“Colors of Peace” Student Artwork Exhibit
Colosseum, Rome, Italy

Board of Education Meeting – October 16, 2019
Myrtle S. Finney Elementary Students Working on the Binational Art Project
Presentation of the Binational Artwork Project to the United Nations
The Learning Choice Academy – Chula Vista
The Learning Choice Academy

Mission Statement

To empower students to reach their full potential by providing choice in education within collaborative triads of parents, students and school.

Vision Statement

The Learning Choice Academy will be a 21st century personalized learning school supporting families who desire to achieve and exceed their individualized learning goals using comprehensive methods as they become globally informed citizens.

We Value

- Parent choice and involvement
- Using the community as the classroom
- Personalized learning

Featuring

- WASC Accreditation
- A-G Courses
- Project Lead the Way
Choice Program

TK-12th Grades

- Choice is our Homeschool option:
  - California credentialed teachers
  - Personalized learning plans
  - Support, development, and state approved curriculum
  - Regular field trips
  - Enrichment classes
  - Parent and student events
  - Parent training
  - Community as the classroom
AIM Program
Achieve, Inspire, Motivate
Kinder to 5th grades

- AIM Program will offer:
  - Credentialed teacher
  - Two day onsite support in core subjects
  - State approved curriculum
  - Rigorous personalized learning plan
  - Critical, analytic, and creative thinking environment
  - Community as the classroom
  - A strong home/school connection
  - Academic and social-emotional growth
Middle and high school
6th - 12th grades

- Credentialed teacher in specific subjects
- College model - two day onsite support in A-G required classes
- State approved curriculum
- Rigorous personalized learning plan
- Critical, analytic, and creative thinking environment
- Community as the classroom
- A strong home/school connection
- Academic and social-emotional growth
- Community service
- Teen Club and family field trips
Facility

The Learning Choice Academy charter school will operate the Chula Vista site at 881 Kuhn Dr. Suite 200, Chula Vista

This facility has fourteen classrooms, 22,000 sq. ft., and E occupancy permits.
Smarter Balanced Summative Assessments

English Language Arts

- 24.73% Standard Exceeded (LEVEL 4)
- 30.22% Standard Met (LEVEL 3)
- 21.43% Standard Not Met (LEVEL 1)
- 54.95% Met or Exceeded Standard for ELA

Mathematics

- 17.39% Standard Met (LEVEL 3)
- 8.15% Standard Exceeded (LEVEL 4)
- 47.28% Standard Not Met (LEVEL 1)
- 27.17% Standard Nearly Met (LEVEL 2)
- 25.54% Met or Exceeded Standard for Math
Accomplishments

- 42% of our students in Chula Vista have been with us for three years or more.
- Graduation rate was 97.5% for 2018-19 school year
- Maintained 99% attendance rate in 2018-19 school year
- TLC-CV reported no suspensions or expulsions during the 2018-19 school year. TLC-CV follows a restorative justice model for staff and students.
- WASC Accreditation: Initial accreditation for TLC-CV was approved through June 20, 2022
- Professional development for teachers has increased and tied to areas of critical need MTSS, Restorative Justice, Project GLAD, Write Institute.
- Ben Carson Reading Room grant
- Soccer team; two championships and volleyball team in second year
- Classrooms have smart boards and 1:2 Chromebook to student ratio
## Demographics

