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PUBLIC EDUCATION DEPARTMENT  
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SECRETARY OF EDUCATION

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Governor

**OPTION FOR PARENTS  
CHARTER SCHOOLS DIVISION**

**NOTICE OF INTENT TO SUBMIT CHARTER APPLICATION**

**INSTRUCTIONS**

According to NMSA § 22-8B-6(B) the Notice of Intent to Submit a Charter Application (“NOI”) must be filed by the organizers of a proposed charter school to the Public Education Commission at the address below **AND** to the superintendent of the school district in which the charter school is proposed to be located. *Failure to notify may result in your application being rejected.*

This year the NOI must be submitted by 5:00 PM Mountain Time on **the second Tuesday of January of the current year**. Notices of Intent that are not received by the Public Education Commission and the superintendent of the local school district by the deadline may result in the application being rejected. When you send the NOI to the superintendent of the school district in which your charter is to be located, you are strongly encouraged to send it by certified mail return receipt requested, or request a signed receipt when you deliver the NOI. Contact the local district regarding electronic filing.

Notice to the Public Education Commission should be delivered by one of the following methods:

- Electronically to: [Linda.Olivas@state.nm.us](mailto:Linda.Olivas@state.nm.us)
- By mail or personal delivery: PUBLIC EDUCATION COMMISSION  
c/o New Mexico Public Education Department  
Attn: Ms. Linda Olivas, Administrative Assistant  
Options for Parents/Charter Schools Division  
300 Don Gaspar, Room 301  
Santa Fe, New Mexico 87501

The NOI is intended to provide the Public Education Commission with the primary point of contact among the charter developers, and preliminary information about the charter proposal, such as the school’s mission statement, the school’s focus, target student population to be served, enrollment projections, key innovations, etc. (not to exceed 5 pages).

1. General Information

- Name of Proposed School

NM SEED — School of Entrepreneurship and Emergent Design
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- Grade levels to be offered and enrollment projections

Grade Levels to be	Projected Total
9-12	125 for first year, 250 cap

- Primary Point of Contact

Name	Martin Olea				
Mailing Address	1655 Smith Avenue				
City	Las Cruces	State	NM	Zip	88001
Phone	(505) 728-2281				
Email	martinjolea@gmail.com				

2. Names, roles, and current employment of all persons on the applicant team, and qualifications of the team members to establish a high-quality charter school

Name	Role on Team	Qualifications: Education, Employment, Experience
Martin Olea	Founder	B.A. Liberal Arts, U.C. Berkeley; UNM Institute of Professional Development; 4 years secondary teacher in Zuni public schools; 6 years secondary teacher in Gallup McKinley county schools; LEAD NM Fellow; Gallup Business Improvement District; PACT Educational Clearing House, San Francisco, CA; AIDS Healthcare Foundation, San Francisco, CA
Leonor M. Lara	Founder	MPH, NMSU; B.A. Biology & Society, Cornell University; B.S. Nutrition, NMSU; SNAP Ed Program LCPS Nutrition Services
Dr. Robert Marquez	Adviser	Ph.D. Chemistry, NMSU; iCATIS Board Member and Research Development Director; Engineer, Chemist, Social Entrepreneur
Dr. Paul Gutierrez	Adviser	Ph.D. NMSU Extension Specialist; USDA Rural Development Head
Juliette Padilla	Financial Adviser	Licensed School Business Official, Business Manager for charter schools
Veronica Carmona	Adviser	B.A. Sociology, Minor U.S./Mexico Border Studies, NMSU; Kellogg Fellow; Community Engagement Coordinator at Ngage New Mexico; 8 years at Colonias Development Council as lead organizer
Irene Oliver-Lewis	Adviser	Alma de Arte Charter High School Founder, Former Board of Directors for Coalition for Charter Schools, Founder of Explora! Children’s Museum, Artist, Youth Court Project

3. Model or focus of the proposed school (e.g., performing arts, dual language, college prep, STEM, Montessori, IB):

Entrepreneurship through experiential and project-based learning driven by rigorous academic instruction
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4. Does the school expect to contract with another entity for either management, or substantial oversight or direction in the school's operation? Yes:  No:

If YES, describe the entity and the role it will have in the school's operational plan.

5. Does the applicant team or any members of the team currently operate any other schools? Yes:  No: .

6. If the charter proposal is a replication, identify the school(s) you are replicating and the data that you have that support why this model should be replicated.

