

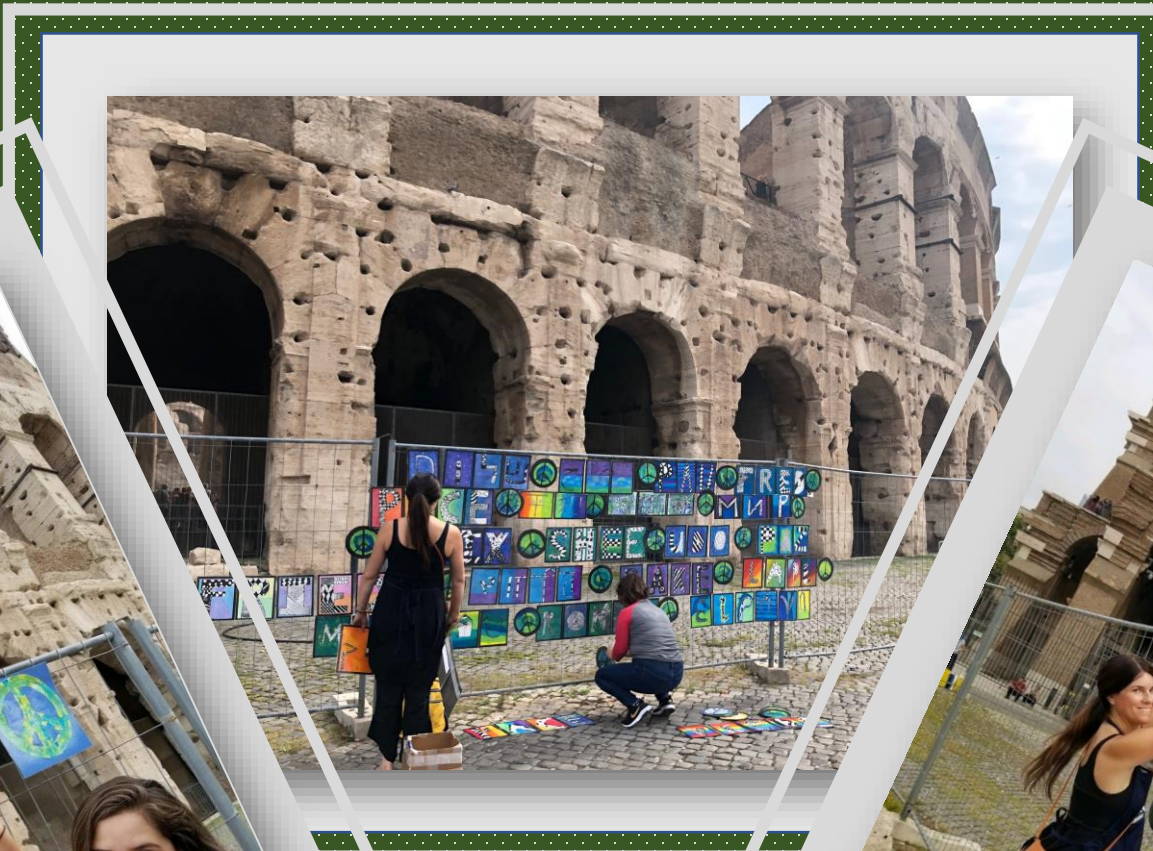


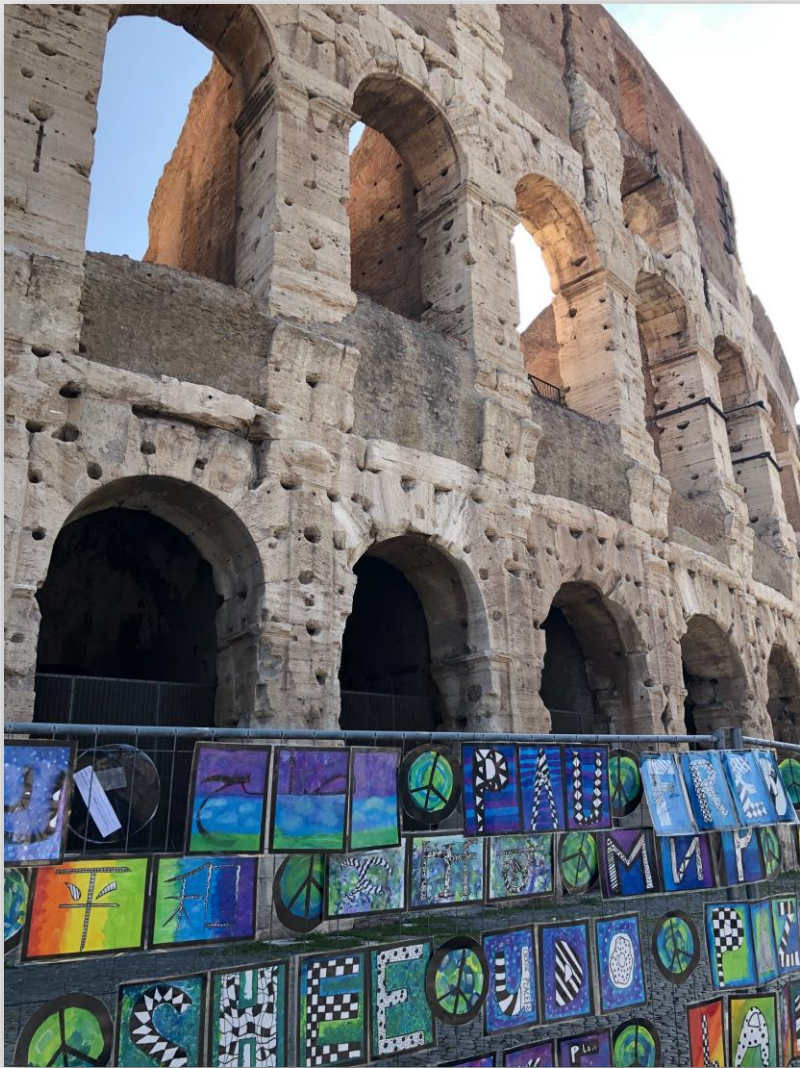
“Colors of Peace” Student Artwork Exhibit

Colosseum, Rome, Italy

Board of Education Meeting – October 16, 2019











United Nations
Representatives

Peace Run Choir



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
— A C A D E M Y —

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