<table>
<thead>
<tr>
<th>Grade</th>
<th>Student Count</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade: TK</td>
<td>4</td>
<td>1.0%</td>
</tr>
<tr>
<td>Grade: KN</td>
<td>17</td>
<td>4.4%</td>
</tr>
<tr>
<td>Grade: 01</td>
<td>30</td>
<td>7.8%</td>
</tr>
<tr>
<td>Grade: 02</td>
<td>19</td>
<td>4.9%</td>
</tr>
<tr>
<td>Grade: 03</td>
<td>24</td>
<td>6.3%</td>
</tr>
<tr>
<td>Grade: 04</td>
<td>24</td>
<td>6.3%</td>
</tr>
<tr>
<td>Grade: 05</td>
<td>25</td>
<td>6.5%</td>
</tr>
<tr>
<td>Grade: 06</td>
<td>18</td>
<td>4.7%</td>
</tr>
<tr>
<td>Grade: 07</td>
<td>31</td>
<td>8.1%</td>
</tr>
<tr>
<td>Grade: 08</td>
<td>36</td>
<td>9.4%</td>
</tr>
<tr>
<td>Grade: 09</td>
<td>43</td>
<td>11.2%</td>
</tr>
<tr>
<td>Grade: 10</td>
<td>38</td>
<td>9.9%</td>
</tr>
<tr>
<td>Grade: 11</td>
<td>41</td>
<td>10.7%</td>
</tr>
<tr>
<td>Grade: 12</td>
<td>34</td>
<td>8.9%</td>
</tr>
<tr>
<td>Total:</td>
<td>384</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
## Demographics Cont.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Student Count</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>300</td>
<td>78.1%</td>
</tr>
<tr>
<td>Not Hispanic</td>
<td>84</td>
<td>21.9%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>384</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language of English Learners</th>
<th>Student Count</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>72</td>
<td>18.8%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>72</strong></td>
<td><strong>18.8%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Groups</th>
<th>Student Count</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socio-economically Disadvantage</td>
<td>193</td>
<td>50.3%</td>
</tr>
<tr>
<td>Special Education</td>
<td>49</td>
<td>12.8%</td>
</tr>
<tr>
<td>Residency Category</td>
<td>Student Count</td>
<td>Percent of Total</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Permanent Housing</td>
<td>337</td>
<td>87.8%</td>
</tr>
<tr>
<td>Temporarily Doubled Up</td>
<td>46</td>
<td>12.0%</td>
</tr>
<tr>
<td>Temporary Shelters</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>Total:</td>
<td>384</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Retention of Teachers
# English Learners

<table>
<thead>
<tr>
<th>RFEP Totals 18-19</th>
<th>Enrollment</th>
<th>English Learners</th>
<th>Fluent-English-Proficient Students</th>
<th>Students Redesignated FEP</th>
</tr>
</thead>
<tbody>
<tr>
<td>TLC-CV</td>
<td>383</td>
<td>71 (18.5%)</td>
<td>106 (27.7%)</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>CV District Total</td>
<td>N/A</td>
<td>9,918 (32.9%)</td>
<td>4,953 (16.4%)</td>
<td>212 (2.3%)</td>
</tr>
<tr>
<td>SD County Total</td>
<td>50,6260</td>
<td>100,882 (19.9%)</td>
<td>102,536 (20.3%)</td>
<td>10,372 (10.0%)</td>
</tr>
<tr>
<td>State Total</td>
<td>6,186,278</td>
<td>1,195,988 (19.3%)</td>
<td>1,391,621 (22.5%)</td>
<td>175,746 (13.8%)</td>
</tr>
</tbody>
</table>

## 2018-19 English Learner Enrollment Data

<table>
<thead>
<tr>
<th>Level</th>
<th>EL 0-3 years</th>
<th>EL 4-5 years</th>
<th>EL 6+ years</th>
<th>RFEP</th>
<th>Total Ever-ELs</th>
</tr>
</thead>
<tbody>
<tr>
<td>TLC-CV</td>
<td>23</td>
<td>15</td>
<td>28</td>
<td>79</td>
<td>150</td>
</tr>
</tbody>
</table>
Parent and Family Engagement

- TLC parents have many opportunities for input.
- Parents and students meet monthly with an Educational Partner and they discuss goals for students as well as goals for the school (otherwise know as LCAP Goals).
- TLC surveys our parents yearly and students twice a year about curriculum, classes, and improvements that can be made.
- School Site Council and ELAC committee meet quarterly
- Fundraisers for sports teams and read aloud events.
- TLC orchestra
Board of Directors

