



The Academy of Alameda Charter School Board

Board Meeting

Date and Time

Thursday March 27, 2025 at 6:30 PM PDT

Location

The Academy of Alameda
 401 Pacific Ave
 Alameda, CA 94501
 Room 203

Agenda

	Purpose	Presenter	Time
I. Opening Items			6:30 PM
A. Call the Meeting to Order	Discuss	Keith McCoy	1 m
B. Record Attendance		Damaris Espinosa	2 m
II. Open Session			6:33 PM
A. Public Comment	FYI	Keith McCoy	2 m
Public comment on any item not listed on the agenda. Allotted time for comments is two (2) minutes per speaker.			
III. Consent Agenda			6:35 PM

	Purpose	Presenter	Time
A. Approve Draft Meeting Minutes	Approve Minutes	Keith McCoy	2 m
Approve minutes for Board Meeting on February 27, 2025			
B. Approve on Board Retreat Minutes	Approve Minutes	Keith McCoy	2 m
Approve minutes for AoA Board Retreat on January 25, 2025			
C. Check Registers	FYI	Keith McCoy	1 m
D. Credit Card Statements	FYI	Keith McCoy	1 m
E. Vote on 2025-26 Academic Calendar	FYI	Keith McCoy	1 m
F. Vote on Consent Agenda	Vote	William Schaff	1 m

IV. Board Communication

6:43 PM

A. Financial Updates	Discuss	Naomi Stewart	15 m
Naomi Stewart and Jean Yang will give a budget update on:			

- FY25 February Forecast

B. Presentation on Mid Year Academic Update	Discuss	Amy McGeorge	25 m
Principal McGeorge will give a mid-year academic update for the elementary and middle school			

C. Presentation on 25-26 SY Enrollment	Discuss	Christine Chilcott	25 m
ED Chilcott will give a presentation on the current projected enrollment for the 25-26 school year			

D. Board Committee Reports	Discuss	Keith McCoy	10 m
Reports from the following committees:			

- Finance Committee
- Student Success Committee
- Governance Committee

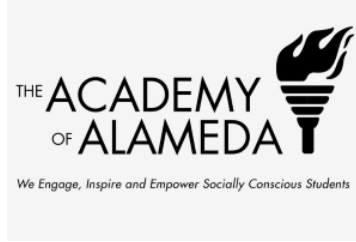
	Purpose	Presenter	Time
V. Closing Items			7:58 PM
A. Individual Board Member Reports	Discuss	Keith McCoy	2 m
B. Executive Director Report	FYI	Christine Chilcott	2 m
C. Upcoming Board Meetings	Discuss	Keith McCoy	1 m
April 24:			
• ED Goals Update			
• Voting on Policies			
• Strategic Plan Goals Update			
D. Adjourn Meeting		Keith McCoy	

Coversheet

Approve Draft Meeting Minutes

Section: III. Consent Agenda
Item: A. Approve Draft Meeting Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: Minutes for Board Meeting on February 27, 2025

APPROVED



The Academy of Alameda Charter School Board

Minutes

Board Meeting

Date and Time

Thursday February 27, 2025 at 6:30 PM

Location

The Academy of Alameda
401 Pacific Ave
Alameda, CA 94501
Room 203

Directors Present

D. Forbes, J. Laird, K. McCoy, R. Rentschler, W. Schaff

Directors Absent

A. Price, C. Robie, M. Payne

Guests Present

A. McGeorge, C. Chilcott, D. Espinosa

I. Opening Items

A. Call the Meeting to Order

W. Schaff called a meeting of the board of directors of The Academy of Alameda Charter School Board to order on Thursday Feb 27, 2025 at 6:31 PM.

B. Record Attendance

II. Open Session

A. Public Comment

B. Schaff called for public comment and there was none.

III. Consent Agenda

A. Approve Draft Meeting Minutes

B. Approve on Board Retreat Minutes

D. Forbes made a motion to approve the minutes from Board Meeting on 01-25-25.

K. McCoy seconded the motion.

The board **VOTED** to approve the motion.

Roll Call

A. Price	Absent
R. Rentschler	Aye
M. Payne	Absent
D. Forbes	Aye
J. Laird	Aye
W. Schaff	Aye
C. Robie	Absent
K. McCoy	Aye

C. Check Registers

D. Credit Card Statements

E. Vote on Consent Agenda

D. Forbes made a motion to Approve the consent agenda with the exception and pulling the first minutes as were added incorrectly.

K. McCoy seconded the motion.

The board **VOTED** to approve the motion.

Roll Call

K. McCoy	Aye
A. Price	Absent
D. Forbes	Aye
W. Schaff	Aye
R. Rentschler	Aye
C. Robie	Absent
J. Laird	Aye
M. Payne	Absent

IV. Board Communication

A. Financial Updates

N. Stewart provided the financial update. For the current FY 24-25, she did advise that we did get a small increase in our arts and music fundraising and an additional \$3000 in savings. AoA also had an increase of \$78k expected expenses with the bulk of about 40k being due to increase of internet expenses from the district.

For FY 25-26, AoA is adding an additional TK class to increase revenue. COLA is now about .5% less than what was projected but it is higher than projected originally. FTE is reduced by about 3. Overall growth of about 72 students predicted for next year. N. Stewart advised extended care can possibly be getting additional funding but it is not confirmed yet by the state. It will depend if it is confirmed in the governor's budget and if AoA is eligible for it by having at least 55% unduplicated.

D. Forbes asked how much we get per student. N. Stewart advised about \$10k per student and about an additional \$1k for TK.

R. Rentschler asked if the 6-8th grade increase (bubble) curve is normal or what we would expect per slide 11. C. Chilcott advised we do get some movement since we are a coast guard school but we try to build and matriculate a core group of students in 6th grade. J. Laird asked if we are also trying to build up in grades 2-5. C. Chilcott advised that in elementary is where we normally have waitlists so we are still building up on this. K. McCoy asked if this projection is optimistic or realistic. C. Chilcott advised in elementary it is very realistic and for middle school it is more so unpredictable but it is looking cautiously realistic since we have been growing in middle school the last two years and we are currently over-enrolling leaving room for attrition.

D. Forbes made a motion to approve the 2nd Interim as presented.

J. Laird seconded the motion.

The board **VOTED** unanimously to approve the motion.

Roll Call

W. Schaff	Aye
J. Laird	Aye
K. McCoy	Aye
R. Rentschler	Aye
D. Forbes	Aye
M. Payne	Absent
A. Price	Absent
C. Robie	Absent

B. Presentation on LCAP (Local Control Accountability Plan)

A. McGeorge and C. Chilcott provided an LCAP update which has academic, social-emotional, and family engagement components. They advised that as of the end of October with the revised budget we are projected to overspend in quite a few areas but we had not spent the funds yet as of the end of October.

A. McGeorge advised that we have highly qualified teachers and trying to keep students engaged. All is research based curriculum and is planned to also help build community and partnerships with families. They advised of all of the different social emotional programs used and what helps it provides at the school. They advised of the updates to family engagement.

A. Schlenk asked if the LCAP is supposed to be a group of family members, staff, admin etc. that works together to create the LCAP?

J. Laird asked the difference between fully implemented and partially implemented. C. Chilcott advised of differences.

R. Rentschler asked if there was any reason you can think of that TK is absent more than any other grade. A. McGeorge advised they just get sick more. C. Chilcott agreed and said this group may see school as more optional.

D. Forbes asked to join ParentSquare notifications. C. Chilcott said she will follow up and see how to add the board again. D. Forbes asked how is this presentation getting to the families. C. Chilcott advised we emailed it to the families via ParentSqaure but if preferred we can also add the mid year presentation to the website.

C. Vote on the Administration of Medication Policy

K. McCoy made a motion to approve the Administration of Medication Policy as presented.

J. Laird seconded the motion.

K. McCoy asked if Legal reviews the policies. C. Chilcott advised they all come from legal.

The board **VOTED** unanimously to approve the motion.

Roll Call

K. McCoy	Aye
W. Schaff	Aye
J. Laird	Aye
A. Price	Absent
C. Robie	Absent
D. Forbes	Aye
R. Rentschler	Aye
M. Payne	Absent

D.

Vote on the Limitations on Restraint and Seclusion of Students Policy

J. Laird made a motion to approve the Limitations on Restraint and Seclusion of Students Policy as presented.

R. Rentschler seconded the motion.

The board **VOTED** unanimously to approve the motion.

Roll Call

D. Forbes Aye
K. McCoy Aye
R. Rentschler Aye
C. Robie Absent
A. Price Absent
J. Laird Aye
M. Payne Absent
W. Schaff Aye

E. Vote on the Suicide Prevention Policy

K. McCoy made a motion to votes to approve the revised Suicide Prevention Policy as presented.

J. Laird seconded the motion.

The board **VOTED** unanimously to approve the motion.

Roll Call

A. Price Absent
K. McCoy Aye
D. Forbes Aye
M. Payne Absent
W. Schaff Aye
R. Rentschler Aye
J. Laird Aye
C. Robie Absent

F. Vote on the Suspension and Expulsion Policy

D. Forbes made a motion to approve the Suspension and Expulsion Policy as presented.

R. Rentschler seconded the motion.

The board **VOTED** unanimously to approve the motion.

Roll Call

A. Price Absent
J. Laird Aye
C. Robie Absent
D. Forbes Aye
M. Payne Absent
W. Schaff Aye
K. McCoy Aye
R. Rentschler Aye

G. Board Committee Reports

Finance Committee- Nothing to report

Student Success Committee- Met and spoke about what to update the board on and how AoA students are doing. Also getting update from SIPPS intervention.

Governance Committee- was not able to meet.

V. Closing Items

A. Individual Board Member Reports

B. Executive Director Report

C. Chilcott advised to please submit their 700 forms. She also advised the construction on Central has impacted the school and there is a bus that has not picked up our students so will need to follow up on that.

C. Upcoming Board Meetings

D. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:38 PM.

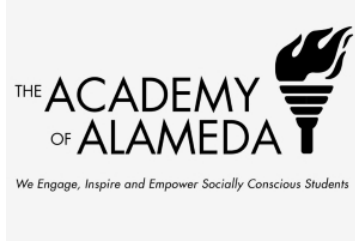
Respectfully Submitted,
W. Schaff

Coversheet

Approve on Board Retreat Minutes

Section: III. Consent Agenda
Item: B. Approve on Board Retreat Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: Minutes for AoA Board Retreat on January 25, 2025

APPROVED



The Academy of Alameda Charter School Board

Minutes

AoA Board Retreat

Date and Time

Saturday January 25, 2025 at 9:30 AM

Location

Academy of Alameda
401 Pacific Ave
Alameda, CA 94501
Multipurpose Room

The Academy of Alameda Spring Board Retreat

Directors Present

A. Price, C. Robie, D. Forbes, J. Laird, K. McCoy, M. Payne, R. Rentschler, W. Schaff

Directors Absent

None

Guests Present

A. McGeorge, C. Chilcott, D. Espinosa, ahannah@aoaschools.org, aschlenk@aoaschools.org, dmorgan@aoaschools.org

I. Opening Items

A. Call the Meeting to Order

W. Schaff called a meeting to order on Saturday Jan 25, 2025 at 9:30 AM.

B. Record Attendance and Guests

II. Main Agenda

A. Discuss Retreat Agenda Items

The Board discussed adding another TK class, for a total of 3 at AoA in the near future.

The board also discussed ways of improving AoA and attracting more people to join, especially in middle school.

III. Closing Items

A. Meeting Wrap Up

Discussion on retaining and attracting families to Aoa.

Feedback for Aoa to examine equitable opportunities.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:30 PM.

Respectfully Submitted,

W. Schaff

Coversheet

Check Registers

Section: III. Consent Agenda
Item: C. Check Registers
Purpose: FYI
Submitted by:
Related Material: AoA February 2025 Combined Board Check Register.pdf

Payment Type	Check #/CC Account	Vendor	Transaction Date	Description	Void	Amount
Check	14405	Hannah, Asha D	2/11/2025	Reissue of payroll check 10286		\$ 14.17
Check	14406	PETERSON, CHRISTOPHER	2/11/2025	Reissue of payroll check 10294		\$ 48.07
Check	14407	Roberts-Donnelly, Emerson	2/11/2025	Reissue of payroll check 10295		\$ 44.98
Check	14408	Levine-Hall, Tyler H	2/11/2025	Reissue of payroll check 10290		\$ 8.79
Check	14409	Brian Drummer	2/11/2025	Reissue of payroll check 10284		\$ 20.18
Check	14410	Alameda County Industries	2/14/2025	Bill #0003511525--7 YD GARBAGE & 5 YD COMMINGLED RECYCLING - WEEKLY		\$ 3,939.44
Check	14411	Amazon Capital Services	2/14/2025	Bill #1G4W-J77D-6H36--Supplies Bill #1RNY-N4Y1-1JGJ--Supplies Bill #1RKV-LKL1-DD7H--Supplies Bill #1M7R-DRV3-3H1R--Supplies Bill #1M7R-DRV3-CQCL--Supplies Bill #1C3C-PNKN-JD1L--Supplies Bill #1M74-TL9Y-3736--Supplies Bill #1JVV-1MGG-HJH7--Supplies Bill #16NN-D917-16PK--Supplies Bill #1JG4-7W7Q-3XMC--Supplies Bill #1VKT-KNR7-3XX4--Supplies		\$ 791.78
Check	14412	Brady Industries	2/14/2025	Bill #9726446--Janitorial Supplies Bill #9721561--Janitorial Supplies Bill #9718649--Janitorial Supplies		\$ 3,359.01
Check	14413	Shannon Donohoe	2/14/2025	Bill #020625--Reimb: OMCA Tickets		\$ 450.00
Check	14414	Gachina Landscape Management	2/14/2025	Bill #E 226145--Maintenance Contract: February 2025		\$ 991.00
Check	14415	JW Pepper & Son, Inc.	2/14/2025	Bill #367236838--Music Supplies		\$ 65.33
Check	14416	Larson Communications	2/14/2025	Bill #3627--Public Relations Retainer: February 2025		\$ 6,500.00
Check	14417	Emily Marsh	2/14/2025	Bill #4--Contracted Services: 01/09 - 01/30/25		\$ 640.00
Check	14418	RCM Technologies	2/14/2025	Bill #28114--Behavior Tech & Occupational Therapist : 01/12 - 01/18/25 Bill #28120--Behavior Tech & Occupational Therapist : 01/26 - 02/01/25 Bill #28117--Behavior Tech & Occupational Therapist : 01/19 - 01/25/25		\$ 6,044.75
Check	14419	Office Team	2/14/2025	Bill #64612548--Substitute Svc w/e 01/31/25		\$ 1,948.80
Check	14420	Sergio's Janitorial & Yard Services	2/14/2025	Bill #130--Daily Cleaning - January 2025		\$ 11,800.00

Note: Multiple expenses or "Itemized/Invoice Amounts" may be paid by one check. The total "Check Amount" will appear for each "Itemized/Invoice Amount" paid by the check.

Payment Type	Check #/CC Account	Vendor	Transaction Date	Description	Void	Amount
Check	14421	Teachers on Reserve	2/14/2025	Bill #98599--Substitute Svc: 01/20 - 01/24/25		\$ 557.24
Check	14422	The Education Team	2/14/2025	Bill #775978--BA Only: 01/21 - 01/24/25		\$ 785.98
Check	14423	Wind & Brass	2/14/2025	Bill #020325--Repairs & Maintenance		\$ 2,578.40
Check	14424	Young, Minney & Corr, LLP	2/14/2025	Bill #14762--Legal Svcs' thru : 01/08 - 01/31/25		\$ 6,650.00
Check	14425	Adriana San Millan School Psychology and Special Education Services, LLC	2/25/2025	Bill #9553--Behavior Intervention Design/Planning: 01/27 - 02/03/25 Bill #9552--Behavior Intervention Implementation: 01/21 - 02/07/25 Bill #9461--ERMHS Evaluation: 01/28/25		\$ 11,577.92
Check	14426	Amazon Capital Services	2/25/2025	Bill #11C9-1YTQ-F7QQ--Supplies Bill #19RY-FV4W-4QCG--Supplies Bill #1CNP-J3N3-HHYD--Supplies Bill #1FPL-PW9T-F3C4--Supplies Bill #1NPR-C9LT-4K3W--Supplies Bill #1FDD-PXWP-1JVW--Supplies Bill #1FML-3DLV-66NX--Supplies Bill #167W-FLDM-KLHW--Supplies Bill #11L4-947R-931R--Supplies Bill #1T6P-J679-H3MN--Supplies Bill #131L-X6Q7-6MDG--Supplies		\$ 783.89
Check	14427	Blaisdell's Business Products	2/25/2025	Bill #1942648-0--Office Supplies		\$ 1,993.06
Check	14428	Christy White, Inc	2/25/2025	Bill #22487--2023-24 Charter School Audit; 3rd Progress Invoice 25% of Contract		\$ 3,865.50
Check	14429	Medical Electronical Devices & Instrumentation	2/25/2025	Bill #280205--Annual Field Service and calibration		\$ 225.00
Check	14430	RCM Technologies	2/25/2025	Bill #28505--Behavior Tech & Occupational Therapist : 02/02 - 02/08/25		\$ 2,643.25
Check	14431	Reach University	2/25/2025	Bill #1789--Staff Recruiting		\$ 5,100.00
Check	14432	Office Team	2/25/2025	Bill #64619684--Substitute Svc w/e 01/31/25		\$ 963.30
Check	14433	Teachers on Reserve	2/25/2025	Bill #98690--Substitute Svc: 01/27 - 01/31/25		\$ 1,671.72
Check	14434	Teachers on Reserve	2/25/2025	Bill #98654--Substitute Svc: 01/27 - 01/31/25		\$ 490.39
Check	14435	The Education Team	2/25/2025	Bill #778061--BA Only: 01/27 - 01/30/25		\$ 776.45
Check	14436	WEX Health, Inc.	2/25/2025	Bill #0002098929-IN--Commuter & FSA - January 2025		\$ 142.30
Check	14437	Noor Hezam	2/25/2025	Bill #1A--Translate IEP meeting Part 1 & 2: 12/18/24 - 01/23/25		\$ 125.00
Check	14438	WEX Health, Inc.	2/25/2025	Bill #March 2025--Flex Benefits - Aggregate Balance		\$ 1,750.00

Note: Multiple expenses or "Itemized/Invoice Amounts" may be paid by one check. The total "Check Amount" will appear for each "Itemized/Invoice Amount" paid by the check.

