

Himmel Park Admin Report

August 19, 2025

FY 26 Enrollment

Himmel Park: 81 students (66 returning + 26 new – 11 expected withdrawals, all from FY25)

Northwest: 41 students (38 returning + 14 new – 11 expected withdrawals, all from FY25)

Total: 122 students

Budget written at 150 students

Enrollment Comparison to FY25 start:

- Himmel Park began FY25 with 70 + 32 new – 8 withdrawals = 94, and added another 9 in weeks 2–6 (6 stayed all year).

- Northwest began FY25 with 45 + 14 new – 3 withdrawals = 56, and added another 8 in weeks 2–6 (4 stayed all year).

We anticipate additional enrollment growth in the upcoming weeks, consistent with prior-year trends.

Enrollment & Recruitment Efforts

- Open Houses on 8/5 and 8/19 and 9/2
- Steve Witthoeft delivered Edge marketing materials to libraries and YOTO
- Carla Rivera visited existing non-profit community partners to drop off marketing materials
- Carla Rivera also visited Boys & Girls Clubs to distribute Edge flyers and discuss partnerships
- Refer A Friend Incentive Program launched with current Edge students
- Newsletter sent to over 200 district school guidance counselors
- Ads on Google, Facebook, Instagram
- Dave Thatcher and Juan Chouza attended a tabling event at the Tucson School Fair on 7/24 at the TCC
- Outreach to students who withdrew from Edge last year
- Marketing multiple sessions and flexibility of in-person, hybrid, and distance learning options

Partnerships & Programs

COPE Community Services to teach 1st quarter elective class at Edge Northwest.

COPE Community Services will teach a class focused on destigmatizing mental health at Edge Northwest this quarter. The curriculum called *Hiding In Plain Sight* confronts the issues of stigma, discrimination, awareness, and silence about mental health, and, in doing so, helps advance a shift in the public perception of mental health issues today.

La Frontera Arizona to have a weekly presence at Edge Himmel Park

La Frontera Arizona, whose Teen Center is located at Speedway and Country Club, will have a weekly presence at Edge Himmel Park this school year. La Frontera staff will be available 1 day a week to provide coping skills and assist interested students and their support people in connecting to their services. La Frontera offers 1on1 therapy, group therapy, and assistance with applying for AHCCCS.

Ways Board Members Can Support

- Volunteer to take Edge print media to local non-profits that serve youth for the purpose of making them accessible to youth.
- If you learn about grant opportunities, please let Edge administration know.
- Encourage family and friends to donate towards a School Tax Credit to Edge.
- If you have people in your personal or professional networks who might connect with Edge's mission and vision and might have the capacity to give, please make an introduction.
- Forward the video at the link below to people in your network. What Students Say about the Support at Edge
- Like Edge social media posts on Facebook and Instagram.
- Forward Edge blog posts and social media to your network.