

AMERICAN LEADERSHIP ACADEMY

Dear ALA Families,

In one week, we start the 2019-2020 school year... it's going to be amazing! I'm very excited to serve as the Director of the ALA-Gilbert North 7-12 campus and help your children reach their potential! I'm proud of the all-star team of professionals we've assembled that are committed to delivering "the best educational experience to as many students as possible in a moral and wholesome environment." I promised you in my last "Letter from the Director" that I would send additional information to help you and your students have a less stressful and more effective year... so, here we go!

Why We Chose ALA

Let's remind ourselves why we chose ALA. I've received hundreds of emails, texts and calls from many of you telling me the number one reason you and your students chose ALA was "the environment." You said we should "do everything possible to protect it." So, I need your help... and I need your students' help in recommitting to making "the environment" a priority.

Moral & Wholesome Environment (RAISE Values and Dress Code)

We believe that the moral and wholesome environment at ALA creates a safe culture where distractions are minimized, and learning is accelerated. School rules are designed to protect all students and foster an environment of order and discipline. The environment is primarily shaped by ALA's RAISE values (respect, accountability, integrity, service, excellence). The RAISE values must be consistently embraced and lived by all ALA employees and students.

ALA's dress code and grooming standards also significantly contribute to the environment. When your students show up every day and comply with the dress code and grooming standards, they demonstrate a personal commitment, respect and unity toward their ALA family. For specific details on the dress code and grooming standards please refer to the [7-12 Parent & Student Handbook](#) (the Handbook) on ALA's website (alascchools.org).

Facilities (Food & Drink)

Another contributing factor that makes the environment at ALA attractive is our exceptional, beautiful, and amazing facilities. I've conducted in excess of a hundred tours of our Gilbert North

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Campus since we opened in August 2017 and every single guest has commented on how incredibly proud we must be of our facilities. I agree with them! If we want our facilities to last beyond a few years, we'll need to change some of the bad habits we've formed.

According to the Handbook, there is to be no food or drink in the halls and classrooms (with the exception of water), unless prior arrangements have been made with the School Administration. Additionally, no gum is allowed on campus (see pg 13). Unfortunately, we've had to spend considerable time and money this summer scraping gum off several hundred tables, desks and chairs and, repairing facility damages associated with Polar Pops, Dutch Bros. coffee and hot chocolate spills. Please help us... let's teach and demonstrate to our students the importance of picking up after ourselves and leaving our campus in a better condition than we found it. Let's work together to keep our facilities clean, professional looking and a source of pride for each of us!

Cell Phones

One last issue I need your help with is cell phones. According to the Handbook, Cell Phones and Smart Watches are allowed on campus; however, they must be turned off and out of sight from the time they come on campus until the end of the school day (see pg 35). Unfortunately, many of our students have disregarded ALA's policy and some of our staff members have been inconsistent with enforcement of these policies... for that, I apologize.

Recommitment

My staff and I have recommitted to ALA's Board and to all of our families that "the environment" at ALA matters. My staff and I have also committed to being more KIND, showing more EMPATHY, helping to INSPIRE more and helping to CONNECT more of our students to one another. We believe if we unitedly live the RAISE values, consistently teach and enforce ALA's dress code and grooming standards and comply with the Handbook, the environment at ALA will become "the environment" we all want for our students! It will be a place that's harassment-free, bully-free, discrimination-free... a place with the best students, the best family members, the best community members, the best citizens. I know that's why my wife and I chose ALA for our children... and I believe you did too.

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Thank you for trusting us and thank you for locking arms with us!

You'll hear more from me in a few days... kindest regards,

Brent McArthur