- TLC’s board consists of two community members, two parents from TLC, and one staff member.
- Our board is elected by the stakeholders of the school at our annual end of year presentations.
- The board meets once a month at our La Mesa site and has teleconferences from our Chula Vista and Scripps Ranch sites.
# TLC - Chula Vista
## 2019-20 July Budget

### Assumptions
<table>
<thead>
<tr>
<th></th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADA</td>
<td>386.00</td>
<td>396.00</td>
<td>406.00</td>
<td>416.00</td>
<td>426.00</td>
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</table>

### Description

<table>
<thead>
<tr>
<th>Description</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TTL General Purpose Entitlement</td>
<td>3,744,245</td>
<td>3,938,881</td>
<td>4,120,659</td>
<td>4,208,066</td>
<td>4,295,517</td>
</tr>
<tr>
<td>TTL Federal Revenue</td>
<td>561,000</td>
<td>183,779</td>
<td>183,779</td>
<td>183,779</td>
<td>183,779</td>
</tr>
<tr>
<td>TTL Other State Revenue</td>
<td>254,047</td>
<td>254,047</td>
<td>254,047</td>
<td>254,047</td>
<td>254,047</td>
</tr>
<tr>
<td>TTL Other Local Revenue</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
<td>20,000</td>
</tr>
<tr>
<td><strong>TTL REVENUES</strong></td>
<td>4,579,292</td>
<td>4,396,707</td>
<td>4,578,485</td>
<td>4,665,892</td>
<td>4,753,343</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPENDITURES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TTL Certificated Salaries</td>
<td>1,312,630</td>
<td>1,394,801</td>
<td>1,436,645</td>
<td>1,479,744</td>
<td>1,524,137</td>
</tr>
<tr>
<td>TTL Non-Certificated Salaries</td>
<td>421,159</td>
<td>447,524</td>
<td>460,949</td>
<td>474,778</td>
<td>489,021</td>
</tr>
<tr>
<td>TTL Employee Benefits</td>
<td>583,453</td>
<td>607,969</td>
<td>620,453</td>
<td>633,312</td>
<td>646,556</td>
</tr>
<tr>
<td>TTL Books/Supplies/Materials</td>
<td>332,978</td>
<td>339,638</td>
<td>346,430</td>
<td>353,359</td>
<td>360,426</td>
</tr>
<tr>
<td>TTL Services &amp; Operations</td>
<td>1,256,822</td>
<td>1,188,780</td>
<td>1,213,585</td>
<td>1,237,907</td>
<td>1,262,698</td>
</tr>
<tr>
<td>TTL Capital Outlay</td>
<td>88,253</td>
<td>88,253</td>
<td>88,253</td>
<td>88,253</td>
<td>88,253</td>
</tr>
<tr>
<td>TTL Other Outgo</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TTL EXPENDITURES</strong></td>
<td>3,955,295</td>
<td>4,066,964</td>
<td>4,166,316</td>
<td>4,267,353</td>
<td>4,371,091</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues less Expenditures</td>
<td>583,997</td>
<td>329,743</td>
<td>412,168</td>
<td>398,539</td>
<td>382,251</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Fund Balance</td>
<td>699,626</td>
<td>1,283,623</td>
<td>1,613,366</td>
<td>2,025,534</td>
<td>2,424,073</td>
</tr>
<tr>
<td>Net Revenues</td>
<td>583,997</td>
<td>329,743</td>
<td>412,168</td>
<td>398,539</td>
<td>382,251</td>
</tr>
<tr>
<td><strong>ENDING BALANCE</strong></td>
<td>1,283,623</td>
<td>1,613,366</td>
<td>2,025,534</td>
<td>2,424,073</td>
<td>2,806,324</td>
</tr>
<tr>
<td>Ending Balance as % of Outgo</td>
<td>32.13%</td>
<td>39.67%</td>
<td>48.62%</td>
<td>56.81%</td>
<td>64.20%</td>
</tr>
</tbody>
</table>
The Learning Choice Academy – Chula Vista

