

Edge Himmel Park
Administrator's Report
November 19th, 2024

Current Enrollment

Himmel Park: 86

- 4 withdrawals since last month due to 10 consecutive absences
- 2 students have graduated since last month
- 5 new students have started since last month
- 2 students scheduled to start this week that are not accounted for in the 86

Northwest: 66

- 1 student at risk of being withdrawn for 10 consecutive absences

Total: 152

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

Enrollment and Recruitment Efforts

- Tabling event at Truly Nolen's Car show.
- 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

Day of Service Summary

Edge Himmel Park held its 8th annual Day of Service on Tuesday, November 5th. All students and staff spend the day at local non-profits learning about the community issues each agency is working to solve. Students also learned about the resources each agency provides and were able to experience the joy of serving others.

Edge students and staff volunteered at the following agencies.

- Compass Affordable Housing
- Southern Arizona AIDS Foundation
- Santa Theresa Tile Works
- Therapeutic Ranch For Animals & Kids
- Tucson Village Farm

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 applied for a waiver from the U.S. Department of Education which was granted on September 27th, 2024.

Since then, Edge has emailed ADE on a weekly basis asking for updates, advocating for the waiver money to fund school improvement grants, and imploring the department to make and communicate any decision swiftly to schools.

On Friday, November 15th, Chris Brown, ADE’s Assistant State Director of their Business Office of Education Programs, addressed charter school leaders in a virtual meeting scheduled by the Arizona Charter School Association. In that meeting, Edge learned that we could apply for additional Title I funding in the amount of \$174. When pressed for

information about school improvement grants, Mr. Brown told school leaders to expect a call from the School Improvement office no later than Monday, November 18th.

Impact Of Delayed Decision From ADE Regarding School Improvement Grants

The continued lack of response for ADE regarding Title I and School Improvement hurts all schools including Edge. We are now five months into our fiscal year and have begun to adjust our budget including:

- Pausing any scheduled professional learning and consulting services that were written into the grant.
- Freezing spending on anything unbudgeted

Final details from ADE regarding the grant, while determine what other measures may need to be taken.

Upcoming Ways To Support Edge

- Participate in a virtual meeting with Edge leadership and Grow Schools to better understand Edge's digital marketing efforts (Meetings held every Tuesday at 1PM).
- Eat lunch and/or serve food to students at our Superhero Soup and Bread event on Tuesday, November 26th from 11:30AM-1PM.
- Hand out snacks to students at our bimonthly Attendance Incentive Snack Bar. Next snack bar scheduled for 12PM on Friday, November 29th.
- Help decorate Edge for the holidays on Monday, December 2nd from 8AM-9:30AM.
- Attend our staff holiday party on Wednesday, December 18th from 1:30-4:00.
*Details to follow.
- Engage with students while serving Hot Cocoa to students on Thursday, December 19th from 8AM-9:30AM.
- Participate in professional learning with our staff and/or eat lunch with staff on our Professional Learning Day on Monday, January 6th from 8AM-3PM at Edge Northwest.