Payment Type	Check #/CC Account	Vendor	Transaction Date	Description	Void	Amount
Check	ACH5023	EdTec Inc.	2/14/2025	Bill #CINV-00007320--EdTec Monthly - February 2025		\$ 16,666.67
Check	DB020325	Square, Inc.	2/3/2025	DB020325 - Square, Inc.		\$ 35.00
Check	DB020325-1	EME Enterprise Inc.	2/3/2025	DB020325-1 - EME Enterprise Inc.		\$ 6.99
Check	DB020425	Office Team	2/4/2025	DB020425 - Robert Half International Inc. dba Office Team (C Corp)		\$ 2,034.00
Check	DB020525	Reach University	2/5/2025	DB020525 - Reach University (Reach Institute for School Leadership) C Corp		\$ 3,950.00
Check	DB020525-1	Google Ads	2/5/2025	DB020525-1 - Google Ads		\$ 140.32
Check	DB021025	CharterSafe	2/10/2025	DB021025 - CharterSafe		\$ 15,556.00
Check	DB021025-1	Adobe Inc.	2/10/2025	DB021025-1 - Adobe Inc.		\$ 19.99
Check	DB021125	Equitable Financial Life Insurance Company of America	2/11/2025	DB021125 - Equitable Financial Life Insurance Company of America		\$ 9,065.30
Check	DB021125-1	Reputation Simple	2/11/2025	DB021125-1 - Reputation Simple		\$ 1,663.20
Check	DB021225	California Choice	2/12/2025	DB021225 - California Choice		\$ 60,199.68
Check	DB021225-1	U.S. Bank Equipment Finance	2/12/2025	DB021225-1 - U.S. Bank Equipment Finance (Acct #1375852)		\$ 367.34
Check	DB021825	Zoom	2/18/2025	DB021825 - Zoom		\$ 288.10
Check	DB021825-1	Xerox Financial Services	2/18/2025	DB021825-1 - Xerox Financial Services (Contract #010-0082705-002)		\$ 190.37
Check	DB022125	California Choice	2/21/2025	DB022125 - California Choice		\$ 60,199.68
Check	DB022425-1	Bank of Marin Visa Card	2/24/2025	DB022425-1 - Bank of Marin Visa Card 5830		\$ 8,137.90
Check	DB022425-2	Xerox Financial Services	2/24/2025	DB022425-2 - Xerox Financial Services (Contract #010-0082705-003)		\$ 901.48
Check	DB022425-3	Google Ads	2/24/2025	DB022425-3 - Google Ads		\$ 500.00
Check	M1037	Alameda Entertainment Associates LP	2/3/2025	M1037 - 25 Theatre Advertising		\$ 21,160.00
Check	M1038	Alameda Entertainment Associates LP	2/10/2025	M1038 - Replacement Check Plus * 10 Fee		\$ 21,170.00
Check	M1039	UC Regents	2/27/2025	M1039 - AOA Field Trip to Friday April 4th to Botanical Gardens		\$ 416.00
Check	M1040	ARPD	2/21/2025	M1040 - ARPD		\$ 750.00
Check	M1042	Garrett Richardson	2/28/2025	M1042 - 1-31-25 Middle School Dance		\$ 200.00
Credit Card	9515-5830	IHIRE LLC	2/3/2025	01/06 - IHIRE LLC		\$ 299.00
Credit Card	9515-5830	Mountain Mike's Pizza	2/3/2025	02/03 - Mountain Mike's Pizza		\$ 110.31
Credit Card	9515-5830	Deanan Gourmet	2/3/2025	01/08 - Deanan Gourmet		\$ 75.00
Credit Card	9515-5830	Young & Foolish LLC	2/3/2025	01/10 - Young & Foolish LLC		\$ 250.00

Note: Multiple expenses or "Itemized/Invoice Amounts" may be paid by one check. The total "Check Amount" will appear for each "Itemized/Invoice Amount" paid by the check.

Coversheet

Credit Card Statements

Section: III. Consent Agenda
Item: D. Credit Card Statements
Purpose: FYI
Submitted by:
Related Material: AoA March 3, 2025 Combined CC Statement.pdf



March 2025 Statement

Open Date: 02/04/2025 Closing Date: 03/03/2025

Account: 4798 5100 5505 5830



Visa® Community Card

Elan Financial Services
BUS 30 ELN

1-866-552-8855

ACADEMY OF ALAMEDA (CPN 001559617)

New Balance	\$4,144.46
Minimum Payment Due	\$42.00
Payment Due Date	03/28/2025

Activity Summary		
Previous Balance	+	\$8,137.90
Payments	-	\$8,137.90 ^{CR}
Other Credits		\$0.00
Purchases	+	\$4,144.46
Balance Transfers		\$0.00
Advances		\$0.00
Other Debits		\$0.00
Fees Charged		\$0.00
Interest Charged		\$0.00
New Balance	=	\$4,144.46
Past Due		\$0.00
Minimum Payment Due		\$42.00
Credit Line		\$50,000.00
Available Credit		\$45,855.54
Days in Billing Period		28

Payment Options:



Mail payment coupon with a check



Pay online at myaccountaccess.com



Pay by phone 1-866-552-8855

No payment is required.

CPN 001559617

0047985100550558300000042000004144461



Automatic Payment

24-Hour Elan Financial Services: 1-866-552-8855

- to pay by phone
- to change your address

Account Number:	4798 5100 5505 5830
Your new full balance of \$4,144.46 will be automatically deducted from your account on 03/24/25.	

000015160 01 SP 000638928782526 E

ACADEMY OF ALAMEDA
ACCOUNTS PAYABLE
401 PACIFIC AVE
ALAMEDA CA 94501-1837



What To Do If You Think You Find A Mistake On Your Statement

If you think there is an error on your statement, please call us at the telephone number on the front of this statement, or write to us at: Elan Financial Services, P.O. Box 6335, Fargo, ND 58125-6335.

In your letter or call, give us the following information:

- ▶ Account information: Your name and account number.
 - ▶ Dollar amount: The dollar amount of the suspected error.
 - ▶ Description of Problem: If you think there is an error on your bill, describe what you believe is wrong and why you believe it is a mistake.
- You must contact us within 60 days after the error appeared on your statement. While we investigate whether or not there has been an error, the following are true:
- ▶ We cannot try to collect the amount in question, or report you as delinquent on that amount.
 - ▶ The charge in question may remain on your statement, and we may continue to charge you interest on that amount. But, if we determine that we made a mistake, you will not have to pay the amount in question or any interest or other fees related to that amount.
 - ▶ While you do not have to pay the amount in question, you are responsible for the remainder of your balance.
 - ▶ We can apply any unpaid amount against your credit limit.

Your Rights If You Are Dissatisfied With Your Credit Card Purchases

If you are dissatisfied with the goods or services that you have purchased with your credit card, and you have tried in good faith to correct the problem with the merchant, you may have the right not to pay the remaining amount due on the purchase.

To use this right, all of the following must be true:

1. The purchase must have been made in your home state or within 100 miles of your current mailing address, and the purchase price must have been more than \$50. (Note: Neither of these are necessary if your purchase was based on an advertisement we mailed to you, or if we own the company that sold you the goods or services.)
2. You must have used your credit card for the purchase. Purchases made with cash advances from an ATM or with a check that accesses your credit card account do not qualify.
3. You must not yet have fully paid for the purchase.

If all of the criteria above are met and you are still dissatisfied with the purchase, contact us in writing at: Elan Financial Services, P.O. Box 6335, Fargo, ND 58125-6335. While we investigate, the same rules apply to the disputed amount as discussed above. After we finish our investigation, we will tell you our decision. At that point, if we think you owe an amount and you do not pay we may report you as delinquent.

Important Information Regarding Your Account

1. **INTEREST CHARGE:** Method of Computing Balance Subject to Interest Rate: We calculate the periodic rate or interest portion of the **INTEREST CHARGE** by multiplying the applicable Daily Periodic Rate ("**DPR**") by the Average Daily Balance ("**ADB**") (including new transactions) of the Purchase, Advance and Balance Transfer categories subject to interest, and then adding together the resulting interest from each category. We determine the **ADB** separately for the Purchases, Advances and Balance Transfer categories. To get the **ADB** in each category, we add together the daily balances in those categories for the billing cycle and divide the result by the number of days in the billing cycle. We determine the daily balances each day by taking the beginning balance of those Account categories (including any billed but unpaid interest, fees, credit insurance and other charges), adding any new interest, fees, and charges, and subtracting any payments or credits applied against your Account balances that day. We add a Purchase, Advance or Balance Transfer to the appropriate balances for those categories on the later of the transaction date or the first day of the statement period. Billed but unpaid interest on Purchases, Advances and Balance Transfers is added to the appropriate balances for those categories each month on the statement date. Billed but unpaid Advance Transaction Fees are added to the Advance balance of your Account on the date they are charged to your Account. Any billed but unpaid fees on Purchases, credit insurance charges, and other charges are added to the Purchase balance of the Account on the date they are charged to the Account. Billed but unpaid fees on Balance Transfers are added to the Balance Transfer balance of the Account on the date they are charged to the Account. In other words, billed and unpaid interest, fees, and charges will be included in the **ADB** of your Account that accrues interest and will reduce the amount of credit available to you. To the extent credit insurance charges, overlimit fees, Annual Fees, and/or Travel Membership Fees may be applied to your Account, such charges and/or fees are not included in the **ADB** calculation for Purchases until the first day of the billing cycle following the date the credit insurance charges, overlimit fees, Annual Fees and/or Travel Membership Fees (as applicable) are charged to the Account. Prior statement balances subject to an interest-free period that have been paid on or before the payment due date in the current billing cycle are not included in the **ADB** calculation.
2. **Payment Information:** We will accept payment via check, money order, the internet (including mobile and online) or phone or previously established automatic payment transaction. You must pay us in U.S. Dollars. If you make a payment from a foreign financial institution, you will be charged and agree to pay any collection fees added in connection with that transaction. The date you mail a payment is different than the date we receive the payment. The payment date is the day we receive your check or money order at Elan Financial Services, P.O. Box 790408, St. Louis, MO 63179-0408 or the day we receive your internet or phone payment. All payments by check or money order accompanied by a payment coupon and received at this payment address will be credited to your Account on the day of receipt if received by 5:00 p.m. CT on any banking day. Payments sent without the payment coupon or to an incorrect address will be processed and credited to your Account within 5 banking days of receipt. Payments sent without a payment coupon or to an incorrect address may result in a delayed credit to your Account, additional **INTEREST CHARGES**, fees, and/or Account suspension. The deadline for on-time internet and phone payments varies, but generally must be made before 5:00 p.m. CT to 8 p.m. CT depending on what day and how the payment is made. Please contact Elan Financial Services for internet, phone, and mobile crediting times specific to your Account and your payment option. Banking days are all calendar days except Saturday, Sunday and federal holidays. Payments due on a Saturday, Sunday or federal holiday and received on those days will be credited on the day of receipt. There is no prepayment penalty if you pay your balance at any time prior to your payment due date.
3. **Credit Reporting:** We may report information on your Account to Credit Bureaus. Late payments, missed payments or other defaults on your Account may be reflected in your credit report.



March 2025 Statement 02/04/2025 - 03/03/2025
 ACADEMY OF ALAMEDA (CPN 001559617)

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Elan Financial Services 1-866-552-8855



Important Messages

Paying Interest: You have a 24 to 30 day interest-free period for Purchases provided you have paid your previous balance in full by the Payment Due Date shown on your monthly Account statement. In order to avoid additional INTEREST CHARGES on Purchases, you must pay your new balance in full by the Payment Due Date shown on the front of your monthly Account statement.

There is no interest-free period for transactions that post to the Account as Advances or Balance Transfers except as provided in any Offer Materials. Those transactions are subject to interest from the date they post to the Account until the date they are paid in full.

Your payment of \$4144.46 will be automatically deducted from your bank account on 03/24/2025. Please refer to your AutoPay Terms and Conditions for further information regarding this account feature.

Transactions CHILCOTT,CHRISTINE **Credit Limit \$50000**

Post Date	Trans Date	Ref #	Transaction Description	Amount	Notation
Purchases and Other Debits					
02/04	02/03	9021	FACEBK *RSAEPKGFJ2 650-5434800 CA	\$500.00	_____
02/05	02/04	8766	FAMILYLAUNDRY FAMILYLAUNDRY CA	\$132.95	_____
02/05	02/04	5468	IHIRE, LLC 866-330-0196 MD	\$299.00	_____
02/13	02/12	2252	USPS PO 0500750144 ALAMEDA CA	\$9.69	_____
02/14	02/13	4121	IC* INSTACART 888-246-7822 CA	\$86.76	_____
02/14	02/13	0145	IC* INSTACART 888-246-7822 CA	\$2.00	_____
02/18	02/13	8817	VCN*COMMTEACHERCREDENT 866-2551857 CA	\$102.65	_____
02/18	02/14	7096	VCN*COMMTEACHERCREDENT 866-2551857 CA	\$102.65	_____
02/18	02/17	8026	FACEBK *4PGBSK8GJ2 650-5434800 CA	\$34.06	_____
02/18	02/17	6039	FACEBK *FEKM3NUFJ2 650-5434800 CA	\$408.55	_____
02/21	02/21	1369	SP FABRICWHOLESALEDIRE FABRICWHOLESA NY	\$99.69	_____
02/25	02/24	0698	SP CTL PURCHASE CTL.NET OR	\$297.92	_____
02/25	02/24	9729	SAN JOAQUIN CO* EDJOIN SJCOE.ORG CA	\$1,200.00	_____
02/26	02/25	5669	AMAZON MKTPL*8K2772E93 Amzn.com/bill WA	\$45.10	_____
02/28	02/27	0427	AMAZON MKTPL*S373O2SW3 Amzn.com/bill WA	\$107.25	_____
02/28	02/28	6955	EZCATER*BEST COAST BUR 8004881803 MA	\$296.10	_____
03/03	03/01	9590	GOOGLE *SVCSaoaschools g.co/HelpPay# CA	\$57.38	_____
Total for Account 4798 5101 5421 5764				\$3,781.75	

Transactions MCGEORGE,AMY **Credit Limit \$25000**

Post Date	Trans Date	Ref #	Transaction Description	Amount	Notation
Purchases and Other Debits					
02/14	02/12	0904	ROUND TABLE PIZZA 1250 510-8903456 CA	\$79.70	_____
02/27	02/26	6332	AC TRANSIT OAKLAND CA	\$220.00	_____
02/28	02/27	7536	IC* INSTACART 888-246-7822 CA	\$63.01	_____
Total for Account 4798 5108 5975 0347				\$362.71	

Continued on Next Page



March 2025 Statement 02/04/2025 - 03/03/2025
 ACADEMY OF ALAMEDA (CPN 001559617)

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Elan Financial Services ☎ 1-866-552-8855

Transactions BILLING ACCOUNT ACTIVITY

Post Date	Trans Date	Ref #	Transaction Description	Amount	Notation
Payments and Other Credits					
02/24	02/24	MTC	PAYMENT THANK YOU	\$8,137.90	CR
Total for Account 4798 5100 5505 5830				\$8,137.90	CR

2025 Totals Year-to-Date	
Total Fees Charged in 2025	\$0.00
Total Interest Charged in 2025	\$0.00

Interest Charge Calculation

Your Annual Percentage Rate (APR) is the annual interest rate on your account.