The Learning Choice Academy Staff

TK - 12 Grade Personalized Learning Public Charter School
Local Indicators for California Dashboard
Local Indicators

- Priority 1: Basic Conditions at School
- Priority 2: Implementation of State Academic Standards
- Priority 3: Parent Engagement
- Priority 6: Local Climate Survey
Self reflection/evaluation tools

• Met

• Not Met

• Not Met for Two or More Years
Local Indicator Priority 1

• Appropriately Assigned Teachers, Access to Curriculum-Aligned Instructional Materials, and Safe, Clean and Functional School Facilities

• Met – Williams Settlement
Local Indicator Priority 2

- Implementation of State Academic Standards
- Met – Consultation with CVE, ISS, and Principal Leads
Local Indicator Priority 3

- Parent Engagement
- Met – Consultation with DAC Chair
Local Indicator Priority 6

- School Climate

- Met – Data from Hanover student survey
Thank you
Enrollment Marketing, Attendance Awareness and Brand Engagement campaign
October 16, 2019
PUBLIC SCHOOL ENROLLMENT MARKETING

Goals

• INCREASE AWARENESS of District schools and programs

• POSITIVELY INFLUENCE PERCEPTION and opinion of our local public schools

• INCREASE ENROLLMENT in our schools
INCREASE AWARENESS OF DISTRICT SCHOOLS AND PROGRAMS
TACTICAL DATA – Awareness

1) Exposure for District:
- 8,239,238 impressions delivered to community
- Utilized Magic 92.5, Facebook, Instagram, Google, Bing, YouTube, Retargeting Ads, Yard Signs, Eight Videos, Press Releases, Blog Posts, Direct Mail and Display Ads.
- 735 tracked inbound leads

2) Growth in followers and engagement of Social Media Accounts

3) Increase of 50,000 more new users of the District website

4) Increase in time spent on site and number of pages visit per user
FACEBOOK SCHOOL LEAD ADS

Castle Park

Finney
Chula Vista Elementary School District
Each Child Is An Individual Of Great Worth

Teachers & Staff That Delight In The Light Of Your Child
Students in the Chula Vista Elementary School District experience a rigorous 21st Century learning environment that is rooted in effective teaching practices and high-quality instruction. Our mission is to nurture every child's imagination, intellect, and sense of inquiry. Working collaboratively, we tap a collective intelligence rich with the spirit and creativity necessary for students to become difference makers.

Get Enrollment Information

LANDING PAGE
https://learn.cvesd.org/

MODERNIZED CLASSROOMS
21st Century-focused curriculums that develop and nurture students' creativity, critical-thinking, communication and collaboration skills

CHILD WELFARE
Families, staff, and our entire community are full partners actively working in a collaborative manner for the benefit of each child's education.

Ready to Join?
000-000-0000
Enroll Today

OUR SCHOOLS
- Ella B. Allen Elementary School
- Amaya Vista Charter School
- Camarena, Enrique S.
- Joseph Casillas Elementary School
- Chula Vista Hills
- Chula Vista Learning Community Charter
- Clear View Elementary Schools
- Cook, Hazel Goss Elementary Schools
- CYLCC High School
- Daily Academy Elementary School
- Discovery Charter School
- Eastlake Elementary School
- Mae L. Peaster Charter School
- Myrtle S. Finley Elementary School
- Horizoncrest Elementary School
- Horizonside Elementary School
- Hedenkamp, Anne & William Elementary School
- Heritage Elementary School
- Hilltop Drive Elementary School
- Howard Gardner Community Charter
- Juarez-Lincoln Elementary School
- Kellogg, Karl H. Elementary School
- Lauderbach, J Calvin Elementary School
- Liberty Elementary School
- Loma Verde Elementary School
- Los Altos Elementary School
- Tiffany, Burton C. Elementary School
- Valle Lindo Elementary School
- Valley Vista Elementary School
- Veterans Elementary School
- Vista Square Elementary School
- Wolf Canyon Elementary School
- Marshall, Thurgood Elementary School
- McMillin, Corry Elementary School
- Montgomery, John J Elementary School
- Mueller Bayfront Charter High School
- Museler, Robert L. Charter School
- Murasaki, Saburo
- Olympic Vista Elementary School
- Otay Elementary School
- Palomar Elementary School
- Parkview Elementary School
- Rince, Lillian J Elementary School
- Rogers, Greg Elementary School
- Rohr, Fred H Elementary School
- Rosebank Elementary School
- Salt Creek Elementary School
- Silver Wing Elementary School
- Sunny Side Elementary School

