

Student Recruitment and Enrollment [14 Del. C. § 512(6) and (8)]

1. Describe your plan to recruit students in your pre-opening year, including the

LTA plans to use its website to promote and encourage interest as well as to solicit donations. LTA will use a qualified marketing professional to deploy strategies for marketing the school in turn for in-kind service. Prospective parents, students and the community will find the school’s website to very interactive and communicative. The Delaware Charter School Network (DCSN) will provide opportunities such as their annual Charter School Expo as a means of educating the community about LTA and recruiting students for its archways. LTA intends to use the local newspaper, electronic invitations for town hall meetings, expos, meetings with state and local political figures, paper flyers to hang in public gathering places -- libraries, hospitals, clinics, gyms, churches grocers, etc., social media i.e. Facebook, Twitter and word of mouth are other ways for recruiting and informing the community of our school.

Major initial strategy

1. Target female heads - of-household, since they play a significant role in purchasing and school choice decision-making. Use social networking strategy to access female heads of households such as sororities and other female membership only organizations.
2. Target middle school students, since early adolescent have opinions as to the future curriculum with the state mandated Student Success Program and Career Cursing, middle school students are able to build a career profile early in school.

Responsible recruiting parties

All hands on deck is the philosophy of LTA’s marketing strategy. LTA’s founding board initially assumed the role of marketing its best practices product. Subsequently, its governing board and advisory board became grossly involved in planning activities and venues centered on recruiting students for its STEM and wellness school. LTA will rely on volunteers such as its partners, donors, and parents and its students over time to support its efforts in this endeavor.

The Delaware Standard Application for Educational Options

Applications will be accepted from November _____2015 to January_____ 2016 (2016-2017 school year) for the Delaware Standard Application for Educational Options. The Delaware Standard Application for Educational Options is Delaware Public School Districts, Charter Schools, Magnet Schools and Vocational-Technical Education Schools Choice Program. Any student not currently registered in a public school in the State of Delaware must be registered in their School of Residence before submitting a Delaware Standard Application for Educational Options. See *ATTACHMENT 7 for LTA’s Student Recruitment and Enrollment Policy*.

2. Explain the plan for student recruitment and marketing that will provide equal access....

a. A brief description of the recruitment strategies that the school will employ to...

Our plan for student recruitment and marketing will provide equal access to any family interested in LTA integrated wellness and two Archways that LTA offers. LTA will proactively reach out to families in poverty; academically low-achieving students; students with disabilities, youth at risk of academic failure and ELL learners in all zip codes in New Castle County. LTA has and will continue to conduct information sessions in partnership with community churches, feeder middle charter schools and neighborhood recreation and community centers. LTA will target incoming 9th graders (150) and 10th graders (50) for a total enrollment during year one of 200 students. The goal of recruitment will be to have a diverse student population as well as a well-balanced enrollment ratio in each archway – male-to-female ratio, ethnically, socially and economically. LTA’s school culture and environment will model a typical 21st century real workplace setting.

b. A brief explanation of the efforts, resources, structures, or programs that the school will.... Resources, structures or programs

LTA’s proposes to model Namaste Charter School and Needham High School’s health and wellness curriculum. Additionally, LTA will implement an advisories program, year round balanced school calendar, extended day curriculum, Student Success Team, Character Counts Program, Achievers’ Academy mentoring program and the Parent Education Center all in achieving “The Whole School, Whole Community, Whole Child framework and objectives of education. More than 95% of our student enrollment will be engaged in at least one athletic sport or organization by application renewal to promote movement and to sustain a high student engagement. Our health education curriculum and instruction will help students learn skills they will use to make healthy choices throughout their lifetime. LTA’s effective curriculum will result in positive changes in behavior that lower student risks around: alcohol, tobacco, other drugs injury prevention, mental and emotional health, nutrition, physical activity, prevention of diseases and sexuality and family life which contributes largely to the dropout rate of high school students. There are many factors that put a student at risk to dropping out of school. Many times not all risk factors apply to all students. However, research has consistently indicated the following risk factors as variables that lead to a student dropping out of school: (1) Lack of parent engagement; (2) Poor academic performance; (3) Work/Family economic needs; (4) Lack of a supportive adult (5) Disconnect between school academics and work; (6) Not enough individualized attention and (7) Low student engagement.

- <http://www.samhsa.gov/data/2k3/dropouts/dropouts.htm>
- <http://cola.unh.edu/sites/cola.unh.edu/files/student-journals/ChristopherLund.pdf>
- <http://www.dropoutprevention.org/statistics/quick-facts/why-students-drop-out>
 - <http://www.uwaystan.org/blog-entry/09-03-2013/3-reasons-students-dropout-highschool>. See Appendix 7 for Center for School Success Student Advisory by New Visions for Public Schools and Appendix 8 for Linchpins or Lost Time: Creating Effective Advisories.

