



## Summary for Continuation of Recruitment for the Delaware STEM Academy

### Why is it important for the Delaware STEM Academy to continue its mission?

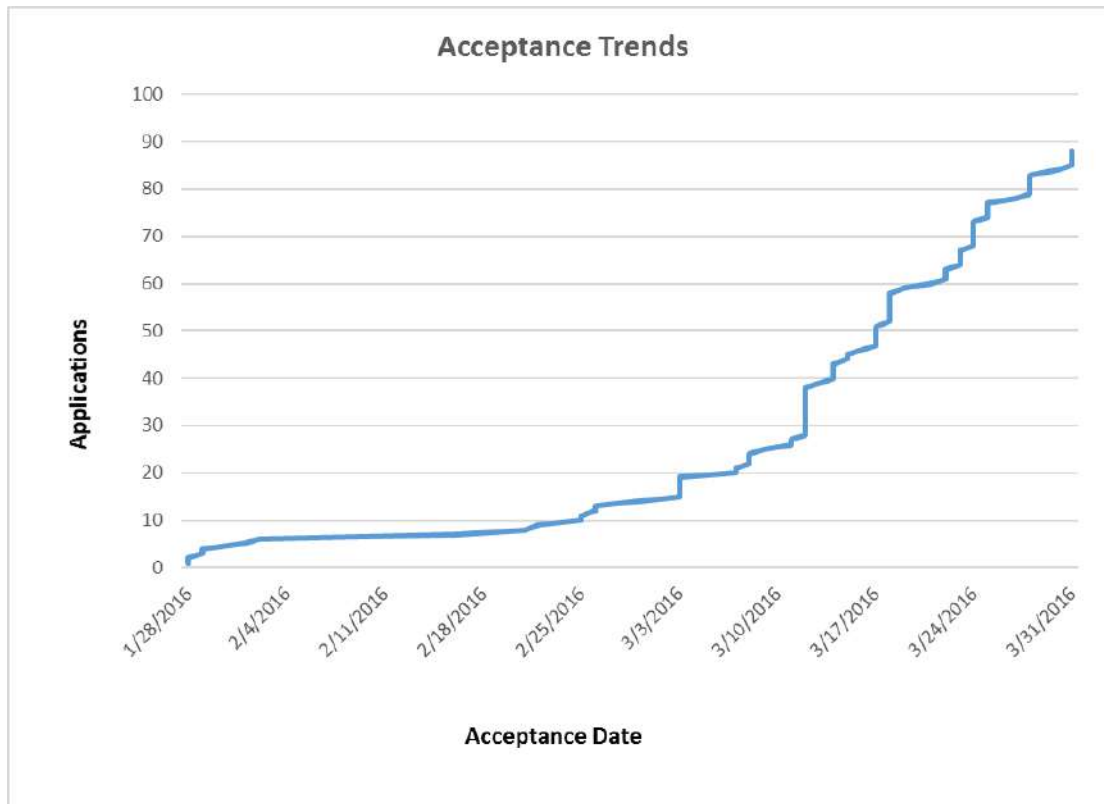
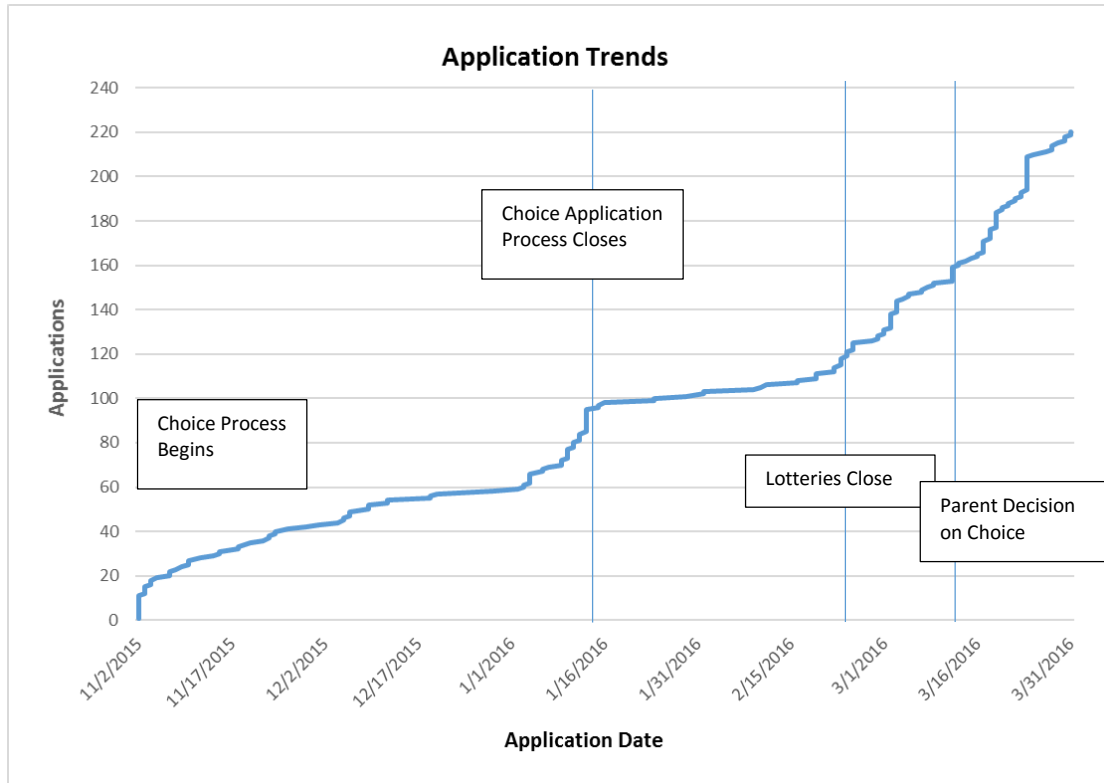
The Delaware STEM Academy is recruiting a diverse mix of students interested in science, technology, engineering and math for the September 2016 school opening. We are an open enrollment school with no conditions on acceptance. It is our vision that the school provide educational opportunities to students who have not previously considered nor had access to STEM through project-based learning as a course of study. We also have gained the support from the business community to further these opportunities in the hope that it will provide a qualified, diverse workforce for the future jobs in our state.