7. Vision/Mission statement. (2-3 sentences)

NM SEED's mission is to cultivate rooted, visionary entrepreneurs and scholars vis-à-vis a rigorous and innovative project-based instructional model. NM SEED will help facilitate transformative education by giving youth opportunities to engage and develop skills in:

- Private entrepreneurship with intent toward rural economic development
- Social entrepreneurship to promote and enhance civic engagement
- Social responsibility through an awareness about economic, historical, cultural, and environmental issues
- Self-efficacy through financial literacy

8. Student population and geographical setting of the school

- Define the targeted geographical area of the proposed school from which you expect to draw a significant number of your students.

We anticipate drawing students from the following communities: Anthony, Berino, Chamberino, La Mesa, La Union, Mesquite, San Miguel, Vado, and other small rural towns within the colonias corridor of Doña Ana County south of Las Cruces.

- Describe the targeted student population including key demographic data (academic performance, home languages, ELL, and special education populations).

The targeted student population would be 14,000 school-aged youth within the Gadsden Independent School District. 97% of youth are Latino. 44% are ELLs. 100% are economically disadvantaged. 12% are SWD. Current NMPED scores are as follow for the local high schools: Gadsden (Overall Grade C, Current Standing F); Chaparral (Overall Grade C, Current Standing D); Santa Teresa High (Overall Grade B, Current Standing B) [Source: District Report Card from the NMPED]

- Identify where these students are most likely being educated currently and why they are expected to choose the proposed charter school for their future educational needs.

Students we anticipate serving are likely being educated currently by the Gadsden Independent School District. We hope to add to the culture of excellence the local schools provide by addressing a specific community need that can be better served through an educational space with institutional agility. In addition to offering a high caliber academic experience, our school will offer skills that will help students and their families navigate a complex economic landscape and develop entrepreneurs, create wealth, and maintain identity rootedness toward improving quality of life.

9. Provide evidence that the applicant team has assessed community need for a school of the nature that will be proposed in the application (e.g., objective surveys or other measures of local demand for the proposed educational program).

We have assessed community need for proposed school through research conducted or provided from the following:

- Dona Ana County SBDC,
- MVEDA,
- ESRI,
- Colonias & rural research on economic development needs by Drs. R. Czerniak, A. Donelson & A. Esparza
- Strategic Economic Development Plan for the City of Anthony NM, prepared by the Rio Grande Council on Government

10. Identify significant innovative features that the school will implement in order to help it realize its vision / mission (e.g., non-traditional school year, longer school day, partner organizations, etc.).

Unique programmatic features:

- Integrated entrepreneurial and consumer science themes across a rigorous blended curriculum.
- Focus on experiential learning and project-based learning through co-curricular labs centered on private and social enterprise.
- Active community engagement through collaborative partnerships locally and across the region.
- Opportunities for dual credit enrollment.

11. Describe how the school will be more effective than the schools currently serving the targeted student population, and/or plans to improve student achievement and exceed the academic performance of existing public schools in the targeted service area and any data you have to support this assumption.

NM SEED will fill a niche in the community by focusing on the development of entrepreneurial skill sets for youth within a rigorous academic program. The vision is that this transformative educational approach will nurture youth with critical awareness about issues in their lived environments that could promote rural economic development vis-à-vis civic engagement. NM SEED’s focus is on growing visionary entrepreneurs who will not only be prepared to enter the workforce, but will be able to define and shape the economic landscape of the future through socially responsible leadership.

Our team feels that GISD is exhibiting great success and is offering a good education for those students who thrive within the traditional academic model. NM SEED would like to supplement GISD’s current success with an educational approach that is distinct from GISD, relevant to the local people, and has evidence-based efficacy to address academic needs and address the larger issue of rural economic development.

According to current research from the Harvard Graduate School of Education, students who participate in an entrepreneurial-based educational program demonstrate:

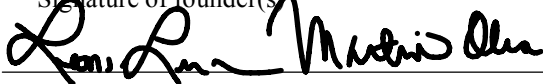
- over a 30% increase in interest to attend college.
- over a 44% increase in occupational aspirations.
- doubled propensity toward leadership as starters/founders of activities.
- notable increase in belief that attaining one’s goal is within one’s control.

Plans on how to improve student achievement include:

- recruitment and retention of high-quality, specialized educators.
- data-driven methods to measure effectiveness of approach.
- nurturing a small school environment with social and emotional supports in place.
- fostering parental and community involvement to increase student accountability/responsibility.
- building collaborative relationships with local and regional entities and resources.

*Please Note: Should your charter be awarded, the founding governing body could undergo a background check to determine if it qualifies to be a board of public finance in the state of New Mexico.*

Signature of founder(s)



Date: 1/8/15

Leonor Lara Martin Olea

[PRINT NAME]