Become a Start-Up Star
Agenda

Introductions
Board Building
Money Matters
Authorizing Allies
Hiring Hints
Maintenance Magic
Introductions

Thrive Public Schools Presenters:

- Donna Elder, Ed.D., Board President
- Nicole Assisi, Ed.D., CEO
Charter Land ....

Enjoy the Ride
I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.

Steve Jobs (R.I.P.)
Board Building

• What comprises a good board?

Members who bring
  – Wisdom
  – Wealth
  – Willing to work

• Diverse expertise and experiences
Advocate for the Charter – Be a cheerleader!

- **Support** the Charter Leader
- Remember the Board *sets policy*
- **Fiduciary responsibility** to keep the charter vital
Selection Process

Work Collaboratively

Think Strategically

Balance
Professional Development

Provide Opportunities for Board Development

Skills they bring

Network with others
Money Matters

Raising start-up money to get you what you need

Do your non-profit paperwork ASAP
WHO & WHERE

Finding Funding Sources

- Charter Association
- Guide Star

Type of Funders

- Foundations
- Angels
HOW

You Need:

• Business Plan
• Executive Summary
• A Pitch
To “Ask” or not to “Ask” ... THAT is the question!

"It’s better to ask and hear “No” Than not to ask and wonder “What if...?”
Political Savvy

Prepare Yourself--
Charter Authorization is Political!!
Got your ducks in a row?

- Plan for the long run
- Make allies first
- Do your homework
- Have an attorney (it’s a contract)
YOU ARE AUTHORIZED ...
Pause, Celebrate, Then Keep Going
Hiring Hints

Hiring right the first time!

There is no such thing as spending too much time on hiring ...
Hiring Process at Thrive

- Application
- Performance Task
- Information Meeting
- Evaluation & Input

The Wisdom of Crowds

average of 800 guesses = 1,197
actual weight of the ox = 1,198
NOW the work begins...

Strategic Planning

Vision – Where do we want to go?

Mission – What do we do?
Thrive Public Schools Strategic Plan

Correlation between Strategic Plan, Mission and Vision

Vision

Influence educational practice...

Strategic Pillars

Innovate
Inspire
Expand
Ensure

Mission

College Prepared
Career Inspired
Community Minded
The vision for Thrive is to impact education for our students and those across the country. By 2020, we will

- **INNOVATE** systems for personalized learning and engaging learners
- **ADAPT** based on new discoveries
- **EXPAND** the future of all who enter our doors
- **INSPIRE** greater outcomes for children everywhere
Expanding futures by personalizing learning and engaging learners to be: College-Prepared, Career-Inspired and Community-Minded

Mission

**LEARNING TO LEARN**
Metacognition & personalized skill development with support of technology and data

**COLLEGE-PREPARED**

**PERSONALIZING LEARNING**

**EXPANDING FUTURES**

**COMMUNITY-MINDED**
Learners are known, seen, valued and receive support to understand selves and others

**CAREER-INSPIRED**
Collaborative authentic learning experiences through hands on learning/projects

**ENGAGING LEARNERS**

**LEARNING TO BE**

**LEARNING TO DO**

THRIVE PUBLIC SCHOOLS
**Thrive Public Schools Strategic Plan…DRAFT**

<table>
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<tr>
<th>Strategic Pillars</th>
<th>Objectives</th>
<th>Outcomes</th>
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| **Innovate**      | 1. Hone our model  
2. Maintain superior instruction  
3. Adapt based on data | 1. Codification of “Thrive Methodology and Strategies” including rubrics for grade levels K-8 and 9-12  
2. An appropriate percent of students will reach their developmental grade level  
3. Full implementation of organization wide data dashboard and protocol to support decision making |
| **Inspire**       | 1. Be a place people want to work  
2. Inspire and train other educators | 1. Successful staff/instructor retention and satisfaction  
2. a. Develop and share Thrive Methodology, Strategies and Training publicly through online portal  
   b. Successful conference attendance, presentation sharing and publishing |
| **Expand**        | 1. Create a K-12 pathway  
2. Build capacity for growth  
3. Increase the number of students we serve | 1. Develop, socialize and deploy strategic growth plan  
2. Identify and secure appropriate staffing, ensure both onboarding and ongoing internal training and development opportunities  
3. Build a diverse waitlist each year that supports enrollment goals |
| **Sustain**       | 1. Foster strong partnerships  
2. Build sustainable funding  
3. Locate facilities | 1. Stand up and sustain Advisory Council to further build local partnerships  
2. Build and maintain funding reserve  
3. Secure a permanent facility |

**Mission**
Thrive Public Schools reimagine education to expand students’ futures by personalizing learning and engaging learners to be College–Prepared, Career Inspired and Community Minded.

**Vision**
By 2020, Thrive will influence educational practice through pioneering new systems for student success, inspire greater outcomes and expand the reach and futures for those who enter its doors.
Maintenance Magic

- PR
- Funders
- Outreach
- Thank yous
- Staff evaluation

Being the first to cross the finish line makes you a winner in only one phase of life. It's what you do after you cross the line that really counts.

~ Ralph Boston
WHAT DID WE LEARN?
1. PREPARE FOR THE UNEXPECTED.

Plan for 18 months to open a school

2. PLAN FOR AN APPEAL.

Write the charter with an appeal in mind
3. TALK ABOUT YOUR SCHOOLS NICHE--ALOT

Have a clear, clean simple message that is communicated early and often

4. LOCATE WHERE THE NEED IS

If you build a great school people from outside the community will find you (even if the area isn’t great)
5. OUTREACH, OUTREACH, OUTREACH

Particularly to at risk families—especially when demand is high from the more affluent community.

6. FIND A FACILITY

A permanent or long term home is a must. Give yourself a 2 year window (at least!)
7. PARENTS HAVE POWER

Involve parents in school outreach and authorization efforts

8. NEVER UNDERESTIMATE THE MULTITUDE OF STUDENT NEEDS.

You will attract a wide variety of students in your first years.
Remember, this is why we do it!