

Himmel Park Admin Report

September 22nd, 2026

Enrollment Update

*As of Saturday, September 22nd

Himmel Park

55 returning students + 36 new students

= 91 total students enrolled

Northwest

38 returning students +25 new students

=63 total students enrolled

District

164 total students enrolled

*FY27 Budget is being written at 125 ADM.

Enrollment & Recruitment Efforts

- Ads in local neighborhood newsletters
- Grow Schools Enrollment Marketing Digital Campaign active with ads on Duolingo, YouTube, Google, Facebook, Instagram, and TikTok. Clicking on an ad takes you to a "Request Info" landing page on Edge's website.
- Student Body Video Contest Commencing in October
- Digital Ads targeted to TUVAs students and parents
- Facebook Posts and Messenger Messages to several Home School Groups
- Email newsletter sent out to list of Department of Child Safety Case Workers
- Email newsletters sent to McKinney Vento Liaisons

- Email newsletters texted to Edge parents and support persons with Refer A Friend Campaign
- Online Review campaign with recent alums and their families
- Posts in NextDoor.
- Flyers posted at local businesses, behavioral health facilities, health clinics, local libraries, and non-profits.
- Monthly newsletter sent to school counselors at both traditional district and

Success Coaching Program – Second Quarter Launch

Edge is preparing to expand and formally launch the Success Coaching Program during the second quarter, building on the pilot conducted last spring at Himmel Park. We have identified 21 prospective coaches, including 13 new coaches and eight coaches returning from the spring pilot. The new group reflects strong engagement from the Edge community and includes several Edge Board members, four Edge staff members, Edge's founder, two parents of Edge staff members, and three individuals who are already volunteering with Edge in other capacities.

Success Coach Training is scheduled for Monday, October 19, from 9:00 a.m.–2:00 p.m. at Edge Himmel Park. The training will prepare new and returning coaches to work one-on-one with students and establish consistent expectations and practices for the expanded program.

Student recruitment is also underway. This past week, Rob and Howie Adams visited classrooms at both Edge Northwest and Edge Himmel Park to introduce students to Success Coaching and explain what participation could look like. Following those presentations, 21 Northwest students and 24 Himmel Park students—45 students total—expressed interest or curiosity and indicated that they would like to learn more.

The next step will be a Success Coaching Assembly at each campus during the week of September 28th. Rather than simply hearing another presentation, students will have an opportunity to experience coaching firsthand. They will observe a coaching session being modeled and then practice reflective listening techniques that are central to the coaching process. Following the assembly, students will decide whether they would like to pursue participation in Success Coaching.

Students who choose to move forward will participate in a one-on-one interview with Howie Adams. The interviews will help us better understand each student's goals, interests,

personality, and what they hope to gain from coaching. Howie and Rob will then use that information to thoughtfully match participating students with coaches.

In late October, Edge will host a Coach-Student Meet-Up to introduce students to their matched coaches. Students and coaches will exchange contact information and begin scheduling their individual coaching sessions. All coaching sessions will take place on an Edge campus.

The initial goal is for each participating student to complete a minimum of five one-on-one coaching sessions between November and the end of January. Through these relationships, students will have another caring adult in their corner who can listen, ask thoughtful questions, help them identify goals, and support them in taking ownership of the steps needed to achieve those goals.

The level of interest from both students and prospective coaches is encouraging. The second-quarter launch will allow Edge to build on what we learned from last spring's pilot while expanding Success Coaching across both campuses.

Voyager Golden Record Project

Ten Edge students from both the Himmel Park and Northwest campuses have volunteered to participate in a unique collaboration with the University of Arizona's Arizona Astrobiology Center. Each Wednesday after school, students spend more than two hours working with UA representatives to reimagine NASA's famous Voyager Golden Record through the lens of Tucson's culture and community.

The original Golden Record was launched aboard the Voyager spacecraft in 1977 as a message about Earth and humanity for any extraterrestrial civilization that might someday encounter it. It included images, sounds, music, greetings, and scientific information intended to represent life on our planet.

Edge students are asking a similar question: If we were creating a Golden Record today to tell the story of Tucson, what would we send? Over the course of the project, students are researching the original Voyager mission and critically examining what was—and was not—represented on the original record. They will then collaboratively select 35 sounds, 27 songs, and 115 images that they believe tell the story of Tucson, its people, history, environment, and culture. Students must also research and justify their selections and will ultimately design the artwork for their own Golden Record.

The project will culminate with the students' work being featured as part of the University of Arizona's Art of Planetary Science exhibition, whose theme this year is *50 Golden Years of Voyager*. Edge students will attend the exhibition on February 19 to see their contribution on display.

This partnership provides Edge students with an extraordinary opportunity to combine science, history, art, music, culture, research, critical thinking, and collaboration while contributing to a public University of Arizona exhibition.

Ways Board Members Can Support

- Volunteer to be a Success Coach to an Edge student and participate in a training on Monday, October 19th from 9AM-2PM.
- Refer others in your network to serve as a Success Coach at Edge.
- Participate and hand out awards to students at our 1st Quarter Honors Assembly on Friday, October 30th.
- Share and comment on Edge's social media posts
- Donate towards prizes for the Edge Social Media Content Creation Student Challenge
- Volunteer to take Edge print media to local non-profits that serve youth for the purpose of making them accessible to youth.
- Review Signature Stories PowerPoint from Grow Schools for ways to speak about Edge.
- Recruit potential new board members and connect them to Steve or Rob
- Know anyone interested in helping with enrollment or fundraising? Connect them to Rob.
- Help recruit interested volunteers to serve as a Success Coach to an Edge student in the Fall.
- Donate \$ for attendance incentives for students
- Volunteer to take Edge flyers to local businesses who have bulletin boards, walls, and tables for community information.
- If you learn about grant opportunities, please let the Edge administration know.
- Encourage family and friends to donate towards a School Tax Credit to Edge.
- Like Edge social media posts on Facebook and Instagram.
- Forward Edge blog posts and social media to your network.