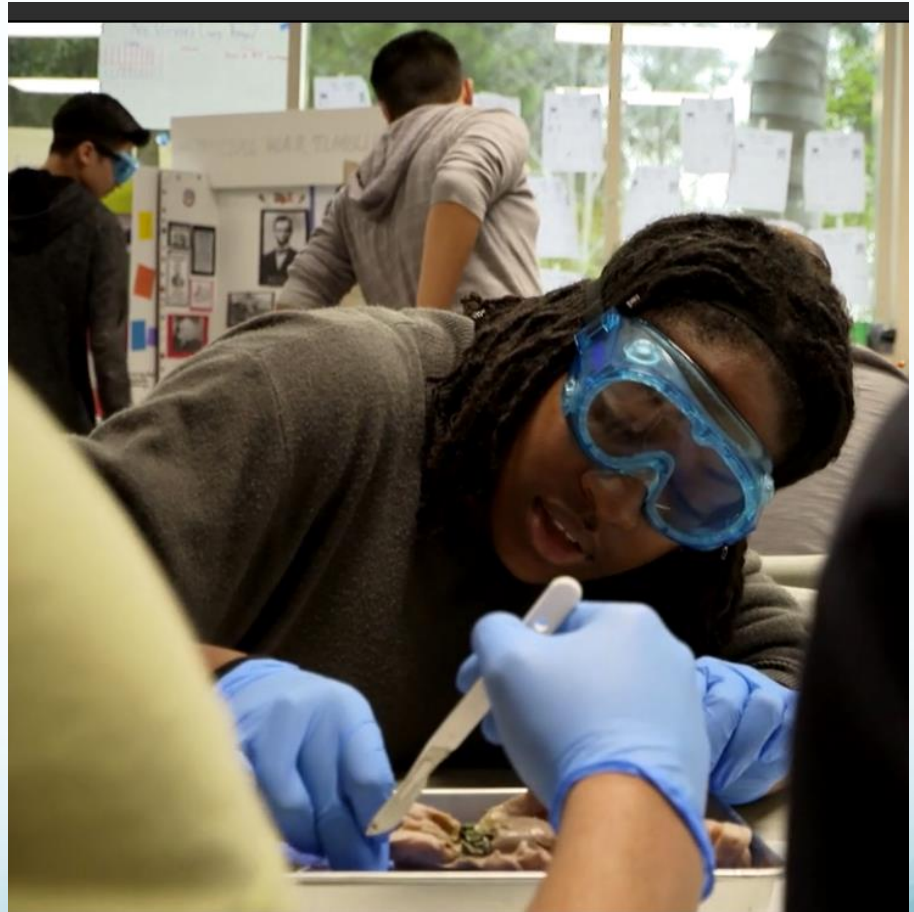
- AIM Program will offer:
- Credentialed teacher
- Two day onsite support in core subjects
- State approved curriculum
- Rigorous personalized learning plan
- Critical, analytic, and creative thinking environment
- Community as the classroom
- A strong home/school connection
- Academic and social-emotional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

