



CASLV- NEW CADENCE CAMPUS

Community Outreach

February 15, 2022

Background

To begin supporting CASLV's transformational change, we have been prioritizing these four focal points:

- Promoting the Weighted Lottery Policy for All Campuses
- Executing the Community Outreach Plan to recruit a more inclusive student population to support educational equity
- Bridging the language barrier by providing CASLV information written and spoken in Spanish
- Arranging marketing projects to promote the open enrollment period

Weighted Lottery

- To promote equity, diversity, and inclusion at every CASLV campus we started implementing the weighted lottery for next year's enrollments.
- CASLV is the first school using weighted lottery in Southern Nevada.
- All Free & Reduced Lunch (FRL) qualifying students will receive a weight of four times (4.0x) in the CASLV lottery. In other words, for every one chance, a non-weighted candidate has, a weighted candidate has four opportunities.
- FRL-eligible students will also qualify for free CASLV uniforms, waived testing fees, and Champions scholarships for free before and after school childcare.

Increasing Community Outreach Efforts

Goals:

- Foster community partnerships
- Provide social resources to families in need
- Support & give back to the community
- Improve family outreach & engagement
- Attending and supporting culturally diverse events throughout the Las Vegas valley, including weekends, holidays, and evening hours
- Sharing information in both English and Spanish
- Dropping off flyers to community organizations and small businesses
- Visiting apartment complexes
- Helping Spanish speaking families with the application process

Community Events:

Hispanic Heritage Events:

- Liberty Park
- Walnut Recreation Center
- Gary Reese Freedom Park

Trunk-or-Treat:

- East Las Vegas Community Center
- Cadence

Day of the Dead:

- Gary Reese Freedom Park
- Sammy Davis Jr. Festival Plaza in Lorenzi Park

Car show:

- Cadence Car Show

Holiday Event:

- Winter Wonderland and Toy Drive at the East Las Vegas Community Center

School Fairs

- School Choice Fair 2022

Valentine's Day:

- Valentine's Day parties with the local Boys & Girls Clubs
 - Mary & Sam Boyd Boys & Girls Club of Southern Nevada
 - Boulder Highway Boys & Girls Club of Southern Nevada
 - John C. Kish Boys & Girls Club of Southern Nevada

Upcoming Events:

- Cadence Block Party
- CASLV Community Resource Fair

Community Events:



Small Businesses

Laundromats

- Las Vegas Coin Laundry #1
- Boulder Express laundry services
- Spin City Coin Wash
- Green Dragon Laundromat
- Las Vegas Coin Laundry #3
- Las Vegas Coin Laundry #4

Church Groups

- La Luz del Mundo
- The New Generation
- Community Baptist Church

Beauty/Nail Salons

- Felicia's House of Beauty
- Nails & Spa
- Rose Nails

Grocery Stores

- Marketon Supermarket
- Smith's
- Cuevas Meat Market

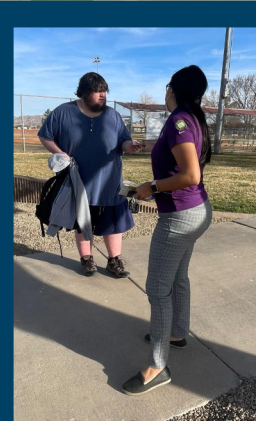
Church Groups

- La Luz del Mundo
- The New Generation
- Community Baptist Church

Small Businesses

Restaurants

- Pepe's Tacos Boulder,
- Los Olivos Ristorante
- Taqueria,
- Stephanie's Mexican Grill,
- Mariscos Las Islitas
- Patty's Tamales
- La Original Michoacana
- Mangoneada Station
- Omelet House
- Alexander's Pizza
- Chile Caliente
- La Real de Michoacán
- Manhattan Pizza III
- Tacos & Miches Galleria
- Santa Rosa Taco Shop
- Las Vegas Kettle Corn
- Dina's Mexican Kitchen
- Fruit Palace
- Public Works Coffee Bar
- Johnny Mac's
- Friendly Donut House
- Fausto's Mexican Grill
- No. 1 Boba Tea Social
- Straight from Philly
- Harold's Chicken
- Einstein Bros. & Bagels
- Boba King
- Don Tortaco #15
- L&L Hawaiian Barbecue



Valley Automall

Our staff visited 24 car dealerships in the Valley Automall. 23 of the 24 allowed them leave CASLV flyers in their staff lounges so that any staff who may be interested in the new campus can apply. They also spoke to the greeters about the new the Cadence campus.



