



STATE OF NEW MEXICO
 PUBLIC EDUCATION DEPARTMENT
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 SECRETARY OF EDUCATION

SUSANA MARTINEZ
 GOVERNOR

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**OPTION FOR PARENTS
 CHARTER SCHOOLS DIVISION**

SUSANA MARTINEZ
 GOVERNOR

NOTICE OF INTENT TO SUBMIT CHARTER APPLICATION

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INSTRUCTIONS

According to NMSA § 22-8B-6(B) this Notice of Intent to Submit 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 is due by close of business, January 10, 2012. Notice by mail will be timely if it is postmarked on or by January 6, 2012.

Notice to the Public Education Commission should be delivered one of the following methods:
 Electronically to: KellyCallahan2@state.nm.us By mail or personal delivery:

PUBLIC EDUCATION COMMISSION
 c/o New Mexico Public Education Department
 Attn: Ms. Kelly Callahan, General Manager
 Options for Parents/Charter Schools Division
 300 Don Gaspar, Room 301C
 Santa Fe, New Mexico 87501

The NOI is to provide information for the primary point of contact, enrollment projections and a concise proposal overview (not to exceed 5 pages).

You are strongly encouraged to send notice to the Superintendent of your local district by certified mail return receipt requested, or request a signed receipt when you deliver the NOI. Contact your local district regarding electronic filing.

1. General Information:

Name of Proposed School:	The GREAT Academy - Las Cruces	
Primary Contact Person	Jasper Matthews	
Mailing Address:	8201 Golf Course Rd NW Suite #216	
City: Albuquerque	State: NM	Zip: 87120
Phone: (505) 980-8545	Email: jmatthews@thegreatacademy.org	

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**Santa Fe Charter
 Schools Division**

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	Employment	Qualifications
Jasper Matthews	Founder- Chief Author	Executive Director, The GREAT Academy	Experienced educator, administrator and charter school founder.
Keisha Mathews	Founder-Academics	Educate America Now foundation; independent contractor	Experienced educator, administrator and charter school founder.
Dr. Robert Olix	Founder-Compliance	Principal/Compliance Officer, The GREAT Academy	Experienced educator, former Charter School Division employee, Doctorate in education
Kenneth Johansen	Founder-Financial Plan	CPA and Business Manager, The GREAT Academy	Experienced charter school business manager, CPA, and former auditor
Col. Michael Pitts	Founder-Leadership	US Air Force	Proven leader with a 24 year career and a Master's Degree in Public Personnel Administration

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

The GREAT Academy offers on-line and classroom learning opportunities within a business-oriented environment. The model revolves around 5 key components: Virtual Learning, Academic Improvement Plans, Service Learning, Leadership/Character Education, and Pathways To Success.

4. Does the school expect to contract with another entity for either management, or substantial oversight or direction in the school's operation?

Yes: Describe the entity and role it will have in the school's operational plan. No: .

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

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

The GREAT Academy-Las Cruces replicates The GREAT Academy (Albuquerque) which is structured as a Professional Learning Community using a rigorous hybrid curriculum model. The major elements of the model are the already proven programs offered by the E2020 system of on-line courses, the Character Counts program, and the Level 2 RtI model called SATELLITES. (SATELLITES is an acronym for Student Assistance Team's Evaluation of Learning and Linkage to Interventions Towards Educational Success.)

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

The GREAT Academy - Las Cruces mission is to help students Gain Real-World Experience through Active Transition. The vision is to see that every student takes advantage of the opportunity to earn college credit while in high school, understanding that through advanced academic training they will save time and money, which will enable them to gain employment and/or post-secondary success.

8. Student body to be served, including key demographic data and targeted geographical area of the proposed school. Describe the targeted student population including key demographic data (academic performance, home languages, ELL and special education populations). 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.

The target student population is: Las Cruces area 10th-12th grade students who desire career planning and workforce training options, desire a flexible school schedule, who are "at risk," who may be challenged by low income, English language learning, special education/giftedness needs, and those who may not have been successful in traditional learning environments constitute the target population.

New Mexico's seasonally adjusted unemployment rate was 8.7 percent in April 2010, down from 8.8 percent in March, but up from 6.6 percent a year ago. The outlook for the New Mexico economy is one of rather slow growth for the next four quarters, and then picking up slightly thereafter. New Mexico personal income growth will reach 5.4% this year, and remain in the 4.5 – 5.5% range throughout the forecast period. Adequate preparation for competitive employment will be a key factor in students' post-graduation success.

Las Cruces Public Schools did not meet its AYP goals for 2010-2011 and, as a district, remains designated as CA-2. Only the Asian student group met the proficiency standards in Reading and Math. Over 70% of ELL students and over 80% of students with disabilities were not proficient in Reading or Mathematics in 2011. (See 2011 AYP and SBA data posted on PED web site.)

9. Evidence and assessment of a community need for a school of this nature: Detail any objective surveys or other measures of local demand for the proposed educational program.

Only two secondary charter schools exist in Las Cruces and at those schools, less than 50% of SBA-tested students are proficient in Reading and less than 30% of SBA-tested students are proficient in Mathematics. (See 2011 AYP and SBA data posted on PED web site.)

10. Key innovative, unique and/or programmatic features the school will implement in order to accomplish its vision and mission (non-traditional school year, longer school day, partner organizations, etc.)

Longer school day; dual-credit agreements with NMSU; E2020; flexible scheduling; second-chance Program for Non-traditional students.

11. 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.

By providing a learning environment with flexible scheduling for a smaller student population and using proven educational programs with individualized support, the GREAT Academy-La Cruces can offer parents another choice for their students that is in strong contrast to the lack of progress seen in the existing traditional public schools and charter schools in the area. (See 2011 AYP and SBA data posted on PED web site.)

Signature of founder(s)

Jasper Matthews
Jasper Matthews
[PRINT NAME]

Date: 1/6/12

Keisha Matthews
Keisha Matthews
[PRINT NAME]

Robert J. Olix, Ed.D.
ROBERT J. OLIX, Ed.D.
[PRINT NAME]