



STATE OF NEW MEXICO
PUBLIC EDUCATION COMMISSION
300 DON GASPAR
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OPTIONS FOR PARENTS AND FAMILIES DIVISION - CHARTER SCHOOLS
Year: **2022**

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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.*

The NOI must be submitted by 5:00 PM Mountain Time on **January 11, 2022** (which, in accordance with statute is the second Tuesday of January). 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: charter.schools@state.nm.us
- By mail or personal delivery: PUBLIC EDUCATION COMMISSION
c/o New Mexico Public Education Department
Attn: Options for Parents and Families/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, the representative student population in the intended location, enrollment projections, key innovation, etc. (not to exceed 5 pages).

1. General Information

- Name of Proposed School

The Compass Charter School

- Grade levels to be offered and enrollment projections

Grade Levels to be offered	Projected Total Enrollment
K-12	5000

- Primary Point of Contact

Name	Katherine Moore				
Mailing Address	2810 N Church Street #41193				
City	Wilmington	State	DE	Zip	19802
Phone	310-435-6945				
Email	Kmoore@createyourscholarship.org				

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

Names	Role on Team	Qualifications: Education, Employment, and Experience
Daniel G. Aldrich III	Board member	University of California, Senior Development Associate
Robyn Brinks Lockwood	Board member	Stanford University, Stanford Language Center, Lecturer
Paul Gandel	Board member	Syracuse University, School of Information Studies,
Katherine Moore	Board member	Consultant Professor
Sonia Ross	Academic Expert	The Compass School, Executive Director

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

<p>Majority synchronous virtual school.</p> <p>The Compass Charter School provides 100% live online classes in immersive virtual classrooms. For all classes, 65-75% of required instructional time is conducted in the live classroom. There are two components to the curriculum at The Compass Charter School, core curriculum and passion courses. The core curriculum consists of traditional courses like English, Math, Social Studies, Science, and PE. The passion courses give students the flexibility to choose topics they are interested in. These courses not only let students develop their passion, but also they create a pathway through their secondary education, university degree, and career.</p> <p>A key component to a student’s well-rounded education is what they choose to do outside of the classroom.</p>

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.

<p>The school will contract with Universal Education for support with the operation of the school. Universal Education (UE) will not be responsible and will have no authority over the management of the school. UE has built its own proprietary platform, which includes an immersive online classroom environment. This online classroom has interactive tools the teachers and students can use to simulate a real classroom environment, so it feels like they are working together in-person. UE has been operating The Compass School, a supplemental and comprehensive private school for 5 years. Recently, UE founded CreateYourScholarship.org to make The Compass School more accessible to students across the US. Currently, approximately 95% of students receive some financial assistance. Leaders within UE and The Compass School formed a team to pursue obtaining charters to operate public charter schools and make The Compass School a publicly accessible option.</p>
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5. Does the applicant team or any members of the team currently operate any other schools? Yes No

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

At Compass, we aim to develop:
Students who will think creatively and be adept problem solvers.
Students who will be globally minded thinkers, well-positioned to become leaders within the world community.
Students who will be practitioners of 21st-century collaborative skills—working with peers and teachers from around the world to achieve academic and career goals.
Students that can see new opportunities as they emerge, hone their skills to meet the challenges of an ever-changing academic and professional world, and, when the time is right, be able to seize upon opportunities open to them.

7. 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.

The Compass Charter School will be a state-wide virtual charter school. We anticipate that students will enroll from across the state.
Education exists in many forms and, at Compass, we are shaping its future. We offer families virtual learning opportunities at a first-class educational institution that is an alternative to the traditional school building, school day, and school setting. We believe that The Compass School can offer more benefits to students: more options in course offerings, more freedom in daily schedule and living, more personalized attention to individual needs, and more flexibility for parents and students to find their own academic path to success.”

- Describe the student population including key demographic data (academic performance, home languages, English Learners (ELs), and special education populations) in the location in which the school intends to locate.

In 2016-2017, public school enrollment in NM included 15% special Education, 13% English Learner, and 71% FRL eligible students. Most recent proficiency data sits at 30% proficient in reading, 20% proficient in math, 75% high school graduation rate and an average ACT score of 19.3. Because we seek to serve students across the state, we anticipate similar demographics and performance dynamics.

- 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.

We specifically anticipate that many students may come from other virtual schools that do not offer synchronous virtual instruction and that have not met the needs of students seeking a virtual option that provides a dynamic and engaging academic program.
The Compass Charter School will meet the demand for effective virtual school options that has arisen against the backdrop of the ongoing, global COVID-19 pandemic. This school will offer an option that emulates the traditional in-person schooling experience for families whose students feel safer learning at home for health reasons as well as to for other personal reasons that may include bullying, personality, or other needs.

8. 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).

For the past several months we have been conducting extensive community outreach on a national and state level to inform students and parents about our virtual school. The main focus of this outreach has been conducted through Google and this has allowed us to track data for parents that have been interested in our solution. Normally the education industry when advertising on Google Ads has a conversion rate of 2.9%. We have been converting leads at 300-500% the education industry average (meaning out of every 100 parents that look at our website, about 13-15 parents would register for more information). This data tells us 2 things: 1) there is huge demand from parents in the US for online virtual programs, and 2) our offering in particular, with live synchronous classes, is resonating with them and that is the solution they are seeking.

9. 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.).

10. 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.

Against the backdrop of the ongoing, global COVID-19 pandemic, there has arisen a desperate need and demand for a comprehensive, standards and research-based alternative to traditional brick-and-mortar schooling that is available to all students, regardless of location or socioeconomic background. Recent research has demonstrated that virtual schooling that utilizes both synchronous and asynchronous instruction has been proven to promote equitable access to education, as well as an increase in student achievement through high-quality instruction and increased availability of choice-based educational activities. While studies have shown that neither asynchronous nor synchronous instruction alone is sufficient to fully support the process of learning, blending the two models more effectively supports both teacher instruction and student learning. By combining synchronous guided instruction with asynchronous independent work, The Compass Charter School will be able to achieve the optimal virtual learning environment that boosts students' cognitive, interpersonal, and social skills.

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: 1/10/2022

Katherine Moore

[PRINT NAME]

Answer to Question 9:

Against the backdrop of the ongoing, global COVID-19 pandemic, there has arisen a desperate need and demand for a comprehensive, standards and research-based alternative to traditional brick-and-mortar schooling that is available to all students, regardless of location or socioeconomic background. The Compass Charter School seeks to fill that need by providing a comprehensive majority synchronous online learning program to students in grades K-12 that emulates the traditional school experience.