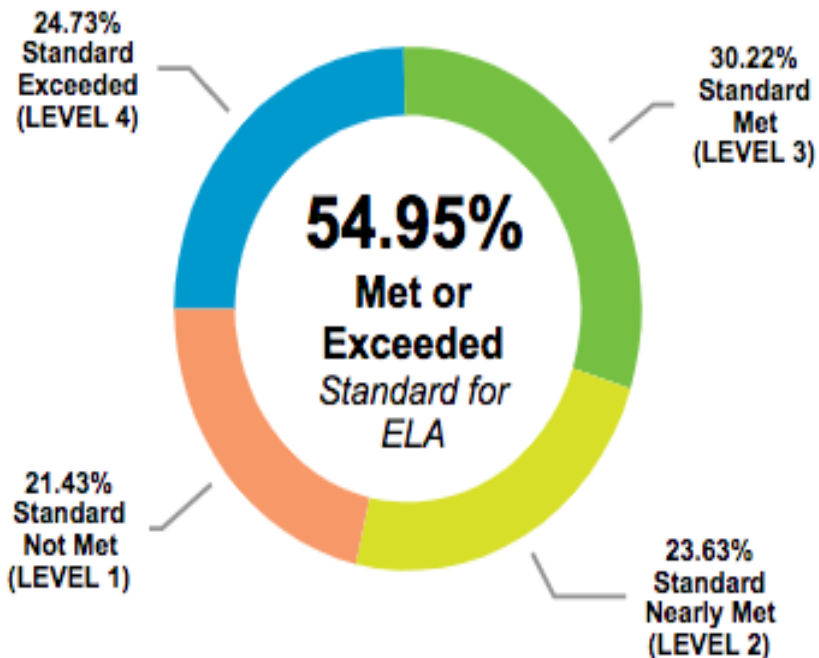
The Learning Choice Academy charter school will operate the Chula Vista site at 881 Kuhn Dr. Suite 200, Chula Vista

This facility has fourteen classrooms, 22,000 sq. ft., and E occupancy permits.