Targeted Marketing

CASLV understands that it must have targeted marketing strategies to attract new families that may not know about CASLV. With increased awareness, families will learn more about the educational opportunities that CASLV provides and the process for getting their student enrolled in one of its campuses through one of the following strategies:

- **Digital content**
 - https://www.youtube.com/watch?v=oIG_8mNoauY
(Spanish)
 - <https://www.youtube.com/watch?v=IhY-PG4ObSA>
(English)
 - Updating the Cadence webpage:
<http://www.caslv.org/new-campus-plans/>
 - Zoom presentations,
MailChimp & Eventbrite events
 - Shared content with the Social Media Specialist
 - Translating content from
—English to Spanish

Targeted Marketing continued...

- Branding
 - All community outreach giveaway items design with the CASLV logo and colors
- Bilingual Communication including translated flyers & postcards



- Las Vegas and Cadence Billboards off of 95 and 215
- Spanish advertisements aired on Fiesta Radio 98.1 FM
 - Live on-air interview
 - Spanish video ad promoting our new Cadence campus and weighted lottery policy:
https://youtu.be/oIG_8mNoauY

Marketing Campaigns

- Marketing with Galleria Mall and the Las Vegas Athletic Clubs (LVAC)
- Our Public Relations company has also shared numerous press releases of our success stories and weighted lottery policy with English and Spanish media
 - Telemundo Las Vegas will interview one of our Hispanic student and his principal tomorrow

Outreach with the City of Henderson

- Redevelopment department distributed flyers to all of their recreation centers
- Education Initiative Officer, sharing the opportunity with neighborhood services and multi-family complex that receive educational funds
- Collaborating with the Cadence Home Finding Center and home builder companies
 - 3 banners in Cadence (Galleria, Warm Springs, and Lake Mead)
 - Billboard (runs for 7 seconds, every 48 seconds)
 - Reposting our content on their social media accounts
 - Sending registration reminders through their Cadence eblast every Friday

CASLV Door-to-Door Apartment Canvassing Routes 1-4

- **Gibson Springs p. 1**

- Cornerstone Apartments in Henderson
- The Douglas Stonelake Apartments
- Alta NV Apartments
- The Edge at Traverse Point Apartments
- Dream Apartments
- #Spur

- **Gibson Springs p.2**

- Verde Viejo Condominiums
- Cyan Green Valley
- Villa Serena
- Remington Canyon Apartment Homes
- Ventana Canyon Apartments

- **Whitney/Henderson p.1**

- Simmons Manor Apartments
- Courtyards at Harmon
- Harmon Hills
- Durante Apartments
- Squire Village
- Tempo Apartments
- The Dresden
- Tesoro Ranch Apartments
- Aspen Peak Condominiums
- South Valley Ranch Apartments