**APR for current and future transactions.

Balance Type	Balance By Type	Balance Subject to Interest Rate	Variable	Interest Charge	Annual Percentage Rate	Expires with Statement
**BALANCE TRANSFER	\$0.00	\$0.00	YES	\$0.00	18.24%	
**PURCHASES	\$4,144.46	\$0.00	YES	\$0.00	18.24%	
**ADVANCES	\$0.00	\$0.00	YES	\$0.00	28.24%	

Contact Us



Phone
 Voice: 1-866-552-8855
 TDD: 1-888-352-6455
 Fax: 1-866-807-9053



Questions
 Elan Financial Services
 P.O. Box 6353
 Fargo, ND 58125-6353



Mail payment coupon with a check
 Elan Financial Services
 P.O. Box 790408
 St. Louis, MO 63179-0408



Online
myaccountaccess.com

End of Statement

Coversheet

Vote on 2025-26 Academic Calendar

Section: III. Consent Agenda
Item: E. Vote on 2025-26 Academic Calendar
Purpose: FYI
Submitted by:
Related Material: 25-26 Academic Calendar - Draft.pdf

The Academy of Alameda 2025-2026 School Calendar

Revised on 1/28/25

	NO SCHOOL - Holiday/Break
	NO SCHOOL - Professional Development (PD) / Teacher Work Day
()	Minimum Day - ES (1:10pm Dismissal) MS (1:30pm Dismissal)
ES	Elementary School Only
MS	Middle School Only
No Indication	= Both ES & MS

MONTH	M	T	W	TH	F	Student Days	Cumulative Days		Additional Teacher Days	Total Teacher Days
JULY 2024		1	2	3	4					
	7	8	9	10	11					
	14	15	16	17	18					
	21	22	23	24	25					
	28	29	30	31						
AUGUST 2024					1			July 31- Aug 1: New Teacher Training Aug 4-8: PD/Teacher Work Days Aug 11: 6th Grade WEB Day Aug 12: 1st Day of School Aug 12 - 15: MS and ES Minimum Days	6	20
	4	5	6	7	8	14	14			
	11	12	13	14	15					
	18	19	20	21	22					
	25	26	27	28	29					
SEPTEMBER 2024	1	2	3	4	5			Sept 1: NO SCHOOL (<i>Labor Day Holiday</i>) Sept 12: Back to School Night Sept 13: Minimum Day for students (<i>Staff Development</i>)	0	21
	8	9	10	11	12	21	35			
	15	16	17	18	19					
	22	23	24	25	26					
	29	30								
OCTOBER 2024			1	2	3			Oct 13: NO SCHOOL (<i>Indigenous Peoples Day</i>)	0	22
	6	7	8	9	10	22	57			
	13	14	15	16	17					
	20	21	22	23	24					
	27	28	29	30	31			<i>Note - AUSD is taking 10/31 off - we could but would need another school day</i>		
NOVEMBER 2024	3	4	5	6	7			Nov 10- 11: NO SCHOOL (Veteran's Day) Nov 17-21: Minimum Day Conferences - ES and MS Nov 24-28: NO SCHOOL (<i>Fall Break</i>)		13
	10	11	12	13	14	13	70			
	17	18	19	20	21					
	24	25	26	27	28					
DECEMBER 2024	1	2	3	4	5			Dec 19: Minimum Day Dec 22 - Jan 2: NO SCHOOL (<i>Winter Break</i>)	0	15
	8	9	10	11	12	15	85			
	15	16	17	18	19					
	22	23	24	25	26					
	29	30	31							
JANUARY 2025				1	2			Jan 5: NO SCHOOL (<i>Staff Development</i>) Jan 16: NO SCHOOL (<i>MLK, Jr. Holiday</i>) - <i>Jan 30 for AUSD</i> Jan 20: NO SCHOOL (<i>MLK, Jr. Holiday</i>)	1	18
	5	6	7	8	9	17	102			
	12	13	14	15	16					
	19	20	21	22	23					
	26	27	28	29	30					
FEBRUARY 2025	2	3	4	5	6			Feb 16-20 (<i>February Break</i>)	0	15
	9	10	11	12	13	15	117			
	16	17	18	19	20					
	23	24	25	26	27					
MARCH 2025	2	3	4	5	6			Mar 6.: NO SCHOOL (<i>Staff Development</i>) - <i>March 16 for AUSD</i> Mar 16-20: Minimum Day Conferences (ES and MS)	1	22
	9	10	11	12	13	21	138			
	16	17	18	19	20					
	23	24	25	26	27					
	30	31								
APRIL 2025			1	2	3			Apr 13-17: NO SCHOOL (<i>Spring Break</i>)	0	17
	6	7	8	9	10	17	155			
	13	14	15	16	17					
	20	21	22	23	24					
	27	28	29	30						
MAY 2025					1			May 28: Open House May 25: NO SCHOOL (<i>Memorial Day Holiday</i>)	0	20
	4	5	6	7	8	20	175			
	11	12	13	14	15					
	18	19	20	21	22					
	25	26	27	28	29					
JUNE 2025	1	2	3	4	5			Jun 5: Last Day of School (Minimum day MS and ES) Jun 4: 5th Grade Promotion, TBD Jun 5: 8th Grade Promotion, TBD Jun 8 - 9: PD/Teacher Work Days Jun 19: Campus Closed (<i>Juneteenth Holiday</i>)	2	7
	8	9	10	11	12	5	180			
	15	16	17	18	19					
	22	23	25	26	27					
	29	30								
						180		Total Days of Instruction	10	190

Coversheet

Financial Updates

Section: IV. Board Communication
Item: A. Financial Updates
Purpose: Discuss
Submitted by:
Related Material: AOA February Forecast Update - 3.27 BM.pdf

Academy of Alameda Financial Update

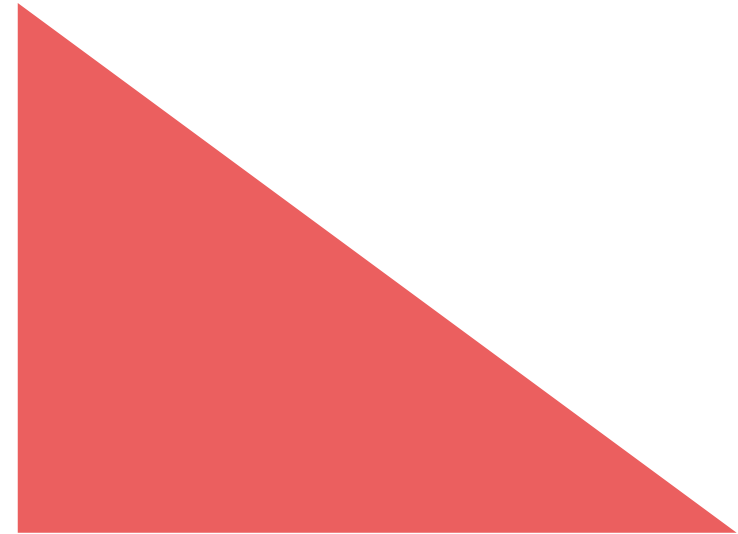
NAOMI STEWART
BOARD MEETING
3/27/25





Contents

- February Forecast Update
- FY26 MYP
- Exhibits
 - February Board Report
 - February MYP w/ Assumptions
 - 2-year Cashflow



February Forecast Update

2024-2025





FY25 February Forecast Update

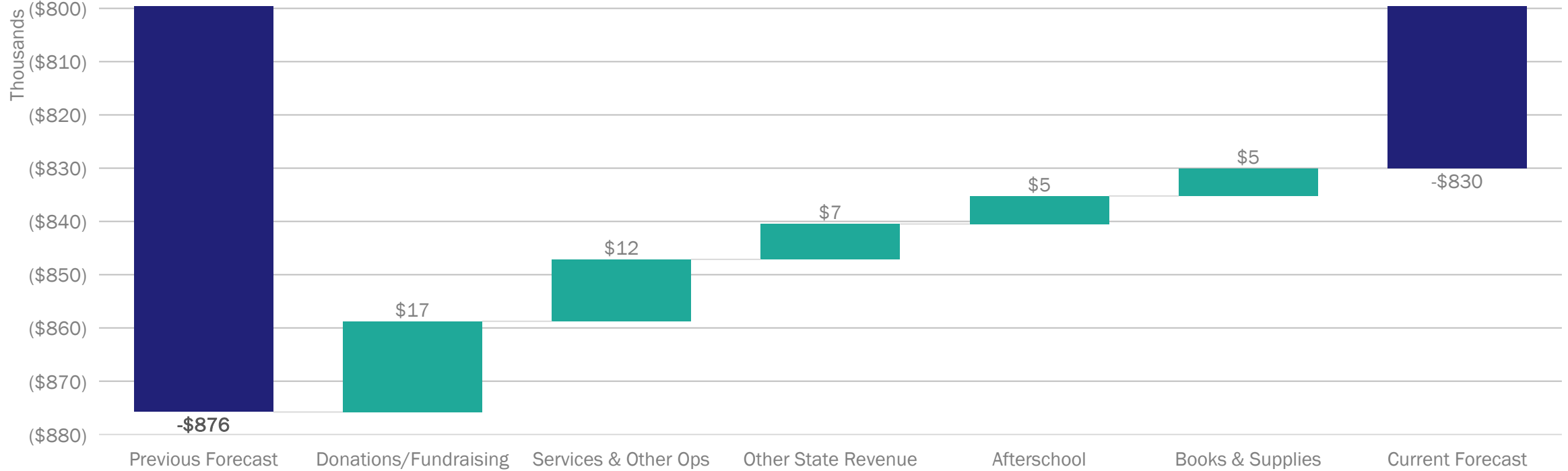
FY25 forecasted net income of -\$830k and 24.7% fund balance as of % of expenses

		2024-25	2024-25	2024-25	Variance
		Original Budget	Previous Forecast	Current Forecast	Previous v Current
Revenue	LCFF Entitlement	7,249,707	7,069,764	7,069,764	0
	Federal Revenue	265,100	259,847	259,847	-
	Other State Revenues	1,675,746	1,715,307	1,721,958	6,651
	Local Revenues	964,226	870,103	874,997	4,894
	Fundraising and Grants	6,126	7,714	19,857	12,143
	Total Revenue	10,160,906	9,922,734	9,946,422	23,688
Expenses	Compensation and Benefits	8,508,457	8,273,651	8,268,412	5,239
	Books and Supplies	382,340	349,826	344,675	5,151
	Services and Other Operating	1,880,852	2,163,504	2,151,887	11,617
	Depreciation	10,258	11,534	11,534	-
	Other Outflows	-	-	-	-
	Total Expenses	10,781,906	10,798,515	10,776,508	22,007
	Net Income	(621,001)	(875,780)	(830,085)	45,695
	Beginning Balance (Audited)	3,600,333	3,496,234	3,496,234	-
	Net Income	(621,001)	(875,780)	(830,085)	45,695
	Ending Fund Balance (incl. Depreciation)	2,979,333	2,620,453	2,666,148	45,695
	Ending Fund Balance as % of Expenses	27.63%	24.27%	24.74%	0.47%



FY25 February Forecast Update

\$45k positive net impact since January due to increased revenues and expense savings

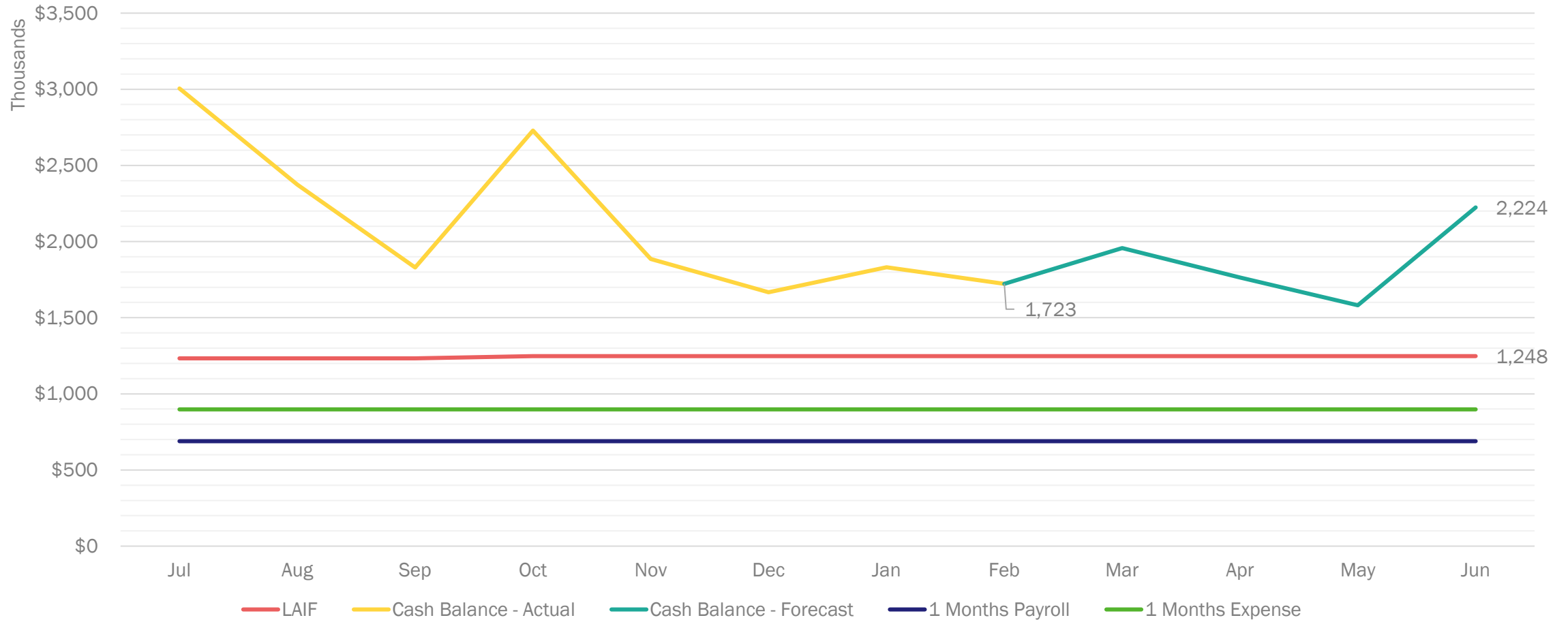


CATEGORY	BOTTOM LINE IMPACT	NOTES
Previous Forecast	(875,780)	
Donations/Fundraising	17,038	Field trips, arts and music fundraising, private donation
Services & Other Ops	11,617	Conference, travel, dues, payroll fees, etc.
Other State Revenue	6,651	Increase Sped MH as of P-1 certified, PY State Rev
Afterschool	5,239	Savings in Afterschool Staff after vacancy filled w/ adj salary assumptions
Books & Supplies	5,151	Savings in books/other reference materials
Current Forecast	(830,085)	



2024-25 Monthly Cash Balance

Cash balance of \$1.7M as of February; LAIF at \$1.24M



FY26 Budget MYP

2024-2025





FY26 Budget MYP

FY26 forecasted net income of \$23k and 25% fund balance as of % of expenses

		2024-25	2025-26	2026-27
		Current Forecast	Projected Budget	Projected Budget
Revenue	LCFF Entitlement	7,069,764	8,091,737	8,608,522
	Federal Revenue	259,847	280,644	295,529
	Other State Revenues	1,721,958	1,432,040	1,478,164
	Local Revenues	874,997	930,260	956,853
	Fundraising and Grants	19,857	49,649	4,849
	Total Revenue	9,946,422	10,784,330	11,343,916
Expenses	Compensation and Benefits	8,268,412	8,244,439	8,434,512
	Books and Supplies	344,675	442,098	343,840
	Services and Other Operating Expenditures	2,151,887	2,063,247	2,082,021
	Depreciation	11,534	11,534	11,534
	Other Outflows & Amortization	-	-	-
	Total Expenses	10,776,508	10,761,317	10,871,906
	Net Income	(830,085)	23,013	472,010
	Savings needed for 25% fund balance	22,397		
	Beginning Balance (Audited)	3,496,234	2,666,148	2,689,162
	Net Income	(830,085)	23,013	472,010
	Ending Fund Balance (incl. Depreciation)	2,666,148	2,689,162	3,161,171
	Ending Fund Balance as % of Expenses	24.7%	25.0%	29.1%