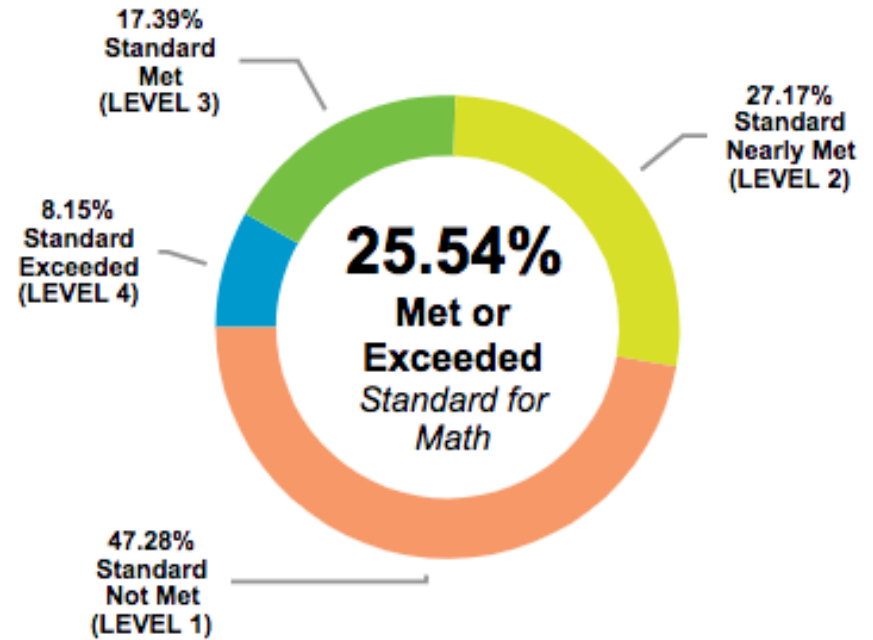


Smarter Balanced Summative Assessments

English Language Arts



Mathematics



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

Grade	Student Count	Percent of Total
Grade: TK	4	1.0%
Grade: KN	17	4.4%
Grade: 01	30	7.8%
Grade: 02	19	4.9%
Grade: 03	24	6.3%
Grade: 04	24	6.3%
Grade: 05	25	6.5%
Grade: 06	18	4.7%
Grade: 07	31	8.1%
Grade: 08	36	9.4%
Grade: 09	43	11.2%
Grade: 10	38	9.9%
Grade: 11	41	10.7%
Grade: 12	34	8.9%
Total:	384	100.0%

Demographics Cont.

Ethnicity	Student Count	Percent of Total
Hispanic	300	78.1%
Not Hispanic	84	21.9%
Total:	384	100.0%

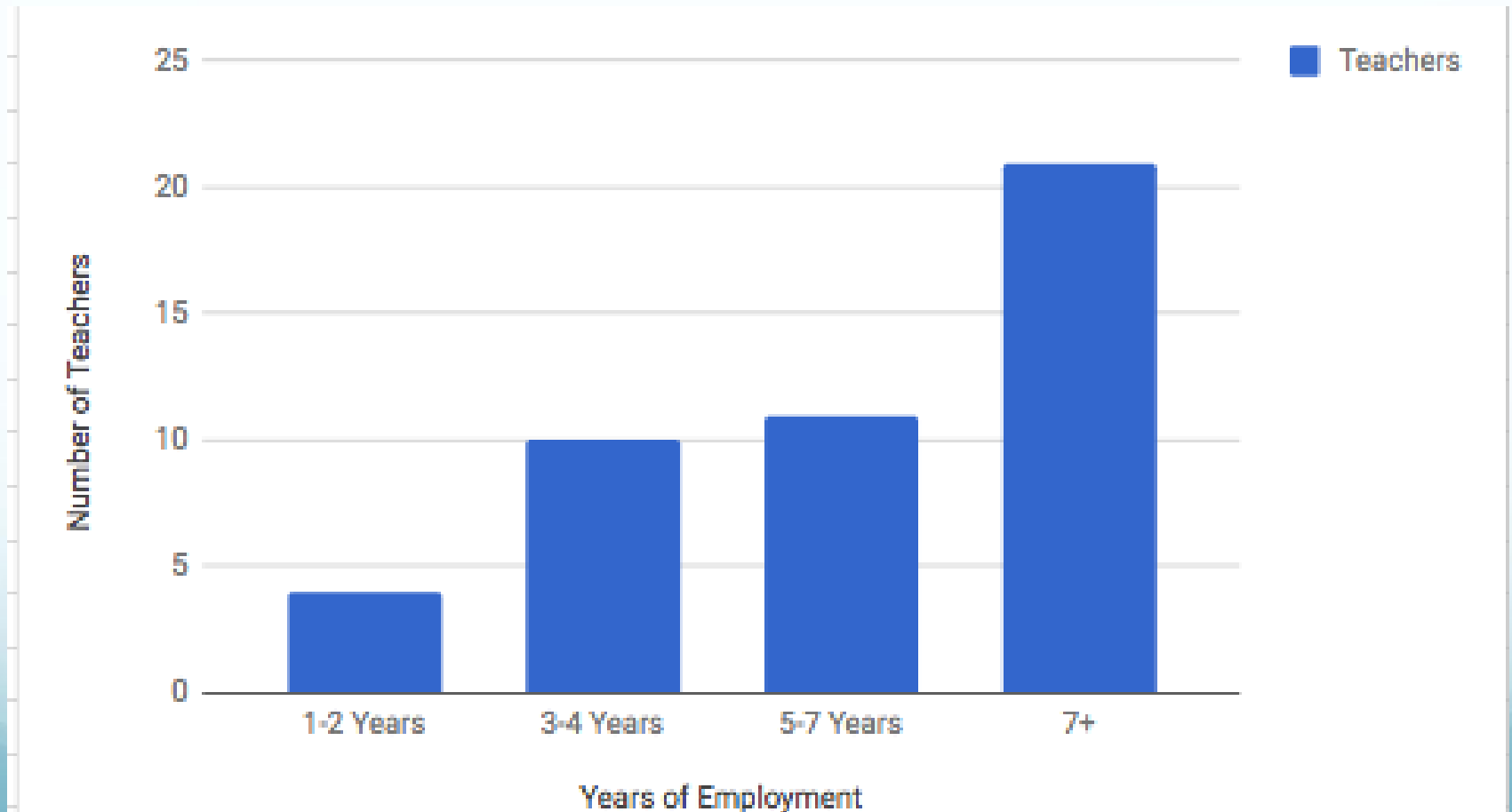
Language of English Learners	Student Count	Percent of Total
Spanish	72	18.8%
Total:	72	18.8%

