

Edge Himmel Park
Administrator's Report
August 20th, 2024

Current Enrollment

Himmel Park: 102

- 4 new students slated to start this week that are not include in the above total
- 3 students at risk of being 10-day withdrawals

Northwest: 62

- 3 students at risk of being 10-day withdrawals

Total: 164

*The FY25 Budget is written with an Average Daily Membership (ADM) of 170

Enrollment and Recruitment Efforts

- Google Ad campaigns to be run in both English and Spanish
- Google ad campaign last month yielded 84,680 impressions resulting in 1,816 clicks.
- Google ad campaign yielded 10 conversions and 18 calls.
- Email and newsletter campaign gear towards traditional district school's counseling department as well as other non-profits that support marginalized youth
- Revised our student referral flyer to distribute to students the last week of summer school to encourage them to refer their family and friends.
- Working with a videographer to film student testimonials for Edge's website
- SunTran Bus stop ads through September
- Edge flyers posted at Lapan College & Career Club
- Edge flyers posted at Live Theatre Workshop
- Edge flyers available at Stand Up For Kids Tucson
- Edge flyers posted at Sporting Chance
- Edge flyers and print materials posted at 4 Boys & Girls Clubhouses
- Edge flyers and print materials are available at EON Youth Lounge on 4th Avenue, operated by Southern Arizona AIDS Foundation.
- Digital ads on Facebook, Instagram, and Google
- Edge flyers and print materials are available at El Rio Community Health Centers.
- Edge flyers are available at Himmel Park and Woods Libraries

New Students and Support Person Meetings

Edge Himmel Park currently has 27 students enrolled this school year who are brand new to Edge. One of our school goals is to meet with the support persons of each new student within the first thirty days of the school year. The purpose of the meeting is to ensure support people understand Edge's learning model, how credit is earned, and support them in accessing all the necessary school platforms.

Career Day Schedule for Friday, September 27th

We are currently planning our second annual Career Day which is scheduled for late September. The student body was surveyed as to their plans after high school and the types of careers they are interested in. The results of that survey are being used to identify potential guest speakers.

The purpose of Career Day is to:

- Help students create or expand their vision for their future.
- Ensure students understand various career and post-high school options, including alternate pathways into those careers.
- Assist students in networking with community members for follow up information.
- Teach students can be doing now to prepare for careers they desire.

Operationalizing Edge's Core Values

Edge's core values are: Respect, Responsibility, Trust, Service, Joy, Choice, and High Expectations. Prior to school starting Edge staff engaged in a professional learning workshop modeled off Brene Brown's *Dare To Lead* exercises around operationalizing your values. Below are the agreed upon behaviors staff came up with that operationalize each value. These behaviors are being prioritized this school year, and staff act as accountability partners, making sure we are all consistently modeling them.

Respect

- I contribute thoughtfully, with empathy, without making assumptions
- I actively listen without judgement, with the intent to learn and understand.

- I operate with integrity and professionalism by effectively reciprocating in my daily interactions
- I choose courage over comfort and have hard conversations

Responsibility

- will take responsibility for ensuring that all students feel safe, seen, and heard.
- I am responsible for the energy I bring to every interaction. I will work to stay positive.
- I will choose what is right over what is fast, fun, easy, comfortable, or convenient.

Trust

- I will lead by example and recognize that it is okay to make mistakes (Be compassionate).
- I will not fake it with others. (Be authentic).
- I am willing to ask for help (Be vulnerable).

Service

- I look for ways to improve my community.
- I work hard to advocate for my students and their learning.
- I seek out and listen to the ideas of others when developing a solution.
- I model servant leadership.

Joy

- I protect and foster a spirit of joy.
- I find and express joy daily.
- I learn what brings students joy and I make an effort to talk to them about those things.

Choice

- I work with students to ensure they do not feel trapped, stuck, or without options in their work.
- I choose to practice my values rather than profess them.
- I choose to reset after setbacks rather than ruminate in negative emotion.

High Expectations

- I will take initiative when I see a need.
- I strive to balance the expectations of student learning with their lived experiences.
- I will maintain a positive attitude and recognize with my emotions hinder my professionalism.

Upcoming Ways To Support Edge

- Participate in a virtual meeting with Edge leadership and Grow Schools to better understand Edge's marketing efforts (Meetings held every Tuesday at 1PM).
- Hand out snacks to students at our bimonthly Attendance Incentive Snack Bar. Next snack bar scheduled for 12PM on Friday, August 30th.
- Engage with Support Persons and Students at our Parent Teacher Conferences on Wednesday, September 11th from 3PM-6PM at either campus.
- Attend Career Day at Edge Himmel Park on Friday, September 27th from 9:30AM-12:30PM.