

**Girls Athletic Leadership School Las Vegas**

920 Cottage Grove Ave.

Las Vegas, NV 89119

(702) 672-6386

May 22, 2020

State Public Charter School Authority (SPCSA)  
1749 N. Stewart Street, Suite 40  
Carson City, NV 89706

Re: School Opening Update

Dear SPCSA Board Members,

The Girls Athletic Leadership School Las Vegas (GALS LV) provides you with this status update on our progress to open a new charter middle school for the 2020/2021 school year. The SPCSA approved GALS LV for charter on January 31, 2020 with a plan to open with 135 students in 6<sup>th</sup> grade.

Immediately following approval, GALS LV solidified a partnership with the Boys and Girls Club (BGC) to open at their Gaughan Club, which serves 89119 and the surrounding zip codes near the University of Nevada – Las Vegas (UNLV) campus. GALS LV also recruited Ms. Krista Yarberry, a retired principal from Peterson Elementary, a Clark County School District (CCSD) school in our target area, to serve as Head of School.

The GALS LV team, in collaboration with BGC, began registering students. By mid-March, GALS LV had over 50 interested families, with over a dozen registered and prepared to serve as ambassadors to assist in attracting other families for enrollment.

On March 17, 2020 the State of Nevada shut down due the pandemic, halting recruitment efforts. BGC across the Valley closed and furloughed employees. Families with whom we were working were suddenly unemployed, and their priorities turned to finding food distribution sites, applying for unemployment, and dealing with day-to-day survival. They were no longer focused on registering or making referrals to our school and our attention turned to connecting them to local resources.

GALS LV used the time during the shutdown to build school capacity, completing the following tasks:

- ✓ Filled all school vacancies and formed a top-notch staff of educators,
- ✓ Completed all major school policies and the School Handbook,
- ✓ Developed operational processes with BGC,
- ✓ Negotiated and awarded of all major contracts,
- ✓ Developed curriculum,
- ✓ Drafted the School Safety Plan, and
- ✓ Secured a Letter of Intent for a nearby long-term school facility.

During the shutdown, GALS LV also ramped up social media marketing by placing ads on Facebook and Instagram, conducting Facebook Live events, and posting on other sites. GALS LV did attract a few families in this manner, however securing enrollment without a face-to-face meeting or school tour was difficult and some families chose to attend a magnet school or private school instead of GALS LV.

Additionally, the highly transient nature of the targeted neighborhood affected our enrollment and we lost several families who needed to move in with relatives in other parts of town.

On May 15, 2020 the state entered a Phase 1 reopening and GALS LV seized the opportunity to reenergize recruitment by working with BGC to offer socially distanced tours. BGC is still currently closed, but a date for reopening the Gaughan Club at 50% capacity may occur in June.

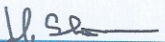
As of May 22, 2020, GALS LV has 20 students registered, an interest list with approximately 40 families, and are providing tours to one to two new families daily. GALS LV recognizes there is a significant gap between the current number of students and the plan to open with 135 students. We are taking the following measures over the next five weeks to close this gap:

- 1) Seeking an amendment from the SCPSA to offer 7<sup>th</sup> grade in addition to 6<sup>th</sup> grade in our opening year to reach more families;
- 2) Requesting assistance from established charter schools with deep wait lists to see if they will notify the families on their wait lists of GALS LV;
- 3) Securing the services of a marketing firm with a strong track record of successfully launching new schools, beginning the week of May 25<sup>th</sup>, 2020;
- 4) Distributing materials at community events such as food distribution sites or business re-openings;
- 5) Distributing materials in public areas such as salons, convenience stores, local businesses, and shopping centers;
- 6) Working with our enrolled families to provide referrals; and
- 7) Extending our outreach to the families that normally attend the Englestadt BGC, which is about a mile from the Gaughan Club.

The GALS LV team is hopeful that these efforts are sufficient to close this gap however, if we do not enroll a total of 75 students by June 30<sup>th</sup>, 2020 and at least 100 students prior to school opening, GALS LV will not open as planned. The GALS LV Board of Directors, our school leaders, teaching staff, and community partners are committed to putting forth every effort to launch for the 2020/2021 school year and will only do so in a manner that is fiscally responsible.

GALS LV greatly appreciates all of the support, advice, and assistance the SPCSA has provided in the development of our school. If you have any questions regarding these plans, please feel free to reach us at 702-672-6386.

Sincerely,

  
Julie Schoolmeester (May 23, 2020 12:13 PDT)

Julie Schoolmeester  
Board Chair