

# CHARTERING INNOVATIVE PATHS IN EDUCATION

Nevada State Public Charter School Authority

## FEATURED CHARTER SCHOOL

### Pinecrest Academy of Nevada Horizon Campus

*"Preparing Students for College & Career"*

Year Established: 2012

Grades: K-5

1360 S. Boulder Hwy., Henderson NV 89015  
702-749-3500 | [www.pinecresthazizon.org](http://www.pinecresthazizon.org)



## Community Engagement

*Principal Wendy Shirey  
Pinecrest Academy Horizon Campus*

*Pinecrest Academy of Nevada Horizon campus is celebrating ten years of excellence this year. We are the original campus for Pinecrest Academy of Nevada and serve 880 students in kindergarten through fifth grade.*

*The mission of Pinecrest Academy is to unite the community to prepare students for college and career, and by the end of 2018, we began to take this mission to heart. It has been a lot of work to bring this mission to life, but the rewards we have experienced as a result have been outstanding for us and for our community.*



Block Party



School Choice Fair



Barber School

## COMMUNITY ENGAGEMENT

*Continued*

### ***Build Relationships***

We focus on building relationships with businesses and entities within our community. We invite them to special functions at school and create win-win situations for us and for them. If we ask for donations, we publicly thank them in our newsletters, social media pages, and at the events.

Our community partners will often ask how they can support our teachers or our school. They enjoy bringing treats for the teachers and supporting them on Donors Choose. We frequently have community partners coordinate days with us to go around campus with a treat cart for the teachers.

One of our community partners even brought an ice cream truck for the teachers one Friday! We invite them to events where they can share information with our families about their businesses or non-profits. We have a large Scout presence at our school and they use our facility for their meetings each week. In return, they do service projects for our school, cook breakfast for our staff, grill hot dogs at our block parties, and even wear our school logo on their scarves when they march in parades. They are present at every event on our campus and recruit new members while they are sharing some of what makes Pinecrest Horizon a special place.

Another beautiful result of building relationships in the community is when our community partners post photos and videos on their

social media that include the school and the events. This is free advertising and builds great synergy for the school.

### ***Bring the Community to the School***

One of our greatest strengths in community building is bringing the community to our school. We have some community partners we have cultivated over the years that we love to bring to our school for large events.

During open enrollment, we host a block party on our campus, give tours of the school, and answer questions for the parents. We bring vendors in to share their businesses and add interest for the parents. We have hosted several vendors including the following: insurance and retirement companies, bakeries, essential oils, cosmetics, candle makers, dog food and treats, storage supplies, artwork, and home cleaning supplies. One year, we had Nevada's First Barber School students on campus to give free haircuts to students, parents, and teachers. We were able to provide a service to families for free and the barber

students got hours towards their certification.

In July of 2021, we held a new family event to give tours, answer questions, host a uniform exchange, and introduce families to our school. We invited our Scouts and the Nevada Science Center to promote their new museum. Since we are a STEM school, it was great to have the Nevada Science Center join us to share fossils they have found around Nevada. These win-win situations are fantastic for us and for the vendors and volunteers.

### ***Be Accessible and Visible to Parents and the Community***

Parents are the best community partners you could hope to have. We hold a monthly meeting to share information with our parents and to hear from them. There is a core group of parents who attend every meeting and have for years. They are the Horizon Faithfuls and it is a joy to meet with them every month. They hear all the information first-hand and can share it in their circles to help spread the word about anything that is

## Pinecrest Academy of Nevada - Horizon Fall Festival 2021



Check out the Trunk or Treat 2021 Fall Festival video.

[bit.ly/pinecrest\\_fall\\_festival2021](https://bit.ly/pinecrest_fall_festival2021)



happening. They recommend the school to everyone and they share their talents with us. Within this group, we have identified a baking and confection business, teachers, career day guest speakers, and our biggest fans. They promote the school and help us with fundraising, volunteering, accreditation visits, school improvement planning, and event planning. They refer families to our school, give us ideas for recruiting students, and talk to us about issues around the school that need improvement or attention. It is so important for families to know they can be heard and can speak with the administration when they need to have something addressed. They really are the best community partners we could have, and they bring immeasurable value to the school community.

Monthly parent meetings are a great way to build community and be visible to the families, but Facebook videos and announcements are another way to engage with families and build community. Parents can submit videos of their children leading the Pledge of Allegiance or our daily affirmations for the morning announcements. They love to see their children in the morning announcement videos and will share their videos across their social media pages. We have a morning announcement video every day that is played in class and on social media to promote student achievement, share events at school, celebrate birthdays, and highlight teachers. These videos are daily promotional tools and



### Treats for Teachers



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communication tools for our school. It keeps us visible in the community and reminds families that we are available and present in several ways- even virtually.

### Join Events in the Community

How much do you love your community? Are you present and visible in the community? If not, find ways to get there. Join in the fun! When parades were still happening, Pinecrest Horizon could be found marching in the City of Henderson winter fest parade and the St. Patrick's Day parade. We jumped at every opportunity to put our school in the community, including a golf cart parade at Lake Las Vegas

and the School Choice Fairs downtown and at UNLV. We set up tables in the local shopping malls for back to school events and even passed out food and water to the homeless in downtown Las Vegas in the spring of 2021. After school, our teachers, parents, and administrators can be found attending and coaching sporting events to support their students in their athletic endeavors. Parents partner with teachers and administrators to coach together and cheer for the students. All of this contributes to the sense of community that builds around the school and helps make school a happy place for everyone.