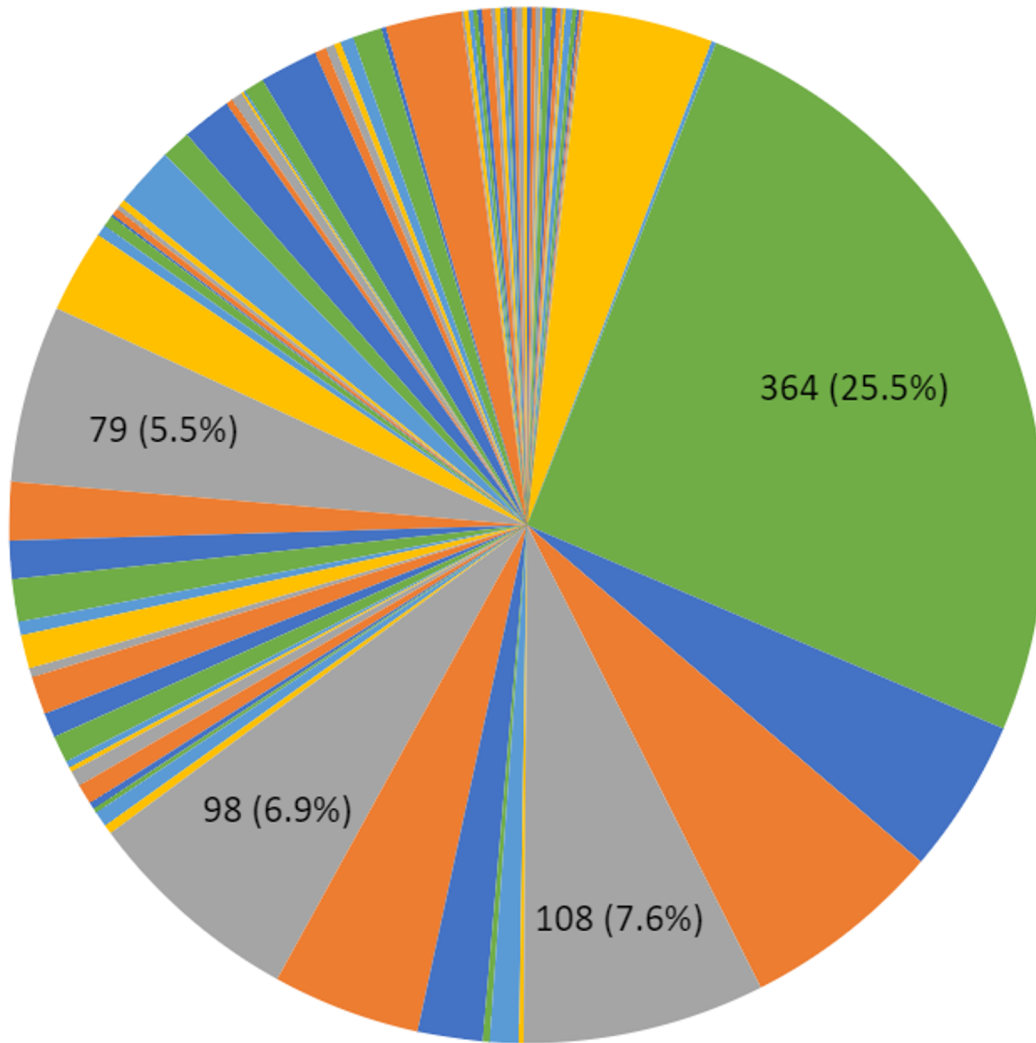
- **Whitney/Henderson p.2**

- Desert Palms Apartments
- Biegger Estates
- Silver Creek Apartments
- Firenze Apartments
- Verona Apartments
- The Well
- The Arroyo

Door-to-Door Routes 5 & 6

- **Whitney ranch**
 - Montego Bay Apartments
 - The Marlow
 - The Croix Townhomes
 - Palm Villas at Whitney Ranch Apartments
 - Galleria Palms Apartments
 - **Pittman/Valley View/Black Mountain**
 - Prelude at the Park Apartments
 - Major Avenue Apartments
 - Morrell Park Apartments
 - Capistrano Pines
 - Henderson Manor Apartments
 - Terracina Apartments
 - Heritage Pointe Apartments
 - Madison at Black Mountain
 - Boulder Pointe Apartments
-

Top Zip Codes



25.5% 89011(Pittman)
7.6% 89015 (Valley View)
6.9% 89074 (Green Valley South)
5.5% 89122 (Whitney)

2/11/22 1,420

Enrollment Fliers (Eng)

Soar!

Coral Academy of Science Las Vegas (CASLV) believes in empowering our community by investing in our youth. We foster an environment based on 21st Century skills: Collaboration, Critical Thinking, Communication and Creativity. When students are free to think and dream, anything can be accomplished.



**NOW ACCEPTING APPLICATIONS
for 2022-2023 School Year**

APPLY TODAY!