Student Groups	Student Count	Percent of Total
Socio-economically Disadvantage	193	50.3%
Special Education	49	12.8%

Demographics Cont.

Residency Category	Student Count	Percent of Total
Permanent Housing	337	87.8%
Temporarily Doubled Up	46	12.0%
Temporary Shelters	1	0.3%
Total:	384	100.0%

Retention of Teachers



English Learners

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

2018-19 English Learner Enrollment Data

Level	EL 0-3 years	EL 4-5 years	EL 6+ years	RFEP	Total Ever-ELs
TLC-CV	23	15	28	79	150

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	2019-20	2020-21	2021-22	2022-23	2023-24
ADA	386.00	396.00	406.00	416.00	426.00

Description	2019-20	2020-21	2021-22	2022-23	2023-24
REVENUES					
TTL General Purpose Entitlement	3,744,245	3,938,881	4,120,659	4,208,066	4,295,517
TTL Federal Revenue	561,000	183,779	183,779	183,779	183,779
TTL Other State Revenue	254,047	254,047	254,047	254,047	254,047
TTL Other Local Revenue	20,000	20,000	20,000	20,000	20,000
TTL REVENUES	4,579,292	4,396,707	4,578,485	4,665,892	4,753,343
EXPENDITURES					
TTL Certificated Salaries	1,312,630	1,394,801	1,436,645	1,479,744	1,524,137
TTL Non-Certificated Salaries	421,159	447,524	460,949	474,778	489,021
TTL Employee Benefits	583,453	607,969	620,453	633,312	646,556
TTL Books/Supplies/Materials	332,978	339,638	346,430	353,359	360,426
TTL Services & Operations	1,256,822	1,188,780	1,213,585	1,237,907	1,262,698
TTL Capital Outlay	88,253	88,253	88,253	88,253	88,253
TTL Other Outgo	-	-	-	-	-
TTL EXPENDITURES	3,995,295	4,066,964	4,166,316	4,267,353	4,371,091
Revenues less Expenditures	583,997	329,743	412,168	398,539	382,251
Beginning Fund Balance	699,626	1,283,623	1,613,366	2,025,534	2,424,073
Net Revenues	583,997	329,743	412,168	398,539	382,251
ENDING BALANCE	1,283,623	1,613,366	2,025,534	2,424,073	2,806,324
ENDING BALANCE AS % OF OUTGO	32.13%	39.67%	48.62%	56.81%	64.20%

The Learning Choice Academy – Chula Vista



The Learning Choice Academy Staff



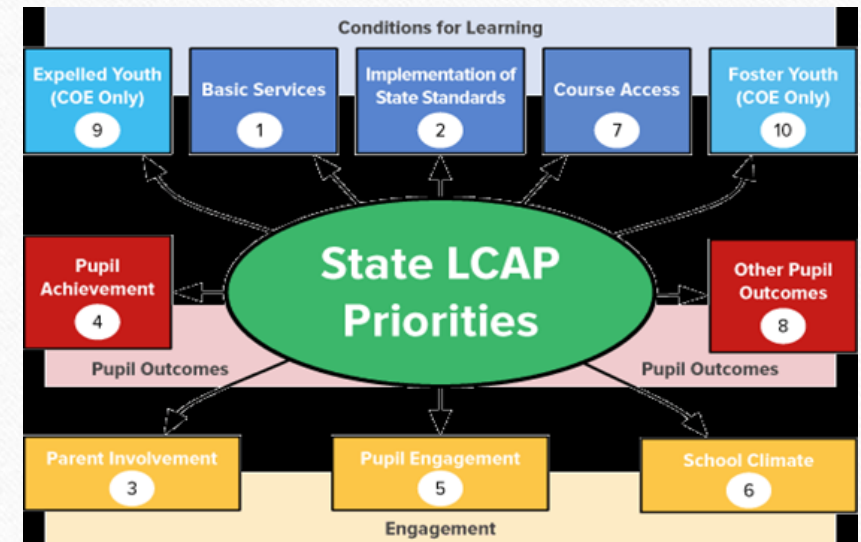
TK - 12 Grade Personalized Learning Public Charter School