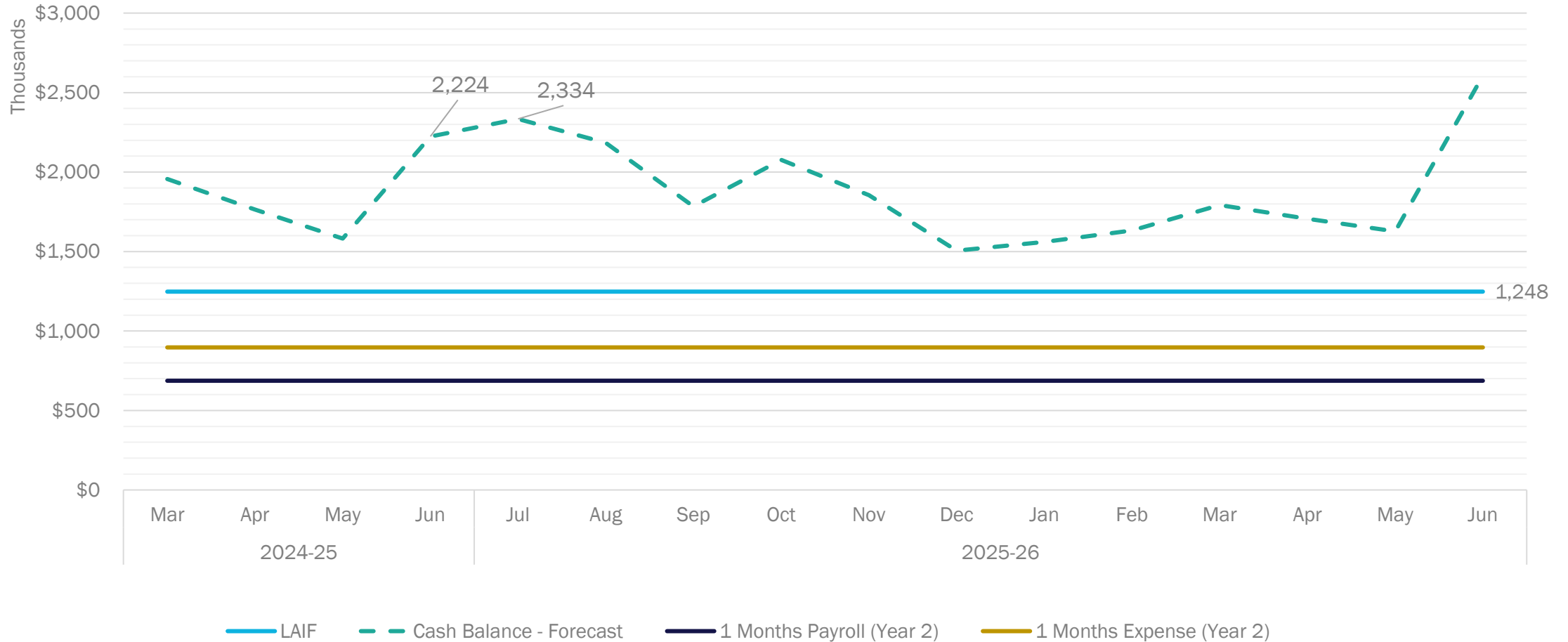
FY26 Budget MYP Assumptions

No changes since January

	FY25	FY26	FY27
	Projected	Projected	Projected
TK	24	40	40
K-5	312	336	336
6-8	301	333	353
Enrollment	637	709	729
Enroll Inc.		+72	+20
ADA %	93.0%	93.0%	93.4%
Total ADA	592	659	681
COLA	1.07%	2.43%	3.52%
FTE	82.42	79.78	79.78
Operating Income	(830,085)	23,013	472,010

Year 2 Cashflow

55% of LCFF State Aid June Appt deferred to July, immaterial impact to cash from June to July



Exhibits



**Academy of Alameda Middle
Income Statement
As of Feb FY2025**

	Actual			YTD	Budget & Forecast					
	Dec	Jan	Feb	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
SUMMARY										
Revenue										
LCFF Entitlement	489,532	765,595	704,291	3,788,283	7,249,707	7,069,764	7,069,764	-	3,281,481	54%
Federal Revenue	2,573	109,959	10,885	123,417	265,100	259,847	259,847	-	136,430	47%
Other State Revenues	87,827	141,364	111,138	1,068,161	1,675,746	1,715,307	1,721,958	6,651	653,797	62%
Local Revenues	16,518	22,615	4,526	136,160	964,226	870,103	874,997	4,894	738,837	16%
Fundraising and Grants	10,234	4,725	1,022	19,214	6,126	7,714	19,857	12,143	644	97%
Total Revenue	606,684	1,044,258	831,863	5,135,234	10,160,906	9,922,734	9,946,422	23,688	4,811,188	52%
Expenses										
Compensation and Benefits	696,423	692,341	777,313	5,470,434	8,508,457	8,273,651	8,268,412	5,239	2,797,978	66%
Books and Supplies	9,357	27,333	8,553	193,214	382,340	349,826	344,675	5,151	151,461	56%
Services and Other Operating Expenditures	172,509	245,740	137,249	1,391,594	1,880,852	2,163,504	2,151,887	11,617	760,292	65%
Depreciation	5,768	961	961	7,690	10,258	11,534	11,534	-	3,844	67%
Other Outflows & Amortization	-	-	-	-	-	-	-	-	-	-
Total Expenses	884,056	966,375	924,076	7,062,932	10,781,906	10,798,515	10,776,508	22,007	3,713,575	66%
Net Income	(277,372)	77,884	(92,213)	(1,927,698)	(621,001)	(875,780)	(830,085)	45,695	1,097,613	
Fund Balance										
Beginning Balance (Audited)					3,600,333	3,496,234	3,496,234			
Net Income					(621,001)	(875,780)	(830,085)			
Ending Fund Balance					2,979,333	2,620,453	2,666,148			
Fund Balance as a % of Expenses					28%	24%	25%			
KEY ASSUMPTIONS										
Enrollment Summary										
K-3					232	232	232	-		
4-6					219	215	215	-		
7-8					200	190	190	-		
Total Enrolled					651	637	637	-		
ADA %										
K-3					93.0%	93.0%	93.0%	0.0%		
4-6					93.0%	93.0%	93.0%	0.0%		
7-8					93.0%	93.0%	93.0%	0.0%		
Average ADA %					93.0%	93.0%	93.0%	0.0%		
ADA										
K-3					215.76	215.76	215.76	-		
4-6					203.67	199.95	199.95	-		
7-8					186.00	176.70	176.70	-		
Total ADA					605.43	592.41	592.41	-		

**Academy of Alameda Middle
Income Statement
As of Feb FY2025**

	Actual			YTD	Budget & Forecast					
	Dec	Jan	Feb	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
REVENUE										
LCFF Entitlement										
8011 Charter Schools General Purpose Entitlement - State Aid	274,884	274,884	274,884	1,679,848	2,920,586	3,190,542	3,114,043	(76,499)	1,434,195	54%
8012 Education Protection Account Entitlement	-	276,063	-	552,126	1,530,618	1,131,038	1,194,219	63,182	642,093	46%
8019 State Aid - Prior Years	-	-	111	111	-	-	-	-	(111)	
8096 Charter Schools in Lieu of Property Taxes	214,648	214,648	429,296	1,556,198	2,798,503	2,748,184	2,761,501	13,317	1,205,303	56%
SUBTOTAL - LCFF Entitlement	489,532	765,595	704,291	3,788,283	7,249,707	7,069,764	7,069,764	0	3,281,481	54%
Federal Revenue										
8181 Special Education - Entitlement	-	-	-	-	96,918	83,287	83,287	-	83,287	0%
8291 Title I	-	102,742	-	102,742	130,112	137,022	137,022	-	34,280	75%
8292 Title II	-	4,717	5,812	10,529	16,580	19,248	19,248	-	8,719	55%
8293 Title III	2,573	-	2,573	5,146	10,899	10,290	10,290	-	5,144	50%
8294 Title IV	-	2,500	2,500	5,000	10,591	10,000	10,000	-	5,000	50%
SUBTOTAL - Federal Revenue	2,573	109,959	10,885	123,417	265,100	259,847	259,847	-	136,430	47%
Other State Revenue										
8319 Other State Apportionments - Prior Years	-	4,839	-	66,754	-	61,912	66,754	4,842	-	100%
8381 Special Education - Entitlement (State)	42,961	42,961	42,961	262,539	494,335	488,924	488,924	-	226,385	54%
8382 Special Education Reimbursement (State)	4,324	4,324	4,324	26,422	48,259	47,221	49,281	2,060	22,859	54%
8550 Mandated Cost Reimbursements	-	11,602	-	11,602	11,515	11,602	11,602	-	0	100%
8560 State Lottery Revenue	-	37,097	-	37,097	157,455	168,918	168,918	-	131,822	22%
8590 All Other State Revenue	-	-	-	357,712	339,310	357,713	357,713	-	0	100%
8591 Prop 28 Arts & Music in Schools	8,334	8,334	8,334	50,930	101,652	92,597	92,605	8	41,675	55%
8593 ELO-Program (2600)	32,208	32,208	32,208	196,828	408,806	358,210	357,951	(259)	161,123	55%
8595 Afterschool (ASES)	-	-	23,311	58,277	114,414	128,210	128,210	-	69,932	45%
SUBTOTAL - Other State Revenue	87,827	141,364	111,138	1,068,161	1,675,746	1,715,307	1,721,958	6,651	653,797	62%
Local Revenue										
8639 All Other Sales	-	21	-	28	1,284	1,284	1,284	-	1,257	2%
8660 Interest	-	-	-	-	71	71	71	-	71	0%
8662 Net Increase (Decrease	-	-	-	14,623	56,100	38,764	38,764	-	24,141	38%
8676 After School Program Revenue	329	7,453	50	74,289	227,850	170,939	170,939	-	96,650	43%
8690 Other Local Revenue	591	7,068	470	11,327	20,000	20,000	20,000	-	8,673	57%
8693 Field Trips	1,825	7,589	3,056	16,783	21,319	13,556	17,140	3,584	357	98%
8699 All Other Local Revenue	13,373	-	-	15,556	-	27,901	27,901	-	12,345	56%
8701 Art and Music Fundraising	400	485	950	3,555	14,050	2,245	3,555	1,310	-	100%
8702 Measure B1 Parcel Tax	-	-	-	-	185,483	167,549	167,549	-	167,549	0%
8703 Measure A (2020) Parcel Tax	-	-	-	-	438,068	427,794	427,794	-	427,794	0%
SUBTOTAL - Local Revenue	16,518	22,615	4,526	136,160	964,226	870,103	874,997	4,894	738,837	16%
Fundraising and Grants										
8802 Donations - Private	10,234	1,860	1,022	15,769	4,194	3,626	15,769	12,143	-	100%
8803 Annual Fundraising (School-wide)	-	2,865	-	2,865	-	2,865	2,865	-	-	100%
8804 School Culture Fundraising	-	-	-	579	1,932	1,223	1,223	-	644	47%

**Academy of Alameda Middle
Income Statement
As of Feb FY2025**

	Actual			YTD	Budget & Forecast					
	Dec	Jan	Feb	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
SUBTOTAL - Fundraising and Grants	10,234	4,725	1,022	19,214	6,126	7,714	19,857	12,143	644	97%
TOTAL REVENUE	606,684	1,044,258	831,863	5,135,234	10,160,906	9,922,734	9,946,422	23,688	4,811,188	52%
EXPENSES										
Compensation & Benefits										
Certificated Salaries										
1100 Teachers Salaries	221,078	220,325	220,612	1,568,716	2,472,640	2,378,511	2,378,511	-	809,795	66%
1101 Teacher - Stipends	661	611	731	12,656	47,000	47,000	47,000	-	34,344	27%
1148 Teacher - Special Ed	8,636	8,636	8,636	58,753	77,598	92,118	92,118	-	33,365	64%
1200 Certificated Pupil Support Salaries	3,022	2,722	3,102	27,078	44,838	44,838	44,838	-	17,760	60%
1201 Certificated Pupil Support - School Psychologist	9,015	18,311	46,202	128,180	201,422	201,422	201,422	-	73,241	64%
1202 Certificated Pupil Support - Counselor	15,084	15,084	15,084	105,376	164,457	164,457	164,457	-	59,081	64%
1203 Certificated Pupil Support Salaries - Custom 3	9,561	10,059	10,057	71,636	139,293	127,531	127,531	-	55,895	56%
1300 Certificated Supervisor & Administrator Salaries	52,304	52,304	52,304	406,144	739,503	685,946	685,946	-	279,802	59%
1950 Other Cert - Instructional Coaches	44,588	44,540	44,493	361,690	432,207	512,794	512,794	-	151,104	71%
SUBTOTAL - Certificated Salaries	373,245	372,593	373,331	2,740,231	4,318,959	4,254,618	4,254,618	-	1,514,387	64%
Classified Salaries										
2100 Classified Instructional Aide Salaries	61,935	55,531	69,509	525,690	793,971	775,590	775,590	-	249,900	68%
2201 Classified Support - Restorative Justice coordinator	6,289	6,239	6,359	45,854	112,979	116,979	116,979	-	71,125	39%
2202 Classified Support - School Culture Coordinator	15,706	15,706	15,706	110,179	183,762	183,762	183,762	-	73,583	60%
2300 Classified Supervisor & Administrator Salaries	18,489	18,489	18,522	147,948	221,872	221,872	221,872	-	73,924	67%
2400 Classified Clerical & Office Salaries	16,565	20,605	19,469	159,972	253,086	218,900	218,900	-	58,928	73%
2905 Other Classified - After School	24,328	26,793	29,533	276,968	507,217	422,203	416,690	5,513	139,722	66%
SUBTOTAL - Classified Salaries	143,312	143,362	159,098	1,266,611	2,072,887	1,939,305	1,933,793	5,513	667,182	65%
Employee Benefits										
3100 STRS	67,062	66,912	67,392	480,844	805,486	767,997	767,997	-	287,152	63%
3300 OASDI-Medicare-Alternative	16,414	17,255	18,358	142,340	232,861	222,064	222,396	(332)	80,056	64%
3400 Health & Welfare Benefits	67,460	60,087	127,120	597,829	821,425	777,000	777,000	-	179,171	77%
3500 Unemployment Insurance	17,647	19,641	20,355	141,974	126,546	182,266	182,266	-	40,292	78%
3600 Workers Comp Insurance	5,545	5,545	5,545	54,836	64,941	65,049	64,991	58	10,154	84%
3800 PERS Reduction	-	354	-	354	-	-	-	-	(354)	
3900 Other Employee Benefits	5,739	6,592	6,115	45,415	65,352	65,352	65,352	-	19,937	69%
SUBTOTAL - Employee Benefits	179,866	176,386	244,885	1,463,592	2,116,612	2,079,728	2,080,001	(274)	616,409	70%
Books & Supplies										
4200 Books & Other Reference Materials	686	312	130	15,428	52,270	52,012	46,861	5,151	31,433	33%
4315 Custodial Supplies	-	-	-	-	8,160	-	-	-	-	
4320 Educational Software	431	21,750	1,247	58,437	67,322	67,322	67,322	-	8,885	87%
4325 Instructional Materials & Supplies	1,243	782	311	28,703	30,202	30,202	30,202	-	1,499	95%
4326 Art & Music Supplies	3,278	85	2,644	9,253	12,485	12,485	12,485	-	3,232	74%
4330 Office Supplies	811	577	3,170	9,216	15,300	15,300	15,300	-	6,084	60%