Apply online:
caslv.org/admission



SANDY RIDGE CAMPUS
GRADES **8-12**
1051 Sandy Ridge Ave.
Henderson, NV 89052
(702) 776-8800
(702) 776-8803 (Fax)

WINDMILL CAMPUS
GRADES **5-7**
2150 Windmill Pkwy.
Henderson, NV 89074
(702) 485-3410
(702) 722-7218 (Fax)

TAMARUS CAMPUS
GRADES **K-4**
8185 Tamarus St.
Las Vegas, NV 89131
(702) 269-3258 (Fax)

CENTENNIAL CAMPUS
GRADES **K-8**
7951 Deer Springs Way
Las Vegas, NV 89131
(702) 685-4333
(702) 685-7525 (Fax)

NELLIS AFB CAMPUS
GRADES **PK-8**
107 Stafford Dr.,
Las Vegas, NV 89115
(702) 643-5121
(703) 776-6569 (Fax)

EASTGATE CAMPUS
GRADES **K-7**
7777 Eastgate Rd.
Henderson, NV 89011
(702) 489-9797
(702) 489-9191 (Fax)

CADENCE CAMPUS
GRADES **K-8**
10 Cadence Crest
Parkway, Henderson,
NV 89011

Enrollment Fliers (Spanish)

¡Vuele a la excelencia!

Coral Academy of Science Las Vegas cree en empoderar a nuestra comunidad invirtiendo en nuestra juventud.

Fomentamos un entorno basado en las habilidades del siglo XXI: colaboración, pensamiento crítico, comunicación y creatividad, con la preparación avanzada en carreras en ciencias, tecnología, ingeniería, y matemáticas.



¡Nuestra academia autónoma pública gratuita, ahora está aceptando solicitudes para el año escolar 2022-23!

¡Aplice hoy a nuestra academia galardonada!



Visite nuestra página web
para más información:
caslv.org/admission



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Enrollment Postcard (Front)









Tuition-Free Public Charter School
Award-Winning Charter School • STEM Focused Education
College Prep Instruction • Small Class Sizes • Student-Based Learning
Rigorous and Challenging Curriculum



NEW
Cadence
Campus
opens in
Fall 2022

Apply now: www.caslv.org/admission | Email: info@coralacademylv.org

Enrollment Postcard (Front)

New Cadence Campus Grade Levels:

School Year	Grades
2022-2023	PreK-8
2023-2024	PreK-9
2024-2025	PreK-10
2025-2026	PreK-11
2026-2027	PreK-12

CASLV's weighted lottery:

All Free & Reduced Lunch (FRL) qualifying students will receive a weight of four times (4.0x) in the CASLV lottery. In other words, for every one chance, a non-weighted candidate has, a weighted candidate has four opportunities.

FRL-eligible students will also qualify for free CASLV uniforms, waived testing fees, and Champions scholarships for free before and after school childcare.



10 Cadence Crest Pkwy, Henderson, NV 89011

Please note: Any student who indicates they are eligible for the 4.0x weight in the lottery will be asked to provide supporting documentation. Any refusal to timely provide the required documentation will result in the application receiving a standard 1.0x weight in the lottery.

Application window deadline:
February 28, 2022, at noon (PST)

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Apply now: www.caslv.org/admission | Email: info@coralacademylv.org

Why CASLV?

Hear it from our administrators, staff, and students!

Boosted Advertisements on Social Media
(Youtube, Facebook, Instagram, Twitter, Tiktok, LinkedIn)

<https://www.youtube.com/watch?v=IhY-PG4ObSA> (Eng)

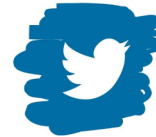
(Reached more than 20K people)

- https://www.youtube.com/watch?v=oIG_8mNoauY (Spanish)
 - (Reached more than 20K people)



How to stay up to date with CASLV

Follow us on *Social media*




@CASLV | @Coralacademylv

Facebook: @CASLVCADENCE | Instagram: @CASLVcadence



Coral Academy of Science Las Vegas

@CASLV · High School

 Send Message

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Construction Update ***Drone Footage***



*** Construction Progress ***



*** Staff Information ***

- **Staffing**

- Key Employee positions filled (Principal, Assistant Principal, Office Manager, Registrar)
- Middle School core subject teachers filled
- In the process of recruiting K-5 teachers

- **Recruitment Strategies**

- Social Media/Company Website
- Contacting Qualified Applicants from the Past
- Reaching Out to Past Employees
- Targeting Passive Candidates
- Teacher Referral Program
- General and Niche Job Boards
- College Fairs/Student Interns
- Job/Career Fairs
- Applicant Tracking System

Thank you!