Local Indicators for California Dashboard



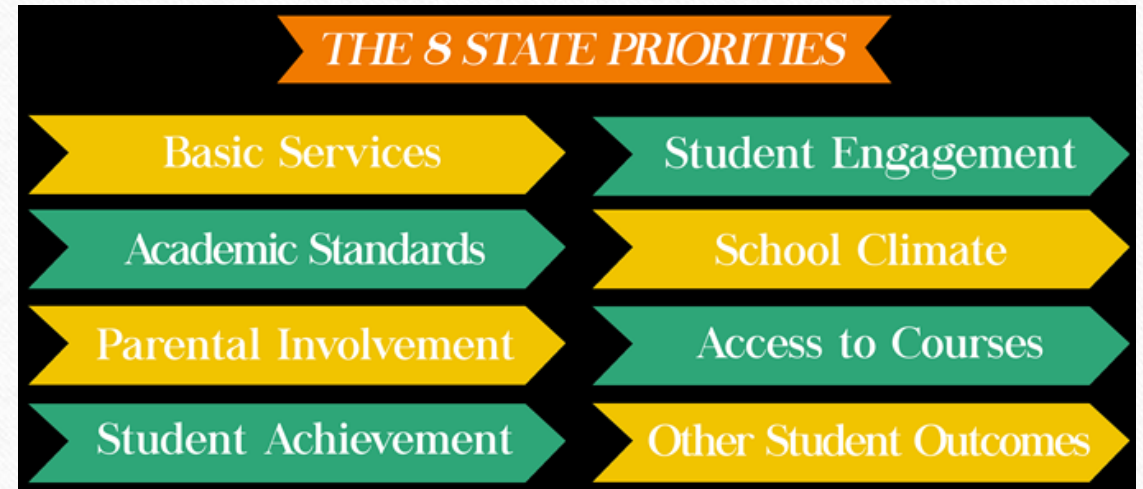
Local Indicators

- 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

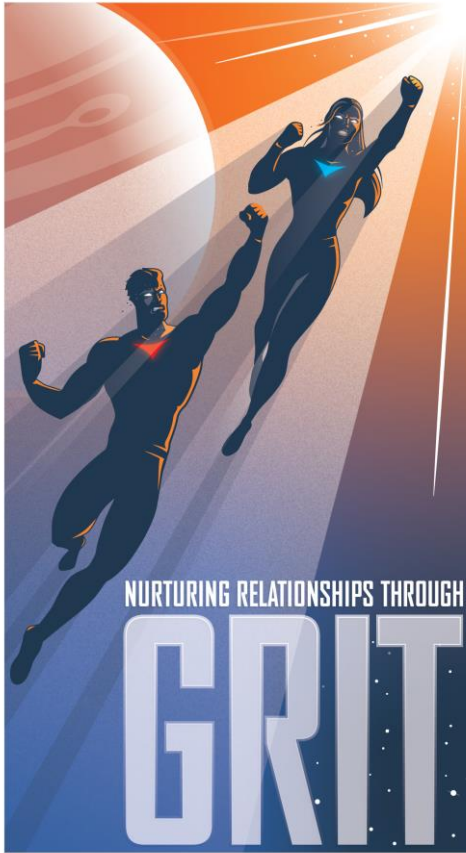
- School Climate
- Met – Data from Hanover student survey



Thank you



CHULA VISTA ELEMENTARY
SCHOOL DISTRICT



BOARD OF EDUCATION REPORT

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

PROMOTIONAL VIDEO

[Click Here for Video](#)



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

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Sometimes the best option is right in your own backyard. Come see all that's happening at Castle Park Elementary!



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Safe & Modern Learning Environment

[Learn More](#)

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Sometimes the best option is right in your own backyard. Come see all that's happening at Castle Park Elementary!



