

STATE OF NEW MEXICO
PUBLIC EDUCATION DEPARTMENT
300 DON GASPAR AVE.
SANTA FE, NEW MEXICO 87501-2786
Telephone (505) 827-5800
www.ped.state.nm.us

Charter Schools Division
Analysis of Southwest Secondary Learning Center Amendment Request
April 19, 2024, Public Education Commission Meeting

Southwest Secondary Learning Center requests PEC approval to amend its contract as follows:
1) Name change not affecting mission; 2) Minor mission wording change.

Current name: Southwest Secondary Learning Center

Proposed name: Northpoint Charter School

Current mission statement: The mission of the Southwest Secondary Learning Center is to sustain a high performing learning community by preparing computer-literate students for college or a career through a blended learning model that is individualized, self-directed, and flexible.

Proposed mission statement: The mission of Northpoint Charter School is to empower all students to perform at their optimal level in a blended learning environment that is individualized, self-directed, and flexible to produce future ready graduates.

Rationale: “The school is working to rebrand and update our name and mission wording to improve recruitment efforts and increase enrollment. A marketing firm has been engaged to assist with recommendations including extensive research and stakeholder input through interviews and surveys.”

Effective Date of Proposed Changes, if approved: May 22, 2024

CSD Analysis: The school provides a solid rationale for the requested changes to the school’s name and mission statement in an attempt to take strategic steps and make an investment in enhancing its brand image and clarifying its mission statement to attract more students, with an end goal of increased enrollment.

CSD Recommendation: CSD recommends approval of the proposed changes and contract amendments.