



## ThrivePoint Academy SPCSA Board Update May 17, 2024

### ENROLLMENT:

Enrollment officially opened on April 29, 2024. The 45-day community notice was delayed until the lease on the new site was finalized. To help target credit deficient and behavior students, Principal Medina has established working relationships with CCSD school counselors and school social workers. He was invited to meet with the counseling departments of Western, Clark, Cimarron-Memorial, Spring Valley, and Rancho High Schools. Additionally, Principal Medina was invited by CCSD Wraparound Services to present at the monthly school social worker resource meeting on April 17, 2024. ThrivePoint Academy has also hosted an appreciation event for school counselors and school social workers on May 2, 2024.

- 400+ interested families in our database since the launch of our campaign end of March.
- A 36.11% increase of interested families each week from ad campaigns alone.
- Of the 400+ families, we see roughly 17% enrolled or enrolling as of today.

### Lead form

A screenshot of a web form for lead generation. The form includes fields for "Student Name", "Student Address", "Phone Number", "Email Address", "Grade Level", "Current School", and "Parent/Guardian Name". A section of the form, containing a list of checkboxes for student characteristics, is circled in black. An arrow points from this circled section to the "Checklist" section on the right.

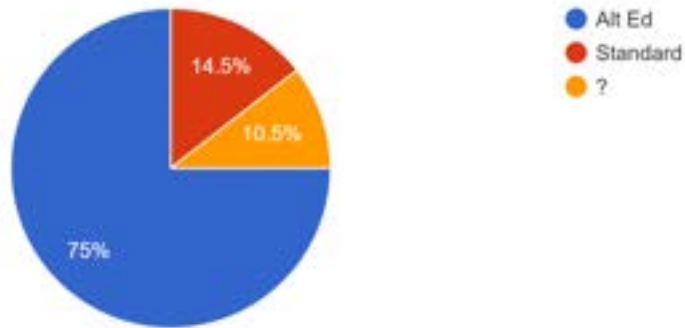
### Checklist

ThrivePoint Academy of Nevada is dedicated to serving students that aren't finding success in traditional schools. We prioritize enrollment for students that identify with our priority indicators. Please check all boxes that apply, or none of the above. \*

- Student is behind on credits earned to graduate on time.
- Student has been retained in the same grade level two or more times.
- Student has an Individualized Education Plan (IEP)
- Student is currently suspended or expelled at another school.
- Student is under court supervision/jurisdiction.
- Student has been formally been deemed to be a habitual disciplinary problem.
- None of these

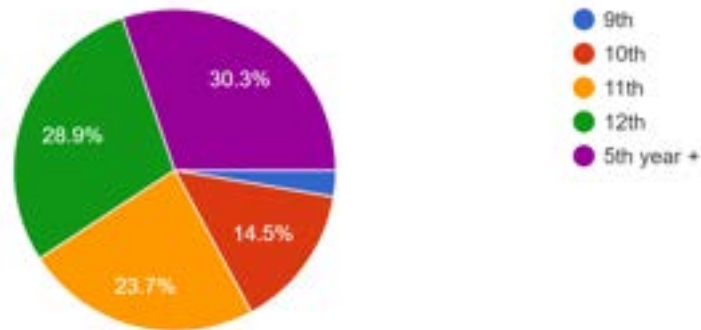
### Qualification

76 responses



### Grade

76 responses



## MARKETING STRATEGY:

- Monthly newsletter launched (ThriveTales)
- Google Ads
- FB Ad Campaign
- Social Media posting
- Email campaigns
- Smartbug
- Hubspot
- Radio interviews/ads
  - Audacy
  - Fiesta 98.1
- The Ferraro Group PR/Events
- Additional advertising being considered
  - Cox cable
  - Digital billboard

## PARTNERSHIPS:

- Bill & Lillie Heinrich YMCA
- Project 150
- The Just One Project
- Nevada Contractors Association
- Nevada Women in Trades
- Solutions of Change
- Chicanos Por La Causa
- Culinary Academy of Las Vegas
- The Harbor
- Realtalk Youth Impact Program
- Unique Transformations
- Puentes
- Nevada Sisters United
- CSN Apprenticeship/Dual Enrollment
- Leadership Explorer Program Post 6266
- Employ NV Youth Hub
- Workforce Connections
- Vegas PBS
- UNLV Diversity Initiatives
- Bolden Area Command Community Coalition



## COMMUNITY ENGAGEMENT:

- 1/20 Las Vegas School Choice Fair
- 3/16 Pearson Eggstraveganza
- **3/23 Doolittle Car Show & Easter Egg Hunt**
- 3/30 Veteran & Family Resource Fair
- 4/2 Puentes Resource Fair
- 4/9 Mental Health Conference
- 4/10 Homeless Services Pop Up Event
- 4/16 Puentes & Siegal Cares Health Fair
- **4/18 Bolden Community Coalition**
- 4/23 Puentes & Siegal Cares Health Fair
- **4/27 Family Field Day For Brain Health**
- 4/27 Festival Del Nino
- **5/2 Student Support Worker Appreciation Resource Fair**
- **5/10 Silver Summit Healthcare Community Baby Shower**
- 5/11 Carnival Fiesta Morelense
- **5/15 Coffee With A Cop**
- 5/16 Fiesta En El Parque
- **5/25 The Historic Westside Tournaments**
- 5/26 Africa Day
- **5/30 Rollin in The 106**
- **6/4 RealTalk Youth Impact Monthly Meeting**
- **6/15 Juneteenth in The 106 Community Resource Fair**
- **6/20 Bolden Community Coalition**
- **7/2 RealTalk Youth Impact Monthly Meeting**
- **7/10 Ribbon Cutting**
- July
  - Cox Back To School Fairs
  - Pearson, Doolittle, Nevada Partners Back To School Fairs

red bold text in 89107

blue bold text surrounding 89107



## FACILITIES:

ThrivePoint Academy has established a new location at the corner of Valley View Blvd & Meadows Ln. This the corner of The Meadows Mall and The Springs Preserve at 3802 Meadows Ln. Las Vegas, NV 89107. The future location has been going through renovations and is anticipated to be move-in ready next month. The campus is nearly 9000 square feet and will feature an open concept with areas of soft seating and different height table tops. Students will have the option to work individually or in small group settings. Zoning permit was recently approved on May 14, 2024.



## OPERATIONS:

- Department of Public Safety
- Distance Education Plan
- Edmentum
- Jobtimize
- Infinite Campus
- Schools PLP
- Transportation Plan
- Insurance
- Initial staffing efforts

## BOARD GOVERNANCE

- Currently have six board members
  - Johnny Dominguez, Executive Director of Leaders in Training (LIT) added in February
- Monthly meetings since approval and three special meetings conducted to address SPCSA pre-opening checklist
- Board Focus right now:
  - Budget scenario options, CMO agreements, community engagement → marketing → enrollment