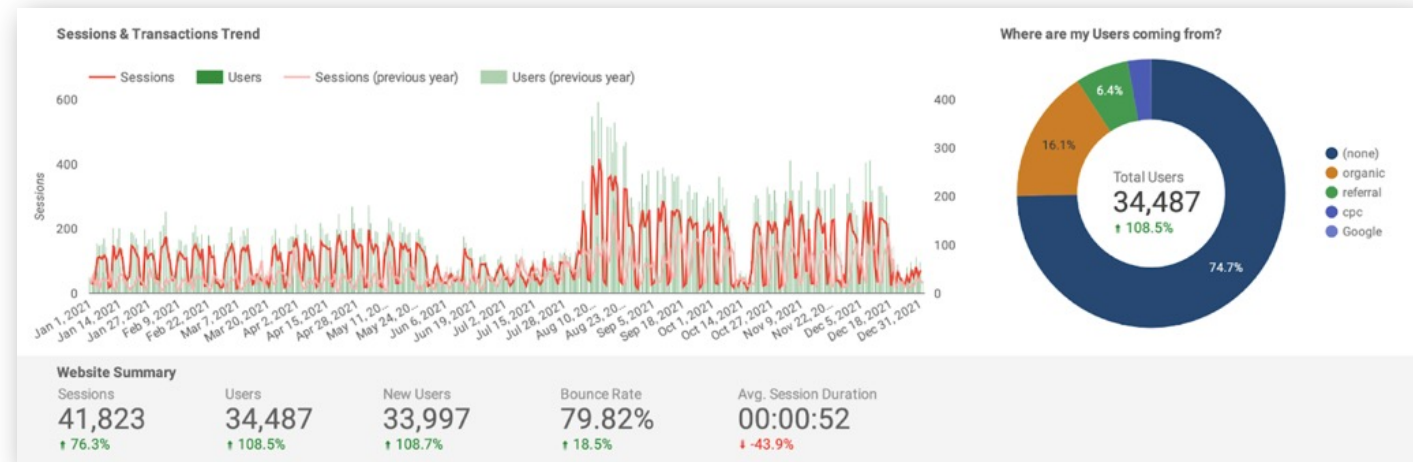
STEAM Schools

Drove 32% growth over 3 years for SET in San Diego.

Digital Impact That Generates Long-Term Success

EDGE High School Moved to the Front Page of Google

- Increased website traffic by 63%.
- 45% increase in organic search.
- Grew website traffic from social media by 3,400%.
- Occupies the #1 position on page 1 of Google for a phrase previously ranked on page 2 and 3.



Working with Charter School Capital provided a big win for us! Their dynamic marketing team allowed us to surpass our enrollment goals for the year well ahead of schedule. Our enrollment numbers continue to climb thanks to their consistent and proactive efforts.

Bob Bourgault, Executive Director, Almond Acres



**Grōw
Schools**

A Partnership to Fill Your School

Enrollment Marketing Partnership



| How We Help | Option A – Plan & Strategize | Option B – Get in Market First |
|---|------------------------------|--------------------------------|
| Experienced strategic partner | ✓ | ✓ |
| Story arcs and brand building | ✓ | ✓ |
| Blog and enrollment social media content | ✓ | ✓ |
| Design PDF enrollment flyer / postcard | ✓ | ✓ |
| Website audit + updates, SEO, and analytics implementation | ✓ | ✓ |
| Paid media campaigns on Google and Meta | - | ✓ |
| Which Option Is Right for Me? | | |
| I want to plan early for SY25-26 enrollment. | ✓ | ✓ |
| I need help building my school’s digital presence. | ✓ | ✓ |
| I want an expert to help guide my strategy. | ✓ | ✓ |
| My school doesn’t have a strong brand / I want to rebrand. | ✓ | ✓ |
| My school has aggressive growth goals or declining enrollment. | - | ✓ |
| I want to add grades, fill a new building, or build a waitlist. | - | ✓ |
| I have new competitors or need an edge in a tough market. | - | ✓ |
| Monthly Investment (3 month minimum) | \$5000 | \$7500 |

Next Steps

1 Align on approach

2 Select the date to sign contract

3 Identify the date to be in the market

“Grow Schools really helped harness our special qualities by creating an engaging narrative around who we are & what we do. Their expertise in getting the message in front of the right people has given a huge boost to our enrollment & enhanced our online profile.”

**CARRIE HEATH,
SET HIGH**



How We've Helped Schools Get Where They're Going

2 million+

Kids accessing a nourishing school environment

900+

Charter schools supported with money, resources, and know-how

\$3 billion+

of money to help charter schools and their kids flourish