

Pinecrest Academy of Northern Nevada – May SPCSA Updates

Transportation

- PANN will provide bus/shuttle transportation for Pinecrest students from central locations in two target neighborhoods, Sun Valley and Inner Sparks. This transportation will be provided either through the Boys & Girls Club of Truckee Meadows or with a bus owned by the school.
- The PANN board has approved an MOU with the Boys & Girls Club of Truckee Meadows to provide buses/shuttles. The MOU is under review by the Department of Education and the Department of the Attorney General for approval. In the event the MOU is not approved, the school will purchase a bus and ensure it meets Department of Education transportation standards. The school has already identified a parent who is a qualified bus driver in the event this option is necessary.
- The Reno-Sparks Indian Colony has approved and posted the shuttle bus driver position to provide shuttle transportation for all RSIC students enrolled at PANN. The PANN team, in partnership with RSIC, is helping to market the bus driver position. RSIC has approved virtual interviews so that the position can be filled even if current lockdowns, specific to tribal lands, continue into the summer months.
- Principal Curtis is working with staff to evaluate carpool apps with the goal to select a provider in June. We are working with the Boys & Girls club to provide with families with information about transportation options to PANN.

Free & Reduced Lunch Program

- The Boys & Girls Club of Truckee Meadows has been selected as the lunch provider for PANN for the 2020-2021 school year. The contract is expected to be approved by the board at the June board meeting.

Health Services for PANN Students

- PANN has signed an MOU with Hazel Health to provide telehealth visits for PANN students both on campus and at home during this summer. The team is working with Hazel to coordinate staff training and provide information to parents for the rollout.

Uniform Scholarships

- In addition to providing a waiver for any academic fees for Free & Reduced Lunch eligible students, PANN has partnered with a uniform provider who will provide scholarships for families in need.

Marketing

As reported at the last meeting, the Covid-19 Shutdown significantly impacted the school's approved marketing plan. All door-to-door outreach, family interest nights, local business events and outreach, and in-person events were cancelled. The team pivoted all efforts and marketing spend to marketing online, holding virtual events, TV & Radio commercials and a billboard. The team is continuing outreach

with target communities to fill open seats and connect with families, with the hope that some in-person events may be able to be held later in the summer.

- **Direct Mail**

- Over 6,000 bilingual postcard mailers sent to families in target communities, including Sun Valley, the Reno-Sparks Indian Colony Hungry Valley area and the Pyramid Lake community.



- **Online Marketing**

- Targeted Facebook, Instagram and Google ads running through the summer. Facebook Live events are continuing and “Meet the Founding Faculty” introducing PANN teachers and staff to the community.



- **Billboard**

- Bilingual billboard ad placed on high traffic area at 395/Sun Valley Blvd for four weeks during open enrollment



Enrollment

Open enrollment closed on April 12th and the weighted lottery took place on April 15th. All students who applied in 2nd, 3rd, 5th, 6th and 7th grades were accepted. Kindergarten, 1st, and 4th grades had more students apply than seats available, so the weighted lottery took place in those grades. Current enrollment is as follows:

Grade Level	Total Applied in Open Enrollment	Available Seats	Current Registered Students	Accepted & Confirmed Students
K	118	100	90	6
1	104	100	90	10
2	100	104	83	9
3	101	104	90	12
4	89	78	72	5
5	78	78	71	7
6	62	62	55	6
7	55	62	36	4

Principal Curtis has been working collaboratively with counselors and social workers at Jesse Hall Elementary (RSIC - Hungry Valley zoned school) specifically to proactively identify and address needs of transfer students.

PANN accepted students from a total of 22 Northern Nevada zip codes (25 total), with the top zip codes 89436, 89441, 89431, 89434, 89433 and 89506.

Zip Code	# of Accepted, Confirmed & Registered Students	%
89052	1	0.2%
89129	2	0.3%
89408	2	0.3%
89411	1	0.2%
89424	1	0.2%
89426	1	0.2%
89431	27	4.2%
89433	27	4.2%
89434	35	5.4%
89436	241	37.3%
89441	247	38.2%
89502	12	1.9%
89503	3	0.5%
89505	3	0.5%
89506	17	2.6%
89509	1	0.2%
89510	11	1.7%
89511	2	0.3%
89512	1	0.2%
89519	1	0.2%
89521	3	0.5%
89523	3	0.5%
Other	4	0.6%