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Finney

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LANDING PAGE

<https://learn.cvesd.org/>



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

619-349-1011



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



MODERNIZED CLASSROOMS

21st Century-focused curriculum that develops and nurtures 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

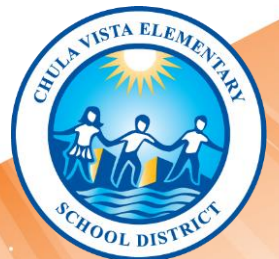
- Ella B. Allen Elementary School
- Arroyo Vista Charter School
- Camarena, Enrique S.
- Joseph Casillas Elementary School
- Chula Vista Hills
- Chula Vista Learning Community Charter
- Clear View Elementary Schools
- Cook, Hazel Goes Elementary Schools
- CVLCC High School
- Daily Academy Elementary School
- Discovery Charter School
- EastLake Elementary School
- Mae L. Feaster Charter School
- Myrtle S. Finney Elementary School
- Halecrest Elementary School
- Harborside 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, Corky Elementary School
- Montgomery, John J Elementary School
- Mueller Bayfront Charter High School
- Mueller, Robert L. Charter School
- Muraoka, Saburo
- Olympic View Elementary School
- Otay Elementary School
- Palomar Elementary School
- Parkview Elementary School
- Rice, Lilian 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

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DISPLAY ADS

1



Innovation Station
Inspired by Qualcomm® Thinkabit Lab™

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

1

 **Chula Vista Elementary School District**
Sponsored · 

Students Explore Through Innovation Station, Energy Station, and Hydro Station. Give Your Child An Award-Winning Education.



LEARN.CVESD.ORG
Enroll Your Child Today
Put Your Child on the Path to Success

[Learn More](#)

 Like  Comment  Share

2

 **Chula Vista Elementary School District**
Sponsored · 

Dual Language Immersion Programs. Increase Language Proficiency & Academic Achievement. Give Your Child An Award-Winning Education.



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3

 **Chula Vista Elementary School District**
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We are Bringing Technological Innovation, Increased Safety Features & Flexible Classroom Spaces to Every Campus. Give Your Child An Award-Winning Education.



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4

 **Chula Vista Elementary School District**
Sponsored · 

Award Winning Visual & Performing Arts. We Bring the Community Together & Stimulate the Minds of our Students. Give Your Child An Award-Winning Education.



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Enroll Your Child Today
Put Your Child on the Path to Success

[Learn More](#)

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5

 **Chula Vista Elementary School District**
Sponsored · 

Our Caring Staff Members Support Each Student Through Social Emotional Wellness Programs. Give Your Child An Award-Winning Education.



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Enroll Your Child Today
Put Your Child on the Path to Success

[Learn More](#)

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FACEBOOK LEAD ADS

1



Chula Vista Elementary School District ...

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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**

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**

LEARN MORE



Like



Comment



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SUPPLEMENTAL EFFORTS—ATTENDANCE AWARENESS



Powered by

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Chula Vista Elementary School District

Published by Cvesd HR [?] · 22 hrs ·

Join the Chula Vista Elementary School District and **MAGIC 92.5 | San Diego** 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>



A photograph of three children, two boys and one girl, smiling and posing together. The image is overlaid with a semi-transparent blue filter and a pattern of stylized leaves on the left side. The text is centered over the image.

POSITIVELY INFLUENCE PERCEPTION

AND OPINION OF OUR LOCAL
PUBLIC SCHOOLS



[Click Here for Video](#)



NASA CRAFT LANDS ON MARS AFTER PERILOUS JOURNEY

'Falcon's' touchdown completes trip of more than 300 mil on miles
BY MICHA DUBIN

CAPE CANAVERAL, Fla. — A NASA spacecraft emerged at 10:01 a.m. on Nov. 21, having landed on the dusty, rocky surface of Mars after a 253-day, 300-million-mile journey. The Mars lander, named InSight, is the first of a new class of Mars landers designed to study the planet's interior. The lander is the first of a new class of Mars landers designed to study the planet's interior.



Central American migrant children wait to find a new place to stay in southern Los Angeles Monday in Tijuana, where the population of migrants staying temporarily at the city's border is now more than 10,000.