**Academy of Alameda Middle
Income Statement
As of Feb FY2025**

	Actual			YTD	Budget & Forecast					
	Dec	Jan	Feb	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs.	Current Forecast	% Current Forecast
								Current Forecast	Remaining	
4335 PE Supplies	-	-	-	504	12,485	8,148	8,148	-	7,643	6%
4340 Professional Development Supplies	-	-	-	1,035	5,100	2,337	2,337	-	1,302	44%
4345 Non Instructional Student Materials & Supplies	84	350	54	3,210	13,260	9,477	9,477	-	6,267	34%
4350 Uniforms	-	-	-	-	106	106	106	-	106	0%
4351 Yearbook	-	-	-	2,890	8,323	11,253	11,253	-	8,362	26%
4352 Afterschool Supplies	-	89	292	3,514	20,808	20,808	20,808	-	17,294	17%
4353 Summerschool Supplies	-	-	-	3,016	10,200	10,200	10,200	-	7,184	30%
4354 Middle school Athletics	-	-	-	865	4,162	3,810	3,810	-	2,945	23%
4355 Org Culture supplies	-	1,154	-	9,006	9,180	10,908	10,908	-	1,902	83%
4360 Books and Supplies - Sped	90	-	-	5,759	2,550	20,953	20,953	-	15,194	27%
4410 Classroom Furniture, Equipment & Supplies	25	-	33	10,043	11,444	11,444	11,444	-	1,402	88%
4420 Computers: individual items less than \$5k	237	350	289	18,111	56,510	19,000	19,000	-	889	95%
4423 Additional Technology	134	-	-	766	9,364	9,364	9,364	-	8,597	8%
4430 Non Classroom Related Furniture, Equipment & Supplies	444	115	55	2,221	8,323	6,168	6,168	-	3,947	36%
4700 Food	1,069	789	216	4,738	15,606	19,350	19,350	-	14,613	24%
4720 Other Food	826	980	110	6,498	9,180	9,180	9,180	-	2,682	71%
SUBTOTAL - Books and Supplies	9,357	27,333	8,553	193,214	382,340	349,826	344,675	5,151	151,461	56%
Services & Other Operating Expenses										
5210 Conference Fees	-	(13,806)	-	(13,256)	16,584	16,020	14,300	1,720	27,556	-93%
5220 Travel and Lodging	-	-	-	-	10,710	10,710	2,000	8,710	2,000	0%
5305 Dues & Membership - Professional	-	-	-	2,700	17,831	17,831	12,333	5,498	9,633	22%
5310 Subscriptions	10,328	(3,977)	343	58,712	67,647	64,139	70,913	(6,774)	12,201	83%
5400 Insurance	10,011	10,011	10,011	100,724	105,624	120,132	120,132	-	19,408	84%
5510 Utilities - Gas and Electric	-	-	-	33	1,040	1,040	1,040	-	1,007	3%
5515 Janitorial, Gardening Services & Supplies	14,640	26,330	16,187	137,357	169,947	212,100	212,100	-	74,743	65%
5525 Utilities - Waste	-	3,939	3,939	29,463	42,004	54,238	54,238	-	24,775	54%
5605 Equipment Leases	1,266	2,829	1,459	14,978	23,256	23,256	23,256	-	8,278	64%
5611 Prop 39 Related Costs	-	34,431	-	164,707	202,706	246,816	246,816	-	82,109	67%
5615 Repairs and Maintenance - Building	1,351	5,400	-	31,551	12,240	32,040	32,040	-	489	98%
5617 Repairs and Maintenance - Other Equipment	-	-	-	1,030	2,081	2,081	2,081	-	1,051	50%
5619 Non-Cash Lease Adjustment	-	-	-	-	-	7,704	7,704	-	7,704	0%
5803 Accounting Fees	947	-	-	1,523	1,890	1,966	1,966	-	442	77%
5804 Internal Audit & Accounting support	-	-	3,866	20,393	19,335	21,412	21,412	-	1,019	95%
5805 Administrative Fees	1,741	-	-	1,741	4,257	4,257	4,257	-	2,517	41%
5809 Banking Fees	-	15	37	52	1,734	1,734	1,734	-	1,682	3%
5812 Business Services	16,667	16,667	16,667	133,333	200,000	200,000	200,000	-	66,667	67%
5815 Consultants - Instructional	-	4,100	-	8,200	9,040	9,040	10,240	(1,200)	2,040	80%
5818 Coaching	-	-	-	-	15,000	27,000	27,000	-	27,000	0%
5819 School Culture Initiatives	-	242	150	6,701	19,484	19,484	19,484	-	12,783	34%
5820 Consultants - Non Instructional - Custom 1	1,480	1,480	640	13,400	11,712	15,260	16,760	(1,500)	3,360	80%
5824 District Oversight Fees	-	58,522	-	117,044	234,692	238,757	238,757	-	121,713	49%
5828 Translators	113	57	182	352	5,202	1,690	1,690	-	1,338	21%
5830 Field Trips Expenses	3,561	31	4,275	22,337	50,490	43,022	43,022	-	20,684	52%
5833 Fines and Penalties	-	-	-	-	208	208	208	-	208	0%
5834 Afterschool & Summer Services	-	668	-	5,324	12,460	12,460	12,460	-	7,136	43%

**Academy of Alameda Middle
Income Statement
As of Feb FY2025**

	Actual			YTD	Budget & Forecast					
	Dec	Jan	Feb	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs.	Current Forecast	% Current Forecast Spent
								Current Forecast	Remaining	
5836 Fingerprinting	-	(1,277)	-	1,152	8,160	8,160	8,160	-	7,008	14%
5839 Fundraising Expenses	-	538	1,266	3,464	3,582	3,582	3,582	-	118	97%
5845 Legal Fees	3,873	4,780	6,650	49,959	61,200	61,200	61,200	-	11,241	82%
5846 Loan and Financing Fees	-	-	-	-	260	260	260	-	260	0%
5848 Licenses and Other Fees	-	-	-	-	1,342	1,342	1,342	-	1,342	0%
5851 Marketing and Student Recruiting	17,989	20,589	30,437	117,832	193,881	190,462	190,462	-	72,629	62%
5857 Payroll Fees	773	895	1,274	7,337	(11,872)	12,500	7,337	5,163	-	100%
5860 Printing and Reproduction	684	1,862	-	6,482	7,283	7,283	7,283	-	801	89%
5861 Prior Yr Exp (not accrued)	14,676	-	142	16,533	10,000	17,000	17,000	-	467	97%
5863 Professional Development	11,500	(500)	9,104	21,104	55,695	56,995	56,995	-	35,891	37%
5869 Special Education Contract Instructors	31,736	30,275	20,266	126,990	120,360	120,360	120,360	-	(6,630)	106%
5875 Staff Recruiting	518	558	299	4,563	17,836	17,836	17,836	-	13,273	26%
5880 Student Health Services	1,245	4,506	827	8,589	10,200	10,200	10,200	-	1,611	84%
5881 Student Information System	-	-	-	7,832	7,572	7,832	7,832	-	-	100%
5884 Substitutes	19,910	36,520	9,228	138,718	80,000	185,916	185,916	-	47,198	75%
5887 Technology Services	7,500	-	-	22,500	55,202	55,202	55,202	-	32,702	41%
5898 Bad Debt Expense	-	-	-	-	312	312	312	-	312	0%
5899 Miscellaneous Operating Expenses	-	-	-	25	2,040	2,040	2,040	-	2,015	1%
5915 Postage and Delivery	-	56	-	115	520	520	520	-	405	22%
5920 Communications - Telephone & Fax	-	-	-	-	104	104	104	-	104	0%
SUBTOTAL - Services & Other Operating Exp.	172,509	245,740	137,249	1,391,594	1,880,852	2,163,504	2,151,887	11,617	760,292	65%
Capital Outlay & Depreciation										
6900 Depreciation	5,768	961	961	7,690	10,258	11,534	11,534	-	3,844	67%
SUBTOTAL - Capital Outlay & Depreciation	5,768	961	961	7,690	10,258	11,534	11,534	-	3,844	67%
Other Outflows & Amortization										
SUBTOTAL - Other Outflows & Amortization	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	884,056	966,375	924,076	7,062,932	10,781,906	10,798,515	10,776,508	22,007	3,713,575	66%

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

	Year 1	Year 2	Year 3	Assumptions
	2024-25	2025-26	2026-27	
SUMMARY				
Revenue				
LCFF Entitlement	7,069,764	8,091,737	8,608,522	
Federal Revenue	259,847	280,644	295,529	
Other State Revenues	1,721,958	1,432,040	1,478,164	
Local Revenues	874,997	930,260	956,853	
Fundraising and Grants	19,857	49,649	4,849	
Total Revenue	9,946,422	10,784,330	11,343,916	
Expenses				
Compensation and Benefits	8,268,412	8,244,439	8,434,512	
Books and Supplies	344,675	442,098	343,840	
Services and Other Operating Expenditures	2,151,887	2,063,247	2,082,021	
Depreciation	11,534	11,534	11,534	
Other Outflows & Amortization	-	-	-	
Total Expenses	10,776,508	10,761,317	10,871,906	
Net Income	(830,085)	23,013	472,010	
Fund Balance				
Beginning Balance (Unaudited)	3,482,257	2,666,148	2,689,162	
Audit Adjustment	13,977			
Beginning Balance (Audited)	3,496,234	2,666,148	2,689,162	
Net Income	(830,085)	23,013	472,010	
Ending Fund Balance	2,666,148	2,689,162	3,161,171	
Total Revenue Per ADA	16,790	16,356	16,661	
Total Expenses Per ADA	18,191	16,321	15,967	
Net Income Per ADA	(1,401)	35	693	
Fund Balance as a % of Expenses	24.7%	25.0%	29.1%	
Key Assumptions				
Enrollment Breakdown				
TK	24	40	40	
K	52	54	54	
1	52	52	52	
2	52	54	54	

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

	Year 1	Year 2	Year 3	Assumptions	
	2024-25	2025-26	2026-27		
3	52	56	56		
4	52	60	60		
5	52	60	60		
6	111	115	125		
7	105	113	115		
8	85	105	113		
Total Enrolled	637	709	729		
ADA %					
K-3	93.0%	93.0%	93.4%		
4-6	93.0%	93.0%	93.4%		
7-8	93.0%	93.0%	93.4%		
Average ADA %	93.0%	93.0%	93.4%		
ADA					
K-3	216	238	239		
4-6	200	219	229		
7-8	177	203	213		
Total ADA	592	659	681		
REVENUE					
LCFF Entitlement					
8011	Charter Schools General Purpose Entitlement - State Aid	3,114,043	3,728,634	4,056,216	
8012	Education Protection Account Entitlement	1,194,219	1,289,470	1,378,404	
8096	Charter Schools in Lieu of Property Taxes	2,761,501	3,073,633	3,173,902	
	SUBTOTAL - LCFF Entitlement	7,069,764	8,091,737	8,608,522	
Federal Revenue					
8181	Special Education - Entitlement	83,287	85,307	94,949	FY24: PY ADA x \$144
8291	Title I	137,022	152,437	156,719	
8292	Title II	19,248	21,413	22,015	
8293	Title III	10,290	11,487	11,845	
8294	Title IV	10,000	10,000	10,000	
	SUBTOTAL - Federal Revenue	259,847	280,644	295,529	
Other State Revenue					
8319	Other State Apportionments - Prior Years	66,754	-	-	61k in prior year elementary school rev from FY22
8381	Special Education - Entitlement (State)	488,924	544,187	561,940	FY24 P1: \$887.40/ADA x 92% (admin fees) = \$816.50/ADA
8382	Special Education Reimbursement (State)	49,281	59,107	54,273	
8550	Mandated Cost Reimbursements	11,602	12,173	14,025	

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

		Year 1	Year 2	Year 3	
		2024-25	2025-26	2026-27	Assumptions
8560	State Lottery Revenue	168,918	188,011	194,144	
8590	All Other State Revenue	357,713	24,394	-	
8591	Prop 28 Arts & Music in Schools	92,605	95,594	111,445	
8593	ELO-Program (2600)	357,951	380,366	414,127	
8595	Afterschool (ASES)	128,210	128,210	128,210	
SUBTOTAL - Other State Revenue		1,721,958	1,432,040	1,478,164	
Local Revenue					
8639	All Other Sales	1,284	1,284	1,284	
8660	Interest	71	71	71	
8662	Net Increase (Decrease	38,764	38,764	38,764	LAIF interest
8676	After School Program Revenue	170,939	190,260	195,627	
8690	Other Local Revenue	20,000	20,000	20,000	
8693	Field Trips	17,140	17,140	17,140	
8699	All Other Local Revenue	27,901	27,901	27,901	
8701	Art and Music Fundraising	3,555	3,555	3,555	Disneyland fundraising + general Band/Music
8702	Measure B1 Parcel Tax	167,549	177,664	183,638	renewed March 2024, ends June 2034
8703	Measure A (2020) Parcel Tax	427,794	453,620	468,873	renewed March 2024, ends June 2034
SUBTOTAL - Local Revenue		874,997	930,260	956,853	
Fundraising and Grants					
8802	Donations - Private	15,769	3,626	3,626	
8803	Annual Fundraising (School-wide)	2,865	44,800	-	
8804	School Culture Fundraising	1,223	1,223	1,223	
SUBTOTAL - Fundraising and Grants		19,857	49,649	4,849	
TOTAL REVENUE		9,946,422	10,784,330	11,343,916	
EXPENSES					
Compensation & Benefits					
Certificated Salaries					
1100	Teachers Salaries	2,378,511	2,598,772	2,650,747	
1101	Teacher - Stipends	47,000	47,000	47,000	
1148	Teacher - Special Ed	92,118	105,327	107,434	
1200	Certificated Pupil Support Salaries	44,838	45,735	46,650	
1201	Certificated Pupil Support - School Psychologist	201,422	205,450	209,559	
1202	Certificated Pupil Support - Counselor	164,457	167,746	171,101	
1203	Certificated Pupil Support Salaries - Custom 3	127,531	45,576	46,488	
1300	Certificated Supervisor & Administrator Salaries	685,946	517,085	531,589	

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

		Year 1	Year 2	Year 3	Assumptions
		2024-25	2025-26	2026-27	
1950	Other Cert - Instructional Coaches	512,794	530,409	543,348	
	SUBTOTAL - Certificated Salaries	4,254,618	4,263,100	4,353,915	
Classified Salaries					
2100	Classified Instructional Aide Salaries	775,590	779,118	799,688	
2201	Classified Support - Restorative Justice coordinator	116,979	76,734	78,652	
2202	Classified Support - School Culture Coordinator	183,762	188,206	192,761	
2300	Classified Supervisor & Administrator Salaries	221,872	227,419	233,104	
2400	Classified Clerical & Office Salaries	218,900	244,668	251,030	
2905	Other Classified - After School	416,690	416,609	428,169	
	SUBTOTAL - Classified Salaries	1,933,793	1,932,753	1,983,404	
Employee Benefits					
3100	STRS	767,997	776,664	792,577	
3300	OASDI-Medicare-Alternative	222,396	219,888	225,413	
3400	Health & Welfare Benefits	777,000	800,310	824,319	
3500	Unemployment Insurance	182,266	119,669	119,669	
3600	Workers Comp Insurance	64,991	65,069	66,555	
3900	Other Employee Benefits	65,352	66,986	68,661	
	SUBTOTAL - Employee Benefits	2,080,001	2,048,585	2,097,193	
Books & Supplies					
4200	Books & Other Reference Materials	46,861	52,098	53,140	
4320	Educational Software	67,322	68,668	70,042	
4325	Instructional Materials & Supplies	30,202	30,806	31,422	
4326	Art & Music Supplies	12,485	12,734	12,989	
4330	Office Supplies	15,300	15,606	15,918	
4335	PE Supplies	8,148	8,311	8,477	
4340	Professional Development Supplies	2,337	2,384	2,431	
4345	Non Instructional Student Materials & Supplies	9,477	9,666	9,860	
4350	Uniforms	106	108	110	
4351	Yearbook	11,253	11,478	11,707	
4352	Afterschool Supplies	20,808	21,224	21,649	
4353	Summerschool Supplies	10,200	10,404	10,612	
4354	Middle school Athletics	3,810	3,886	3,964	
4355	Org Culture supplies	10,908	11,126	11,349	
4360	Books and Supplies - Sped	20,953	2,601	2,653	
4410	Classroom Furniture, Equipment & Supplies	11,444	86,673	11,907	
4420	Computers: individual items less than \$5k	19,000	49,380	19,768	
4423	Additional Technology	9,364	9,551	9,742	

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

		Year 1	Year 2	Year 3	Assumptions
		2024-25	2025-26	2026-27	
4430	Non Classroom Related Furniture, Equipment & Supplies	6,168	6,291	6,417	
4700	Food	19,350	19,737	20,132	
4720	Other Food	9,180	9,364	9,551	
SUBTOTAL - Books and Supplies		344,675	442,098	343,840	
Services & Other Operating Expenses					
5210	Conference Fees	14,300	14,586	14,878	
5220	Travel and Lodging	2,000	10,924	11,142	
5305	Dues & Membership - Professional	12,333	12,580	12,831	
5310	Subscriptions	70,913	72,621	74,075	
5400	Insurance	120,132	122,535	124,985	
5510	Utilities - Gas and Electric	1,040	1,061	1,082	
5515	Janitorial, Gardening Services & Supplies	212,100	213,792	218,068	
5525	Utilities - Waste	54,238	55,323	56,429	
5605	Equipment Leases	23,256	23,721	24,196	
5611	Prop 39 Related Costs	246,816	251,752	256,787	District Technology costs + Utilities + Cleaning
5615	Repairs and Maintenance - Building	32,040	12,485	12,734	
5617	Repairs and Maintenance - Other Equipment	2,081	2,122	2,165	
5619	Non-Cash Lease Adjustment	7,704	10,116	9,864	
5803	Accounting Fees	1,966	2,005	2,045	
5804	Internal Audit & Accounting support	21,412	21,808	22,212	
5805	Administrative Fees	4,257	4,343	4,429	
5809	Banking Fees	1,734	1,769	1,804	
5812	Business Services	200,000	200,000	200,000	
5815	Consultants - Instructional	10,240	9,221	9,405	
5818	Coaching	27,000	-	-	
5819	School Culture Initiatives	19,484	19,874	20,272	
5820	Consultants - Non Instructional - Custom 1	16,760	11,485	11,715	
5824	District Oversight Fees	238,757	252,914	290,508	Prior year (3% of LCFF)
5828	Translators	1,690	1,724	1,758	
5830	Field Trips Expenses	43,022	95,682	44,760	
5833	Fines and Penalties	208	212	216	
5834	Afterschool & Summer Services	12,460	12,709	12,963	
5836	Fingerprinting	8,160	8,323	8,490	
5839	Fundraising Expenses	3,582	3,654	3,727	
5845	Legal Fees	61,200	62,424	63,672	
5846	Loan and Financing Fees	260	265	271	
5848	Licenses and Other Fees	1,342	1,369	1,396	
5851	Marketing and Student Recruiting	190,462	160,297	163,503	
5857	Payroll Fees	7,337	7,483	7,633	
5860	Printing and Reproduction	7,283	7,428	7,577	

