

Edge Himmel Park
Administrator's Report
September 17th, 2024

Current Enrollment

Himmel Park: 94

- 3 new students are slated to start this week.
- 2 students at risk of being 10-day withdrawals

Northwest: 62

- 2 students at risk of being 10-day withdrawals

Total: 156

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

Enrollment and Recruitment Efforts

- Four tabling events scheduled at multiple Edge's locations. (Former grads, Baylee Decker, and Matt King serving as Edge ambassadors at the events)
- Rob met with Lapan College & Career Club regarding an expanded partnership. Edge facilitated a virtual information session with 6 students who attend Lapan's after school program.
- 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

Career Day Schedule for Friday, September 27th

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 what they can be doing now to prepare for careers they desire.

We surveyed students and built Career Day around their input:

The entire student body was surveyed in regard to what kind of careers they were interested in. We then used those results to try to find guest speakers in those careers. A special thanks to Melanie and Reggie who helped connect us to several individuals who will be speaking at Career Day.

Career Day Speakers represent the following career fields:

- Accountant
- Automotive mechanic
- Banking
- Culinary Arts
- Cyber Security
- Dentist
- Engineer
- Marketing
- Nursing
- Crime Scene Investigator
- Tattoo Artist
- Veterinarian and vet tech

In addition, Pima Community College will be on campus to discuss their vocational programs.

Update On School Improvement Grant

As a reminder, Edge was notified on August 22nd by the Arizona Department of Education, that Edge and other “small schools” would receive a maximum of \$40,000. The grant was written for \$350,000.

The reason for the shortfall in grant allocations was that ADE needed to revert \$29 million in school improvement grant funding after the department failed to spend it in time. ADE has applied for a waiver from the U.S. Department of Education. That waiver is likely to be granted. How ADE will disperse any additional funds made available by the Federal waiver is still up in the air. We don’t anticipate our grant application to be fully funded. We anticipate learning about additional funding in mid-October.

Actions steps Edge has taken includes:

- Contacted the Arizona Charter School Association who has a lobbying arm to their organization and leverage with ADE and the state legislature.
- Emailed letters to the Arizona Associate Superintendent of Public Instruction.
- Contacted Edge’s legal counsel
- Submitted feedback to ADE as part of their 30-day public comment period.

The media in Maricopa County has given much attention to this debacle. Governor Hobbs has ordered “an audit of Superintendent Horne’s mismanagement of public-school funding.”

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, October 4th
- Attend Career Day at Edge Himmel Park on Friday, September 27th from 9:30AM-12:30PM.
- Attend our professional learning sessions with Edge staff on Monday, October 14th at Himmel Park.