ARRESTS, DEPORTATIONS FOLLOW BORDER CLOSURE

Dozens of migrants seized in U.S. Tijuana during confrontation
BY SANDRA DUBIN

TIJUANA, MEX. — A confrontation between U.S. Border Patrol agents and a group of migrants in Tijuana, Mexico, on Monday resulted in the arrest of dozens of migrants and the deportation of others. The confrontation occurred after a group of migrants, some of whom were children, were found in a vehicle on the border. The migrants were taken to a detention facility in Tijuana, where they were held for several days before being deported to their home countries.

SHUT-BORDER FORECAST: SEVERE COST TO REGION

Experts say commerce disruption would bring 'catastrophic losses'

BY BOB KROENKE
ALBANY, N.Y. — A report from the U.S. Trade Policy Alternatives Center, a non-partisan research organization, says that a complete shutdown of the U.S.-Mexico border would result in "catastrophic losses" to the U.S. economy, particularly in the state of California. The report estimates that the U.S. economy would lose \$1.2 billion in GDP and \$1.5 billion in jobs if the border were completely shut down.

IT'S GIVING TUESDAY

San Diego's giving Tuesday is Nov. 21. Here's how to give back.

FREE IN-HOME ESTIMATE

Call 858-284-1210 today!

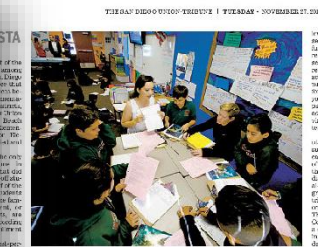
20th Anniversary

\$200 OFF on most new window installations

\$500 OFF on most new door installations

NEW MAN Windows & Doors

Call 858-284-1210 today!



Paulina Martinez-Perez from Chula Vista Learning Community Charter School works with her sister-principal students during a recent classroom assignment.

CHULA VISTA — A study of the district's students, known as the Chula Vista Learning Community Charter School, found that students who are bilingual and bicultural are more likely to be successful in school. The study found that students who are bilingual and bicultural are more likely to be successful in school.

PROTECT YOUR NEST EGG FROM STOCK MARKET LOSSES

GUARANTEED GROWTH RATE 7.0% APY

PLUS! GET UP TO 4% BONUS ON ALL FUNDS IMMEDIATELY

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2018 Artificial Turf REBATE PROGRAM

expires soon!

Let your rebate and water savings pay for your new artificial lawn.

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Lawn Universe

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And The Award Goes To -- CVESD Receives Recognition for Outstanding Achievement! <https://www.sandiegouniontribune.com/.../sd-me-chula-vista-el...>



SANDIEGOUNIONTRIBUNE.COM

Chula Vista Elementary getting state, national recognition for equity work, high performance

6,124 People Reached

2,456 Engagements

Boost Post

92 Comments 96 Shares

Like **Comment** **Share**

Most Relevant

Write a comment...

Dawn Munz Minutelli Congratulations to all of the amazing teachers and administrators in CVESD!

Like **Reply** **Message** 12w

Chula Vista Elementary School District Let's not forget our amazing support staff who work hand in hand with teachers and administrators to create an environment where students thrive.

Like **Reply** **Commented on by Cvesd HR [?]** 12w

Cindy Dalila López Paulina Velazquez

Like **Reply** **Message** 12w

View more replies

View 6 more comments



PERCEPTION – Challenges

Transfers

Transfers	2018-19	2019-20 (As of 9-20-19)
Inter-District Transfers Into District	885	773
Inter-District Transfers Out of District	919	933
Net inflow/outflow	<34>	<160>

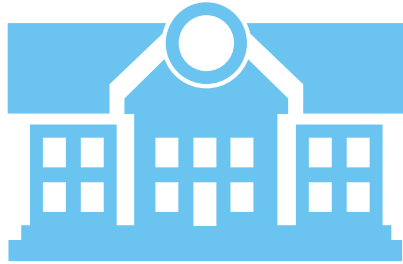


The background of the slide features a photograph of three young children, two girls and one boy, looking intently at a tablet held by an adult whose hands are visible at the bottom left. The entire image is overlaid with a semi-transparent green filter. On the left side, there is a decorative pattern of overlapping, light-green leaf shapes.

INCREASE ENROLLMENT

IN DISTRICT SCHOOLS

IMPACT DATA – Enrollment



**DISTRICT ENROLLMENT
w/o Charters**

+29

Comparison of District enrollment on the last day of the
2018-19 school year with the 44th day of 2019-20



**TK AND KINDERGARTEN
w/o Charters**

+37

Comparison of 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?