### Enrollment Status:

#### As of April 15: 252 Applications / 71 Withdraws/ 91 Signed Contracts / 91 Undecided

- We acknowledge that we have not achieved the required 80 percent minimum (200) of our total target 250 students for the 2016-2017 school year;
- As of April 15, we have 91 signed one-year contracts;
- Because of our STEM focus, we are competing with more mature schools with strong STEM programs. Now that wait lists have materialized, parents are now searching for alternatives;
- Most of our gains in applications occurred after the close of the lottery period, as demonstrated in the graph below.
- As of April 15, we continue to receive applications and contracts daily.
- Given our upward momentum, we feel that with two additional months (April 1 – June 1) we can close this gap.

Below is an analysis of applications over our last five-month recruitment effort, which demonstrates how applications have been generated and our upward momentum.





Signings of the one-year contracts have accelerated in the last month. We need time to close these contracts or replace them with new applications.

**Request:**

An extension to June 1 for the recruitment of students for the Academy.

**Can Delaware STEM Academy remain financially viable with fewer students?**

The Academy has prepared a 60-month financial analysis which demonstrates that the Academy can remain financially viable with a reduced enrollment of 200 students. This extrapolates through the next five years as follows:

	Grade				
Year	9	10	11	12	
1	150	50	0	0	200
2	150	140	50	0	340
3	150	140	140	50	480
4	150	140	140	140	570
5	150	140	140	140	570

- Using these enrollments as a basis for state and local appropriations, the Academy projects a positive cash flow for the next 60 months.
- We have secured over \$600,000 in grant funds including \$375,000 for the outfitting of classrooms and laboratories in the facility.
- Continue to fundraise using outside consultant services
- Continue to apply for grant funding such as the federal non-SEA grant

**What is our plan for recruitment if allowed to extend our deadline?**

- We have further enhanced our marketing plan which we will continue to follow through the next two months.
- It includes a mix of open houses, postcard campaigns, social media, community meetings, PTA outreach and community leader outreach.

**Will we be ready to open in September 2016?**

The Academy has developed a work breakdown list, which outlines all of the financial, facility, curricular, operational and enrollment activities needed to be completed by September. We have multiple assets at our disposal including:

- Two leadership positions, divided into academic and operational activities;
- Innovative School, which is performing activities associated with FSF, PHRST and ESchool;
- New Tech Network planning track and academic coaches for academic development;
- Board of Directors, who are chairing multiple committees (Facilities, HR, Fundraising, Education, Technology, and Marketing/Recruitment) and directly coordinating efforts such as the facilities renovation.
- Volunteers – Technical Advisory Group (TAG) and parents



A description of our major work with resource allocation and timeframes is depicted below:

Delaware STEM Academy Major Work Areas		
Area	Timeframe	Support
Marketing/Recruitment	April- May	Laura Jennice/ Board / Brett Taylor
Curriculum	Apr-Sept	Laura Jennice/New Tech / Innovative Schools/ TAG
Finance	Apr-June	Brett Taylor/ Carolann Wicks/ Innovative Schools/ Tim Frey
Fundraising	April-Sept	Brett Taylor/ Fundraising Consultant/ Joe Corrado / TAG
Facility	April - Sept	Brett Taylor/ Jerry Heisler/ Ted Williams
Technology	April-May	Brett Taylor/ DTI/ IT Consultant/ State Procurement /TAG/ Marian Young
Human Resources	April-May	Laura Jennice/ Innovative Schools/ New Tech/ Charlie Driggs
Accounting /Audit	Ongoing	Brett Taylor/ Innovative Schools/ Barbacane Thornton/ Carolann Wicks
Transportation	April-May	Brett Taylor/ DOE/ Innovative Schools/ State Procurement
Food Service	May-June	Brett Taylor/ DOE/ Innovative Schools/ State Procurement
Maintenance	May-June	Brett Taylor/ DOE/ Innovative Schools/ State Procurement
Athletics	May-June	Laura Jennice/ Ted Williams
Parent Community Involvement	May-Sept	Laura Jennice/ Board