Disaggregation of student performance data

The use of school and state level data systems to track, disaggregate and share student achievement and inform instructional decisions by teachers will be an important tool at LTA for

the success of its students. Each month in school executive meetings, the School Leader, Project Leader, Lead Teacher and CEO will examine the academic metrics of the school's data with its project management software data dashboard. This will include disaggregated student data; which will reveal patterns and trends over time. During the summer months, LTA will use incoming student achievement portfolio data from their middle schools or previous high school to start early examining disaggregated cells by student name to reveal which students fall into multiple cells. These students will warrant special attention by the School Leader and LTA's contracted Project Leader's organization. The School Leader and Project Leader's team of experienced educators will work with teachers to examine the disaggregated data to ensure that all students are meeting academic benchmarks and growth targets. In the event that students are not meeting benchmarks, the grade level team and school counselor will do a detailed analysis of student level data, meet with the student's parent about the data and collaborate with the student and his or her parent to develop an individualized improvement plan or academic contract. The individualized improvement plan or academic contract will be strategic in nature to warrant student reaching his/her academic goals to include the following:

- Write a **Mission Statement** -- What they wish to accomplish
- **Set Goals** -- Write general statements that identify some benchmarks they will need to accomplish
- **Plan Strategies for Reaching Every Goal** - Take a good look at the goals they've developed and come up with specifics for reaching them
- **Create Objectives** – Write objectives that are clear with measurable statements
- **Evaluate Their Progress** - If they find, halfway through the year, that they are not meeting goals; or if they discover a few weeks into your "mission" that their objectives aren't helping them to get where they need to be, it may be time to revisit their strategic plan and hone it with the involvement of their parents, the grade level team leader and school counselor. This team will collaborate and monitor the academic contract of each student in monthly empowerment sessions with the student and in turn make monthly report to the School Leader.

If over time the academic and individualized improvement plan is still not working; then other interventions i.e. mentoring, tutoring, assessments for special services and medical diagnosis that may entail the IEP's Team involvement for remediation measures and enrichment.

LTA will take its efforts to retain students important because in order to close the achievement gap, teachers must personalize learning and increase communication about expected results. Frequent assessments and interventions involving RTI, will provide teachers with the feedback they need to make instructional decisions for each student and provide students with the feedback about what they need to do to reach expected results. When students understand not only what is expected of them, but how to improve, they then become collaborative partners in the teaching learning experience. LTA's students will maintain a personal digital portfolio. This portfolio will include a purposeful collection of student work demonstrating the student's achievement or growth as characterized by a strong vision of content " according to Todd

Bergman , an independent consultant and a teacher at Mt. Edgecumbe High School in Sitka, Alaska - See more at:

(http://www.educationworld.com/a_tech/tech/tech111.shtml#sthash.UNoCmtV6.dpuf)

Appendix 14 Section 1.3. LTA's student portfolio will provide learning activities, play an assessment role and also support career and college readiness.

3. Provide evidence of student demand that would allow the school to meet the... Over the past four years LTA has made a significant effort to reach out to the community, parents, businesses and educators about our proposed integrated wellness school curriculum. Parents learned from our health tip presentations that health education builds students' knowledge, skills, and positive attitudes about health. Data from the survey provides a very strong indication that those who learned about LTA would consider enrolling their child in a wellness school; as evidenced by 98% of respondents. Parents were excited about the 60 minutes of movements for all four years and cannot wait for our doors to open enrollment. Parents applauded the PLTW biomedical curriculum, internships and early college concept. Project Lead the Way Provides More Students Access to STEM Curriculum with \$1 Million Grant from Lockheed Martin. Students who study STEM education through PLTW are shown to study engineering and other STEM careers at a rate of five to ten times higher than their non-PLTW peers. There are only three high schools in New Castle County who offer Biomedical Science; which according to Delaware Charter School Network (DCSD has created a waitlist to students interested in pursuing this career. LTA will become highly recognized as a school of healthy and fit students and subsequently well-known for getting students into the post-secondary STEM career or college program of their choice.

See ATTACHMENTS 13 and 14 for parent letters, petitions, partnerships, organizations and the community at large in support of LTA's mission for the children of New Castle County. Once the school is approved and its site location is determined, LTA believes that there will be a greater demand for program. LTA will be located along the corridor of Routes 9 and 13 away from the over saturated Wilmington City area; which will give it a greater opportunity to recruit many students that are located in the Colonial school district in addition to the other LEA's in New Castle County. If approved, LTA will open the first year round high school in the state of Delaware. LTA believes, as does its supporters that shorter vacations (2-3 weeks off, several times a year) will keep their kids from losing ground over the summer. That schools have the potential to be more than just classrooms, but can be community centers. LTA also believes that the standard of U.S. education will rise, and that this can only make us stronger, economically as a state and country.

4. Describe the ongoing student recruitment work that you will do once your school... See the responses to Nos. 1 and 2 above and also *ATTACHMENT 7*.

5. Provide, as Attachment 7, the school's Enrollment Policy and Withdrawal Policy, which must include the following:
 - a. Any admission requirements, including an explanation of the purpose of any preadmission activities for students or parents;
 - b. Any admission preferences in accordance with 14 *Del. C.* § 506(b) and how they will be used, including how the school will identify Founding Group members and how the preference to children of the school's Founding Group members will be used, if applicable;
 - c. Establish a timeline for its application and admissions processes identical to any such timeline set forth in 14 *Del. C.* Ch. 4 for the operation of a public school choice program. Provide an approximate date for the lottery and describe the procedures for conducting a fair lottery process;
 - d. Policies and procedures for student waiting lists, withdrawals, re-enrollment, and transfers.
 - e. A timeline and plan for student recruitment and enrollment;
 - f. Plans to maintain on file a written statement, signed by the parent or guardian of each enrolled child, that acknowledges that the child will attend the charter school for at least one complete school year pursuant to 14 *Del. C.* § 506(c)(3). See ATTACHMENT 7 for LTA's Recruitment Policies and Procedures.