Academy of Alameda Middle
Multi-year Projection
As of Feb FY2025

		Year 1	Year 2	Year 3	Assumptions
		2024-25	2025-26	2026-27	
5861	Prior Yr Exp (not accrued)	17,000	10,000	10,200	
5863	Professional Development	56,995	41,731	65,259	
5869	Special Education Contract Instructors	120,360	68,347	69,714	
5875	Staff Recruiting	17,836	18,193	18,557	
5880	Student Health Services	10,200	10,404	10,612	
5881	Student Information System	7,832	7,989	8,148	
5884	Substitutes	185,916	189,634	193,427	
5887	Technology Services	55,202	25,306	5,412	
5898	Bad Debt Expense	312	318	325	
5899	Miscellaneous Operating Expenses	2,040	2,081	2,122	
5915	Postage and Delivery	520	531	541	
5920	Communications - Telephone & Fax	104	106	108	
	SUBTOTAL - Services & Other Operating Exp.	2,151,887	2,063,247	2,082,021	
Depreciation Expense					
6900	Depreciation	11,534	11,534	11,534	
	SUBTOTAL - Depreciation Expense	11,534	11,534	11,534	
Other Outflows & Amortization					
	SUBTOTAL - Other Outflows & Amortization	-	-	-	
TOTAL EXPENSES		10,776,508	10,761,317	10,871,906	

Academy of Alameda Middle
2024-25
As of Feb FY2025

	Year 1 2024-25	Year 2 2025-26	Year 3 2026-27	Driver/ Rate Type
Revenues and related expenses				
Statewide LCFF Assumptions				
LCFF COLA	1.07%	2.43%	3.52%	
TK-3 LCFF Base	10,025	10,269	10,630	
4-6 LCFF Base	10,177	10,424	10,791	
7-8 LCFF Base	10,478	10,733	11,111	
TK-3 Gr Span Adj	1,043	1,068	1,106	
School LCFF Assumptions				
LCFF per ADA	11,934	12,272	12,643	
ILPT per ADA	4,661	4,661	4,661	
Supplemental & Concentration Funding	726,699	821,197	845,146	
Unduplicated Pupil % (3 year avg)	57.91%	57.40%	55.30%	
District UPP	38.03%	38.03%	38.03%	
Other Federal and State Revenues				
Other SELPA Fed	144	144.00	144.00	PY ADA
Other SELPA State	825	825.31	825.31	CY ADA
SPED Mental Health State Rate	83	79.71	79.71	
Mandated Cost Reimbursements: K-8	20.06	20.55	21.27	Prior Year Enrollment
One Time Funding	0.00	0.00	0.00	Prior Year Enrollment
State Lottery Unrestricted	191.00	191.00	191.00	P-A ADA
State Lottery Restricted	82.00	82.00	82.00	P-A ADA
Absence Factor	1.04	1.04	1.04	Multiplier to state lottery rates
ELOP Rate 1	2,750	2,750	2,750	
ELOP Rate 2	1,580	1,580	1,580	current ELO-P rate <75% UPP
AMS Enrollment Rate	107	111	111	
AMS FRPM Rate	74	78	78	
Fees				
Authorizer Fees	3.00%	3.00%	3.00%	0.00
Special Education Encroachment Fees	0.00	0.00		% of Sped Revenue

Payroll				
Annual Pay Increase				
Teacher		2.00%	2.00%	variable based on step
Other Certificated		2.00%	2.00%	
Classified		2.50%	2.50%	
Benefits				
STRS	19.10%	19.10%	19.10%	% of eligible payroll
Other Retirement 1	46.04%	46.04%	46.04%	
Other Retirement 2	100.00%	100.00%	100.00%	
Social Security	6.20%	6.20%	6.20%	% of eligible payroll
Medicare	1.45%	1.45%	1.45%	% of total payroll
Health & Welfare Benefits				Annual rate per employee
Life Insurance	\$98,400	\$101,352	\$104,393	
Cal Choice	\$832,600	\$857,578	\$883,305	
3401 Employee Contributions	(\$154,000)	-\$158,620	-\$163,379	
H&W average annual increase	3.00%	3.00%	3.00%	
In Lieu Medical Stipend				Annual stipend
SUTA %	23.00%	17.00%	17.00%	% of eligible payroll
SUTA Tax Base	\$7,000	\$7,000	\$7,000	
ETT (part of SUTA)	\$7	\$7	\$7	Annual rate per employee
Workers Comp	1.05%	1.05%	1.05%	% of total payroll

Academy of Alameda Middle
Monthly Cash Forecast
As of Feb FY2025

	2024-25												Forecast	Remaining Balance
	Actuals & Forecast													
	Jul Actuals	Aug Actuals	Sep Actuals	Oct Actuals	Nov Actuals	Dec Actuals	Jan Actuals	Feb Actuals	Mar Forecast	Apr Forecast	May Forecast	Jun Forecast		
Beginning Cash	2,996,540	3,005,306	2,373,266	1,843,874	2,729,081	1,885,448	1,667,012	1,830,879	1,722,982	1,956,827	1,764,345	1,581,547		
REVENUE														
LCFF Entitlement	-	152,714	313,700	1,087,567	274,884	489,532	765,595	704,291	1,044,128	491,627	491,627	627,170	7,069,764	626,928
Federal Revenue	-	-	-	-	-	2,573	109,959	10,885	-	-	44,140	83,287	259,847	9,003
Other State Revenue	61,912	24,925	430,371	111,141	99,482	87,827	141,364	111,138	76,602	142,800	108,344	202,970	1,721,958	123,081
Other Local Revenue	10,193	28,720	3,198	35,341	15,048	16,518	22,615	4,526	40,252	29,833	29,833	639,625	874,997	(706)
Fundraising & Grants	230	159	397	2,310	137	10,234	4,725	1,022	68	1,978	1,978	(3,380)	19,857	-
TOTAL REVENUE	72,335	206,518	747,667	1,236,359	389,551	606,684	1,044,258	831,863	1,161,051	666,238	675,921	1,549,672	9,946,422	758,306
EXPENSES														
Certificated Salaries	59,737	398,986	389,434	393,333	377,922	373,295	372,593	374,931	400,145	371,414	371,414	371,414	4,254,618	-
Classified Salaries	110,299	164,263	180,997	182,621	182,660	143,312	143,362	159,098	165,893	165,893	165,893	165,893	1,933,793	3,609
Employee Benefits	123,036	174,139	201,231	176,792	187,259	179,866	176,032	244,885	127,133	158,004	158,004	158,004	2,080,001	15,617
Books & Supplies	54,130	54,684	17,747	11,413	9,998	9,357	27,333	8,553	86,872	23,400	23,400	17,790	344,675	-
Services & Other Operating Expenses	99,803	140,311	152,991	106,834	336,158	172,509	245,740	137,249	262,203	151,089	151,089	220,497	2,151,887	(24,586)
Capital Outlay & Depreciation	-	-	-	-	-	5,768	961	961	961	961	961	961	11,534	-
Other Outflows	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	447,004	932,383	942,399	870,992	1,093,997	884,106	966,021	925,676	1,043,208	870,762	870,762	934,559	10,776,508	(5,361)
Operating Cash Inflow (Outflow)	(374,669)	(725,865)	(194,733)	365,367	(704,446)	(277,422)	78,238	(93,813)	117,843	(204,524)	(194,841)	615,113	(830,085)	763,667
Accounts Receivable	855,155	91,078	17,527	377,285	-	2,817	88,514	(25,531)	59,662	11,081	11,081	16,884		
Investments	-	-	-	(14,623)	-	-	-	-	-	-	-	-		
Other Current Assets	44,794	-	-	-	-	-	-	-	-	-	-	-		
Fixed Assets	-	-	-	-	-	5,768	961	961	961	961	961	961		
ROU Assets	-	-	-	-	-	-	-	-	-	-	-	15,278		
Accounts Payable	(166,667)	(13,698)	(23,105)	32,960	(47,277)	46,681	(17,670)	(3,414)	55,380	-	-	-		
Other Current Liabilities	(168,141)	2,501	(17,981)	110,255	(105,693)	(10,066)	-	-	-	-	-	-		
Summer Holdback	(181,705)	13,944	13,586	13,964	13,782	13,788	13,824	13,899	-	-	-	-		
Deferred Revenue	-	-	(339,309)	-	-	-	-	-	-	-	-	-		
ROU Long-Term Liabilities	-	-	-	-	-	-	-	-	-	-	-	(5,607)		
Ending Cash	3,005,306	2,373,266	1,829,251	2,729,081	1,885,448	1,667,012	1,830,879	1,722,982	1,956,827	1,764,345	1,581,547	2,224,176		
Days Cash on Hand	102	81	62	93	64	57	62	58	66	60	54	75		

Academy of Alameda Middle
Monthly Cash Forecast
As of Feb FY2025

	2025-26												Forecast	Remaining Balance
	Actuals & Forecast													
	Jul Forecast	Aug Forecast	Sep Forecast	Oct Forecast	Nov Forecast	Dec Forecast	Jan Forecast	Feb Forecast	Mar Forecast	Apr Forecast	May Forecast	Jun Forecast		
Beginning Cash	2,224,176	2,334,497	2,183,558	1,783,649	2,077,116	1,854,488	1,505,519	1,559,914	1,632,860	1,792,975	1,706,200	1,627,422		
REVENUE														
LCFF Entitlement	165,690	657,061	388,419	820,501	522,419	522,419	820,501	792,153	998,707	622,554	622,554	939,707	8,091,737	219,053
Federal Revenue	-	-	-	-	48,834	-	-	48,834	-	-	48,834	85,307	280,644	48,834
Other State Revenue	-	51,067	79,803	119,142	107,486	108,003	95,831	113,554	79,800	157,038	116,202	222,560	1,432,040	181,553
Other Local Revenue	18,114	19,543	31,566	22,017	22,017	31,708	21,425	21,425	31,116	21,425	21,425	662,400	930,260	6,079
Fundraising & Grants	7,973	7,871	7,871	7,871	7,871	7,871	404	404	404	404	404	302	49,649	-
TOTAL REVENUE	191,777	735,542	507,659	969,530	708,627	670,001	938,160	976,371	1,110,028	801,421	809,419	1,910,276	10,784,330	455,519
EXPENSES														
Certificated Salaries	101,760	375,575	375,575	375,575	375,575	422,575	372,745	372,745	372,745	372,745	372,745	372,745	4,263,100	-
Classified Salaries	167,659	158,755	159,664	159,664	159,664	165,664	159,664	159,664	159,664	159,664	159,664	159,664	1,932,753	3,699
Employee Benefits	39,865	102,297	102,405	198,558	198,558	208,460	198,005	198,005	198,005	198,005	198,005	198,005	2,048,585	10,413
Books & Supplies	105,354	94,739	31,550	24,020	24,020	24,020	24,020	24,020	24,020	24,020	24,020	18,297	442,098	-
Services & Other Operating Expenses	144,055	150,783	217,097	148,607	171,485	216,490	170,494	161,700	208,189	133,764	133,764	206,818	2,063,247	-
Capital Outlay & Depreciation	961	961	961	961	961	961	961	961	961	961	961	961	11,534	-
Other Outflows	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES	559,654	883,108	887,252	907,385	930,262	1,038,169	925,889	917,095	963,584	889,158	889,158	956,490	10,761,317	14,112
Operating Cash Inflow (Outflow)	(367,877)	(147,567)	(379,593)	62,145	(221,635)	(368,168)	12,271	59,276	146,444	(87,737)	(79,739)	953,786	23,013	441,407
Accounts Receivable	476,361	(8,819)	3,117	230,361	(1,955)	18,238	41,162	-	-	-	-	(413)		
Investments	-	-	-	-	-	-	-	-	-	-	-	-		
Other Current Assets	-	-	-	-	-	-	-	-	-	-	-	-		
Fixed Assets	961	961	961	961	961	961	961	961	961	961	961	961		
ROU Assets	-	-	-	-	-	-	-	-	-	-	-	30,556		
Accounts Payable	-	-	-	-	-	-	-	12,710	12,710	-	-	-		
Other Current Liabilities	876	4,485	-	-	-	-	-	-	-	-	-	-		
Summer Holdback	-	-	-	-	-	-	-	-	-	-	-	-		
Deferred Revenue	-	-	(24,393)	-	-	-	-	-	-	-	-	-		
ROU Long-Term Liabilities	-	-	-	-	-	-	-	-	-	-	-	(5,851)		
Ending Cash	2,334,497	2,183,558	1,783,649	2,077,116	1,854,488	1,505,519	1,559,914	1,632,860	1,792,975	1,706,200	1,627,422	2,606,461		
Days Cash on Hand	79	74	61	71	63	51	53	55	61	58	55	89		

Coversheet

Presentation on Mid Year Academic Update

Section: IV. Board Communication
Item: B. Presentation on Mid Year Academic Update
Purpose: Discuss
Submitted by:
Related Material: AoA Academic Data Winter 2025 Entire Presentation.pdf

AoA Academic Data and Multi Tiered System of Supports Winter 2025

AoA Board Meeting
March 27, 2025

What is a Multi Tiered System of Supports?

The best framework we have to achieve educational equity is a multi tiered system of supports (MTSS) where

- all students receive tier 1 support (strong classroom teaching, reteaching and support
- some students receive tier 2 support (intervention) based on demonstrated need (data)
- a few students receive highly specialized tier 3 support (usually through an IEP: Individualized Educational Program).

A well implemented tier 2 intervention program supports students and saves the school resources by catching students early and helping to fill critical gaps so that they can access grade level instruction. Without this, more students are referred to special education.

At AoA our tier 2 supports are based on data mostly serve students who are designated emerging bilinguals (ELs), students who have IEPs, and students who are new to AoA. With many new students joining AoA next year, our tier 2 supports are going to be more important than ever.

English Language Arts (ELA)

ELA Tier 1, what all students receive

Grades TK-5	Grades 6-8
<p>TK-2</p> <ul style="list-style-type: none">● Small group, targeted foundational literacy instruction for for 30 minutes daily using SIPPS● Separate vocabulary and reading comprehension, and writing lessons daily. <p>2-5</p> <ul style="list-style-type: none">● Vocabulary, reading comprehension and writing taught through content integrated modules using Wit and Wisdom● Two 30 minute What I Need (WIN) times per day when students receive Literacy or math intervention, work in book clubs, or read class novels.	<ul style="list-style-type: none">● Supplemental reading supports in class using IXL and Freckle for all students● Teacher created curriculum using research-based texts and materials● Curriculum aligned Lit. Circles (Independent Reading Cycles) alongside units● Peer tutoring available for all students. (Student volunteers push in to classes during tutorial period).● Tutorial pull out for all students

ELA Tier 2, for students who need extra support

Grades TK-5	Grades 6-8
<p>TK-2</p> <ul style="list-style-type: none">● Students who are below grade level work with the classroom teacher during the literacy block in smaller groups on targeted foundational literacy for 30 minutes daily using SIPPS <p>3-5</p> <ul style="list-style-type: none">● Students who need support with phonics are pulled for 30 min SIPPS lessons 4 days a week during WIN times.● Students who need support with fluency and comprehension work in small groups with the classroom teacher during WIN time. per day when students receive	<ul style="list-style-type: none">- Pull out support for reading groups as needed during tutorial.- Academic check ins and 1:1 reading support from Academic Dean.