Chula Vista Elementary School District
84 East J Street, Chula Vista, CA 91910

DISPLAY ADS

1. **Innovation Station**
   - Energy Station
   - Hydro Station
   - Students explore through Innovation Station, Energy Station, and Hydro Station
   - Discover More

2. **Chula Vista Elementary School District**
   - Increase language proficiency and academic achievement
   - Discover More

3. **Chula Vista Elementary School District**
   - We are bringing technological innovation, increased safety features and flexible classroom spaces to every campus
   - Discover More

4. **Chula Vista Elementary School District**
   - We bring the community together and stimulate the minds of our students
   - Discover More

5. **Chula Vista Elementary School District**
   - Our caring staff members support each student through social emotional wellness programs
   - Discover More

6. **Chula Vista Elementary School District**
   - We will equip your child with the foundational educational and social skills they need
   - Discover More
FACEBOOK IMPRESSION ADS
FACEBOOK LEAD ADS

1

Chula Vista Elementary School District
Sponsored

We offer a wide variety of programs including dual language immersion, visual and performing arts, makerspaces such as Innovation Station, Energy Station & more.

LEARN.CVESD.ORG
Inquire About Enrolling Your Child Today

LEARN MORE

Like Comment Share

2

Chula Vista Elementary School District
Sponsored

We offer a wide variety of programs including dual language immersion, visual and performing arts, makerspaces such as Innovation Station, Energy Station & more.

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Inquire About Enrolling Your Child Today

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Like Comment Share
SUPPLEMENTAL EFFORTS—ATTENDANCE AWARENESS

Join the Chula Vista Elementary School District and MAGIC 92.5 in honoring an educational leader from the local community. Now through March 14, families can nominate a local CVESD Principal to be a contestant on Jagger & Kristi’s $1,000 Minute. The lucky Principal will have the chance to be on-air with Jagger and Kristi on March 21 to see if they can beat the score of CVESD Superintendent Dr. Escobedo. The Principal will have 1 minute to answer 10 trivia questions for a shot at winning $1,000 on the spot for their school! To nominate a CVESD Principal go to http://www.magic925.com/Love-Your-Principal
POSITIVELY INFLUENCE PERCEPTION AND OPINION OF OUR LOCAL PUBLIC SCHOOLS
Click Here for Video
## PERCEPTION – Challenges

### Transfers

<table>
<thead>
<tr>
<th>Transfers</th>
<th>2018-19</th>
<th>2019-20 (As of 9-20-19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-District Transfers Into District</td>
<td>885</td>
<td>773</td>
</tr>
<tr>
<td>Inter-District Transfers Out of District</td>
<td>919</td>
<td>933</td>
</tr>
<tr>
<td>Net inflow/outflow</td>
<td>&lt;34&gt;</td>
<td>&lt;160&gt;</td>
</tr>
</tbody>
</table>
INCREASE ENROLLMENT IN DISTRICT SCHOOLS
Comparison of District enrollment on the last day of the 2018-19 school year with the 44th day of 2019-20

Comparison of the number of students enrolled in both TK and Kindergarten at the end of the ninth week of school in 2018-19, and the end of the ninth week of this school year.
NEXT STEPS

• Research: Survey/Focus Group data of those who leave, i.e. Why are you leaving? Where are you enrolling?
• Attendance: Increasing ADA
• Outreach: Presenting at South County Realtors Association, CV Chamber of Commerce, Service Organizations, Preschools.
QUESTIONS?