

# California Purple Star School Designation Program 2025



## Request for Applications

**Application Due Date:  
Friday, November 1, 2024**

Administered by the:

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## Overview

One of the largest workforces in the United States is the military, with over two million active-duty service members and individuals serving in the National Guard and Reserves. California has the nation's largest concentration of these service members,<sup>1</sup> and many are parents/guardians of minor children. In September 2021, California had 162,362 active-duty service members and 55,537 individuals serving in the National Guard and Reserves. California also has 64,293 individuals serving as Department of Defense (DoD) contractors and civilians.<sup>2</sup>

Military-connected students must move whenever their active-duty parent/guardian receives a Permanent Change of Station relocation order. These required relocations mean that a military-connected child can expect to change schools between six and nine times in their kindergarten through grade twelve educational career, three times more often than nonmilitary-connected children. As military-connected students transition between schools, often to different states and countries, they must adapt to varying cultures, school populations, curricula, standards, course offerings, schedules, and graduation requirements. As a result, military-connected students often face unique academic and social-emotional challenges, and struggle to stay on track to be college and career ready.<sup>3</sup>

## Purpose

The California Purple Star School Designation Program (Purple Star Program) seeks to reduce the burden on military-connected students and their families by articulating the most critical transition supports for military-connected students and their families. The Purple Star Program is a way to publicly recognize and designate schools that meet certain requirements and signals which schools are the most committed and best equipped to meet military-connected students and their families' unique needs. The Purple Star Program is not a grant but rather a recognition program; therefore, funding is not currently available.

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1. 2021 California Statewide National Security Economic Impacts.

[https://militarycouncil.ca.gov/wp-content/uploads/sites/81/2022/01/2021\\_MEIS\\_California\\_Statewide\\_Report.pdf](https://militarycouncil.ca.gov/wp-content/uploads/sites/81/2022/01/2021_MEIS_California_Statewide_Report.pdf)

2. Defense Manpower Data Center: DoD Personnel, Workforce Reports & Publications, September 2021. <https://dwp.dmdc.osd.mil/dwp/app/dod-data-reports/workforce-reports>

3. A Study of the Purple Star Designation Program:

[https://www.militarychild.org/upload/files/purple%20star/MCEC\\_Purple\\_Star\\_Report\\_Final\\_20.04.pdf](https://www.militarychild.org/upload/files/purple%20star/MCEC_Purple_Star_Report_Final_20.04.pdf)

## 2024–25 California Purple Star School Designation Program

The Purple Star Program was designed to help mitigate the challenges of high mobility by setting standards for and publicly designating military-friendly schools. The Purple Star Program’s true value derives from its potential to:

- Centralize and make knowledge accessible,
- Develop stakeholder networks, and
- Support schools in cultivating and communicating cultural competency in supporting military-connected families.

## Program Description

### Eligibility Requirements

To qualify for a Purple Star School designation in California, an individual school site must be in active status, as identified on the California Department of Education’s (CDE’s) California School Directory web page at <https://www.cde.ca.gov/schooldirectory>. The school site will also need to demonstrate that they have:

- **Designated Point-of-Contact:** A staff member to act as a liaison between military families and the school, easing military-connected students’ enrollment and acclimation period.
- **Professional Development:** Trained staff on the unique considerations for and needs of military-connected students.
- **Dedicated Web Page:** A dedicated web page on the school’s website with easily accessible information and resources for military-connected families.
- **Transition Programs:** A transition program to welcome and socially acclimate incoming military-connected students, which can be student-led.
- **Military Recognition:** Programming and events to include, celebrate and honor service members and military-connected students and families, including community members. (*Optional*)

## Application Procedures and Processes

### Application Timeline

Date	Activity
September 18, 2024	Request for Applications Release Date

Date	Activity
November 1, 2024	Applications must be received at the CDE, by 11:59 p.m. Pacific Standard Time (PST)
November–December 2024	Review of Applications
January 2025	Purple Star School Designations Announced

## Application Due Date

The Purple Star Program application and supporting documents must be received by the CDE on or before **Friday, November 1, 2024**, by 11:59 p.m. PST, per the Application Submission Procedures (see below).

## Application Submission Procedures

Applicants shall submit the application via an online survey. To complete the online application survey, visit <https://surveys3.cde.ca.gov/go/purplestar2025.asp>.

The online application will require applicants to upload a letter of support from the school site’s principal and the district’ superintendent (or designee). Please limit each letter of support to one page (single-sided) on official letterhead.

**Note:** If a district has multiple school sites that are applying for the Purple Star school designation, the superintendent can sign a single letter of support that lists all the applying school sites. Each school site will then be required to upload the superintendent’s letter of support to their individual application.

If a school site has already been designated as a Purple Star School, the school site does not have to apply again for three years. For example, schools designated in 2022 (applied in 2021) will need to apply again this school year; schools designated in 2023 will need to apply again next year (2025–26).

## Incomplete and Late Applications

Incomplete or late applications will not be considered.

## Application Review

Each application will be reviewed by the CDE. Applicants that can provide the information requested, with fidelity, a Purple Star School designation will be awarded. The application review process will occur during the months of November and December 2024.

## Application Questionnaire

The following represent the items contained in the 2024–25 Purple Star Application Survey. Applicants will also be asked to provide school and contact information and upload a file (support letters) within the application survey.

1. The school site must designate a Purple Star School Point-of-Contact to serve as a military liaison. Please identify the Point-of-Contact, including contact information, and describe the duties assigned to the Point-of-Contact. The Point-of-Contact needs to be employed by the local educational agency.
2. Each Point-of-Contact is required **to participate** in military family professional development activities. Please describe the professional development activity/activities, be specific and include dates, the provider and a brief summary of the impact of the professional development activity. Include any future professional development activities.
3. The Point-of-Contact needs **to provide and/or coordinate** professional development and supports to school staff, describe the professional development activities that have occurred in the past and include a description of planned professional development activities.
4. The school site needs to demonstrate that they have a transitional program for military-connected students. Please describe the transitional program, who facilitates the program (staff and/or students), how students are identified and encouraged to participate in the program, and describe how the following topics are addressed:
  - Welcoming and acclimating a new military-connected student.
  - Educational support for military-connected students, including special populations.
  - Social-emotional support for military-connected students.
5. The school district and/or school site needs to provide a specific web page that serves as a resource for military-connected families and include the Uniform Resource Locator (URL) of the web page. The web page needs to contain the following:
  - The contact information of the Point-of-Contact for the school site. If the web page encompasses the whole district, there should be a list of the contact information for each Purple Star School site to ensure ease and clarity for potential military-connected families.
  - Specific items useful for military families, such as military liaison contact information, information on relocation, enrollment and registration,

academic planning, counseling, and other related support services and useful information.

6. The school needs to provide evidence or a plan on how they will obtain recognition and/or endorsement from the local school board showing support for military-connected students and families.

**Optional prompts:**

7. Provide information on military-connected family initiative(s) that the school site has promoted and/or plans to promote. Initiatives can include, but are not limited to:
  - Participation in Military Child Month (April) and/or Military Family Month (November) to celebrate, recognize, and support military-connected students and families for their strength and sacrifice.
  - Encourage and provide opportunities for active-duty service members and individuals serving in the National Guard and Reserves to volunteer at local school sites.
8. Provide any other supporting information to demonstrate why the school site should be recognized as a Purple Star School.