ELA Star Data Winter 2025

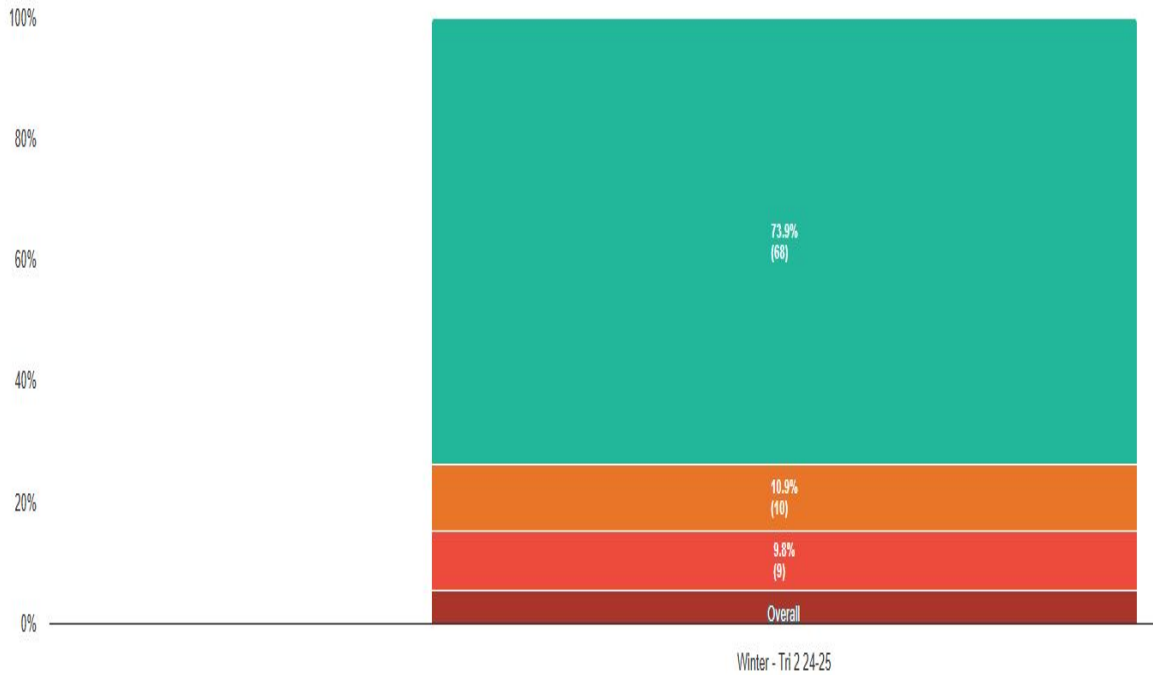
What is the Star Assessment?

The Renaissance STAR assessments are computer-adaptive, research-based assessments designed to measure student growth and achievement in reading and math, providing data for teachers to inform instruction and identify areas needing intervention.

At AoA, students take the Star assessments four times a year, in August, October, February and May.

Scores are broken into bands, which are predictive of achievement on CAASPP.

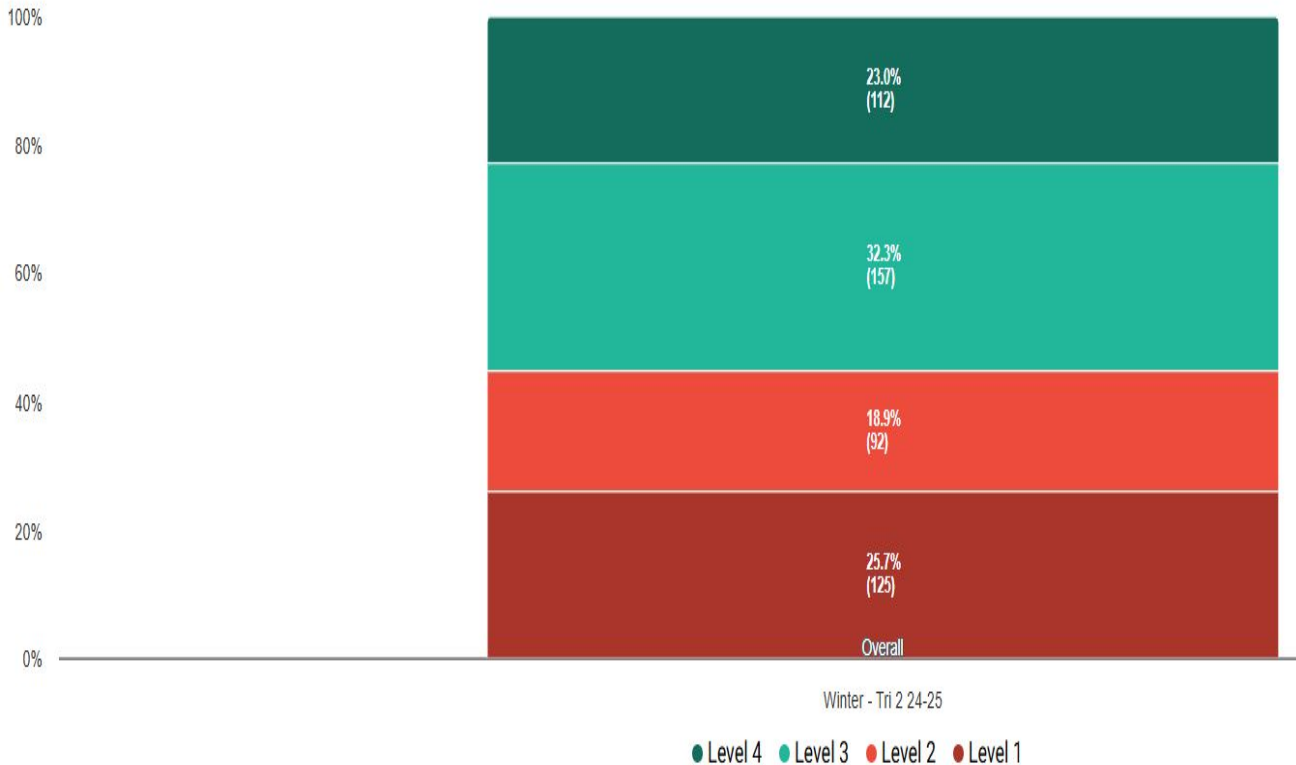
Star Early Literacy Current Proficiency Band (K-1)



Data Insights:

- Proficiency for k and 1 students is relatively strong, with 74% of students performing at grade level.

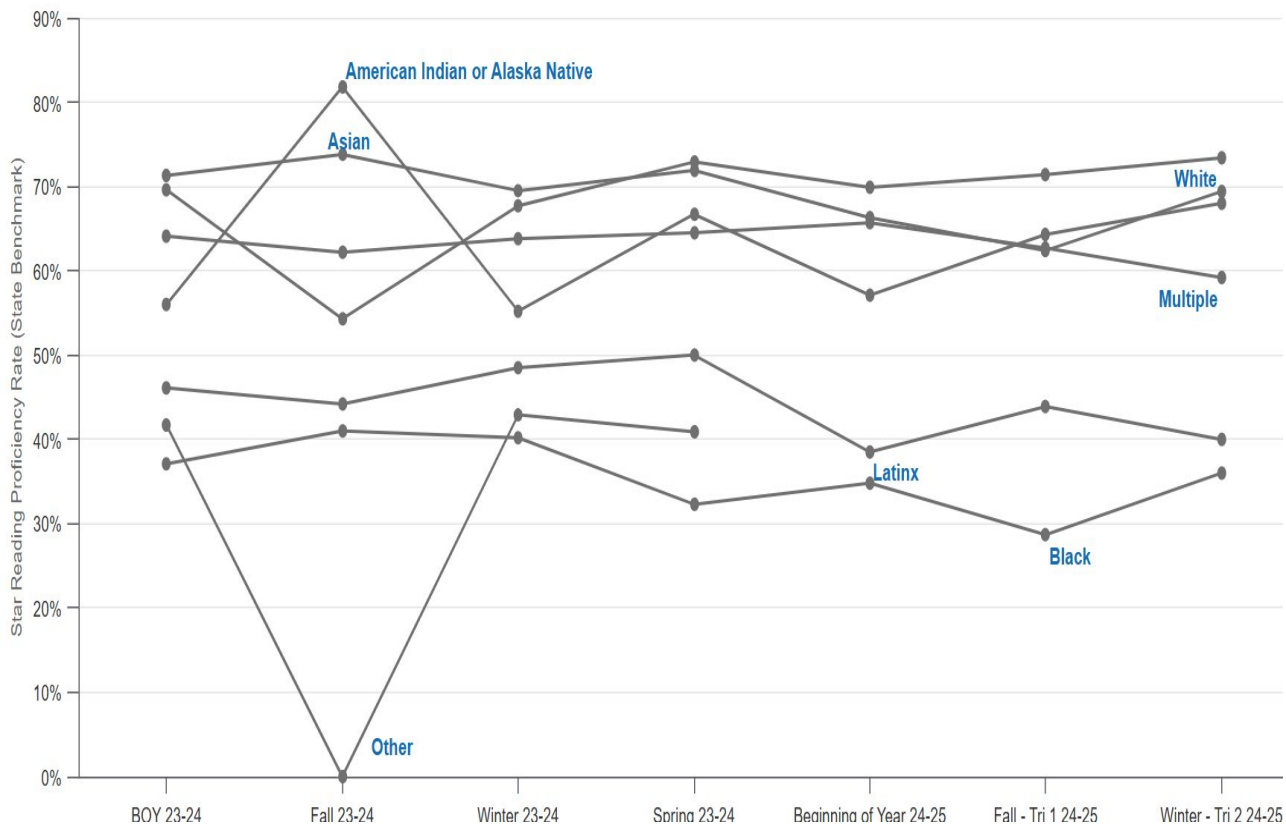
Star Reading Current Proficiency Band (2-8)



Data Insights:

- 56% of students are at grade level in reading.
- 26% of our students are scoring in “urgent intervention” (the bottom 10% nationally).
- Reading intervention for these students is essential because a student scoring in this range is generally not able to access grade level reading content.

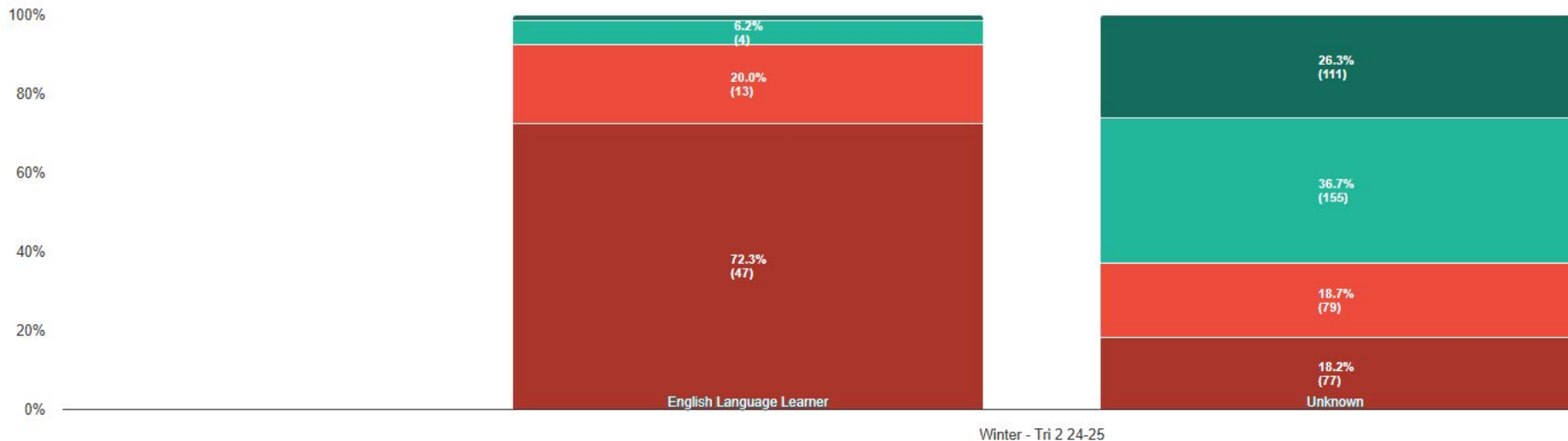
Star Reading Proficiency by Race/Ethnicity



Data Insights:

- Less than 50% of our Black and Latinx students are performing at grade level
- Reading intervention for these students is essential across the school.

Star Reading Proficiency by English (EL) Learner Status



Data Insights:

- 72% of our EL students are performing in the lowest 10% on Star.
- There is a strong need for language supports across the school.

Math

Math Tier 1

Grades TK-5	Grades 6-8
<p data-bbox="204 390 904 515">TK-5 All students receive daily math instruction, guided practice and independent work</p> <p data-bbox="204 572 935 877">3-5</p> <ul data-bbox="233 618 935 877" style="list-style-type: none"><li data-bbox="233 618 935 877">● Two 30 minute What I Need (WIN) times per day when students work independently at their level, meet with the teacher in small groups, or are pulled for math intervention (if >1 year below grade level).	<ul data-bbox="1000 390 1688 692" style="list-style-type: none"><li data-bbox="1000 390 1688 467">● Daily math instruction using Open Up Math curriculum.<li data-bbox="1000 482 1688 559">● Zearn, retakes available- Self-paced supplemental math instruction<li data-bbox="1000 574 1688 607">● Small group instruction during class<li data-bbox="1000 622 1688 692">● Tutorial pull out 3 days per week available for all students.

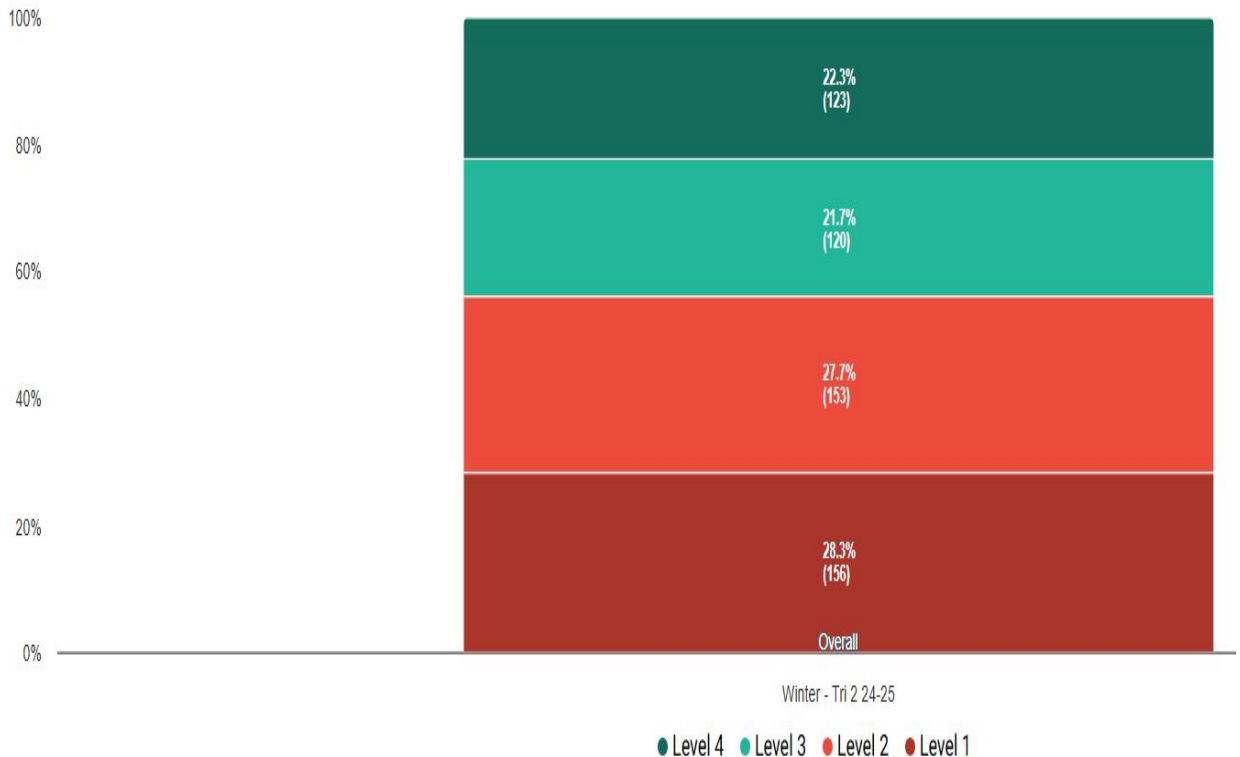
Math Tier 2, for students who need extra support

Grades TK-5	Grades 6-8
<p data-bbox="117 274 305 306">Grades 1-5</p> <ul data-bbox="146 321 967 716" style="list-style-type: none"><li data-bbox="146 321 967 443">● Students meet in small groups with the teacher based on exit ticket and assessment data.<li data-bbox="146 456 967 716">● Students who are more than one year behind in math are pulled for math intervention with math IA for 30 minutes 2-4x/week. <u>Students in these groups are almost exclusively students who are ELs, students with IEPs and students who are new to AoA.</u> <p data-bbox="117 770 967 945">Note: The elementary math IA role was cut from next year's budget. Without it we will not be able to appropriately support students who are far below grade level.</p>	<ul data-bbox="1039 274 1804 669" style="list-style-type: none"><li data-bbox="1039 274 1804 443">● Peer Teach program during tutorial: Students selected based on summative and STAR data by teacher for peer support<li data-bbox="1039 500 1804 669">● Tutorial pull out 3 days per week: Students that teachers have identified with more specific needs receive targeted intervention and reinforcement

Math Data

Winter 2025

Star Math Current Proficiency Band (grades 1-8)

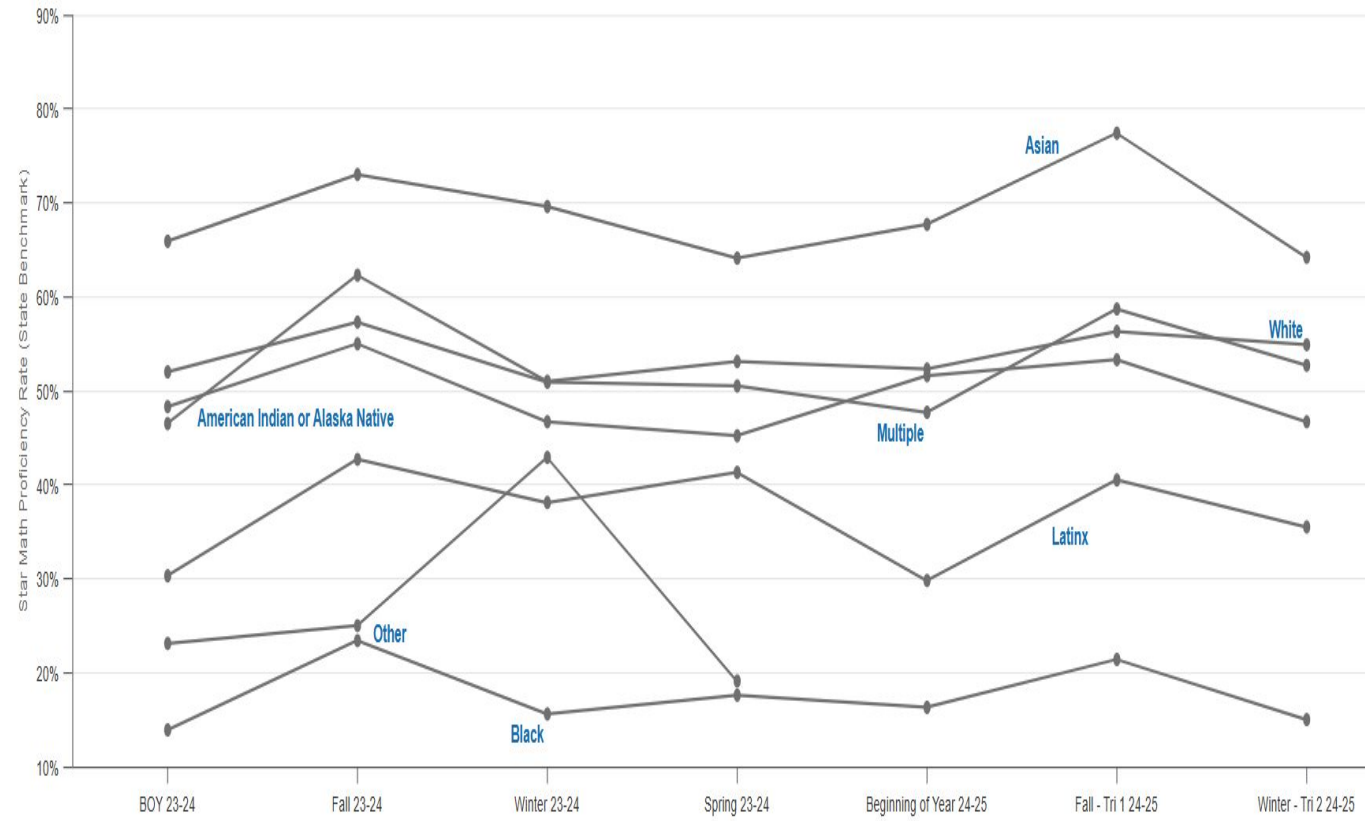


Data Insights:

- 44% of our students scored proficient in math.
- The largest group scored in the urgent intervention category.
- This shows an urgent need for math intervention at all levels of the school.
- The current plan is to cut math intervention for elementary, we need to find a way to preserve it.

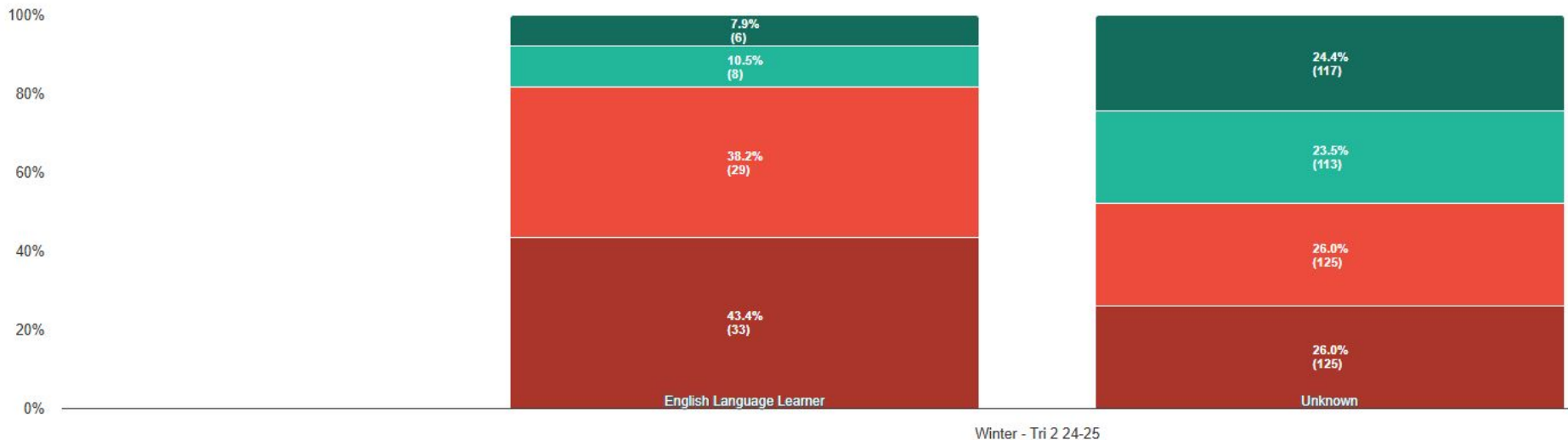
Star Math Proficiency by Race/Ethnicity

Data Insights:



- Less than 20% of Black students are scoring proficient in math
- Math intervention for these students is essential across the school so that they can start to access the curriculum. .

Star Math Proficiency by English (EL) Learner Status



Data Insights:

- Less than 20% of our students designated as EL are proficient in math.
- These students need targeted support to access the tier 1 curriculum.

High Level Takeaways

- We have a large number of students who scored in “urgent intervention” in math (28%) and reading (26%). These students need intervention programs to meet their needs in addition to a strong tier 1.
- Elementary has a strong reading intervention program, but middle school needs one.
- Middle school has math intervention, but elementary’s math intervention program is set to be cut. This would be a big mistake, especially because we are going to be serving so many new students next year.

Our ask

To achieve our mission of educational equity, we need strong tier 2 supports across the grades, especially as we welcome a record number of new students to AoA.

In elementary, we have a strong math intervention program that should continue. This could be done by having a full time after school teacher take on the role.

In grades 6-8 we need to find resources to train an IA to deliver reading support to the students who need it most. This could also be one of the full time after school positions.

Our EL students need support in both reading and math. Robust tier 2 interventions would serve many of these needs while we develop an approach to language support.

Coversheet

Presentation on 25-26 SY Enrollment

Section: IV. Board Communication
Item: C. Presentation on 25-26 SY Enrollment
Purpose: Discuss
Submitted by:
Related Material: March 2025 Enrollment Update.pdf
25-03 AoA Board Presentation Digital Enrollment Data.pdf

2025-2026 Enrollment Update

AoA Board Meeting
March 27, 2025

Where are we on the enrollment timeline?

Post-Lottery

We had our lottery on February 5.

We have made over 200 offers to new students.

Offers and Registration

Families are being offered enrollment as spots become available.

Families who accept are completing registration.

Spring Event Planning

We have multiple events being planned to welcome new families.



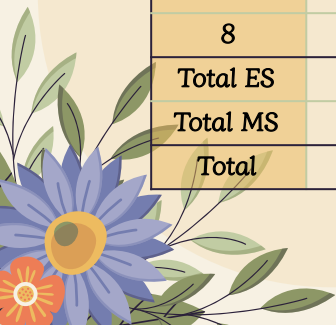
Potential 25-26 Enrollment

Grade	Budgeted Enrollment (as of 2/27/25)	Potential Enrollment (Current + Offers)	Potential In-District %
TK	40	40	75%
K	54	54	67%
1	52	52	65%
2	54	54	69%
3	56	58	73%
4	60	61	77%
5	60	60	68%
6	115	120	52%
7	113	120	54%
8	105	115	63%
Total ES	376	379	71%
Total MS	333	355	56%
Total	709	734	64%

Offers and Waitlist

Grade	Total Offers	Offer Accepted	Offer Pending	Offer Accepted %	Waitlisted
TK	40	36	4	90%	24
K	31	28	3	90%	30
1	11	9	2	82%	4
2	3	2	1	67%	16
3	7	9	0	129%	6
4	9	9	0	100%	22
5	8	8	0	100%	22
6	71	54	17	76%	1
7	4	3	1	75%	12
8	14	7	2	50%	0
Total ES	109	102	10	94%	124
Total MS	89	64	20	72%	13
Total	198	166	30	84%	137

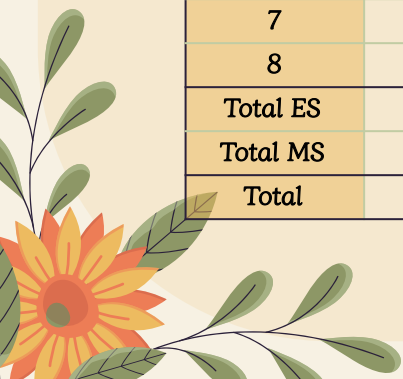
- Healthy waitlists for most grades
- 6th and 7th grade has waitlist because current + offers = 120
- 3rd over enrolled offers sent before change
-



Offers and Waitlist: In-District

Grade	Total Offers	In-District Offers	In-District Offers %	In-District Waitlist
TK	40	30	75%	0
K	31	23	74%	0
1	11	5	45%	0
2	3	3	100%	5
3	7	5	71%	0
4	9	9	100%	1
5	8	6	75%	3
6	71	26	37%	0
7	4	1	25%	0
8	14	6	43%	0
Total ES	109	82	75%	0
Total MS	89	33	37%	0
Total	198	115	58%	0

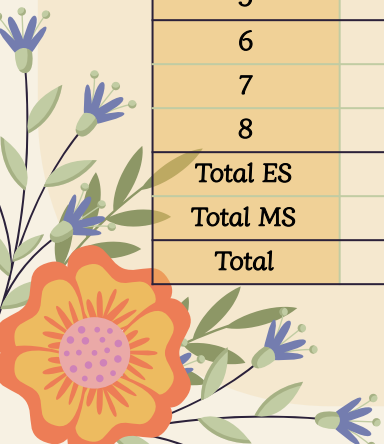
- MS and 1st low in district applicant families
- Only a few more on WL so potential in district percentage of 63% from earlier slide is likely to go down



Offers and Waitlist: Siblings

Grade	Total Offers	Sibling Offers	In-District Sibling Offers	Sibling Waitlisted
TK	40	11	8	0
K	31	6	2	0
1	11	0	0	0
2	3	0	0	1
3	7	0	0	0
4	9	0	0	1
5	8	1	1	0
6	71	4	0	0
7	4	0	0	0
8	14	0	0	0
Total ES	109	18	11	2
Total MS	89	4	0	0
Total	198	22	11	2

- Not as many siblings of current students this year. In previous years we were able to fill almost an entire kinder class and then some
- Siblings on waitlist are out of district

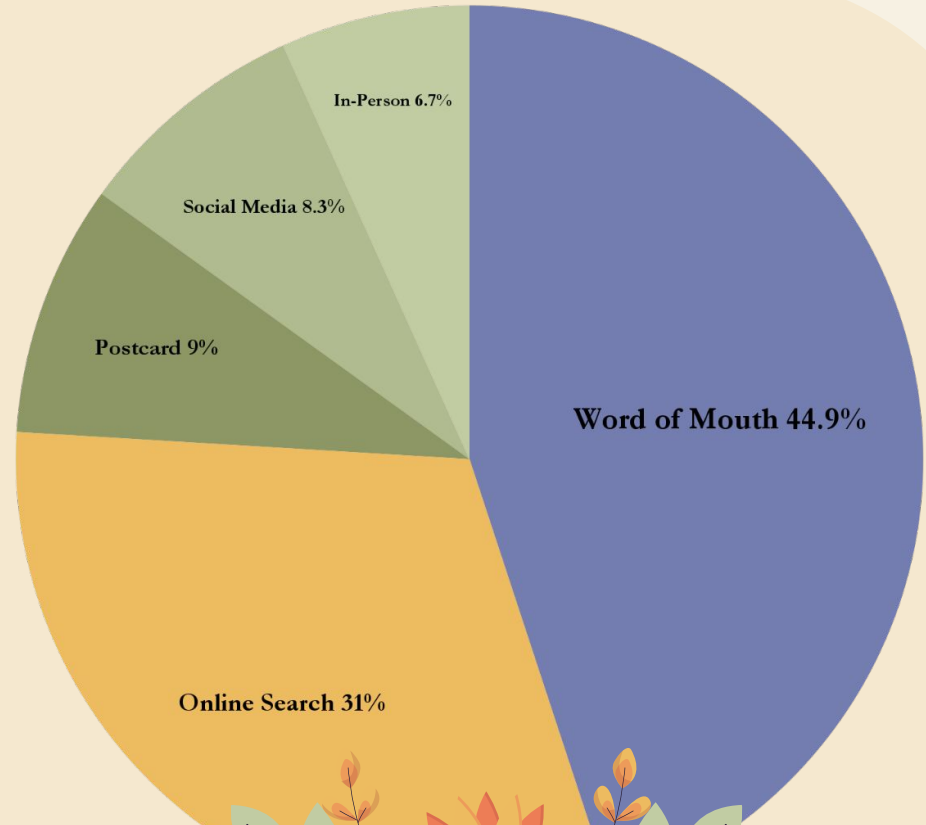


How did families hear about us?

Most families were referred by friends, family, staff, or other schools!

Online search includes school ranking sites, google search, and school website.

In-person includes Alameda theater ad, banners around town, and school events





Questions?





The Academy of Alameda Digital Marketing Student Enrollment Campaign Recap

March 2024

A proud partner since December 2020

- Larson Communications specializes in student enrollment marketing for charter schools—creating, managing, and optimizing Google and Meta campaigns that focus on parent/guardian lead generation for the Academy of Alameda.



Joe Ventura
Digital Marketing Director



Jenn Adams
Digital Marketing Specialist



Ashley Lubin
Digital Marketing Associate

Thus, far we've accomplished...



Family Leads

1,454

Feb. 1, 2021, to Mar. 25, 2025



Return on Investment

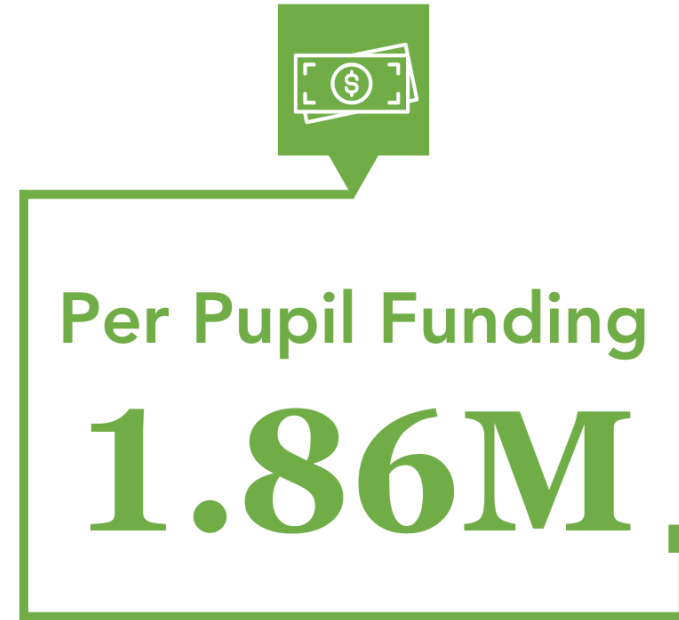
5x

Feb. 1, 2021, to Mar. 25, 2025

During the 2024-25 school year, our campaigns resulted in..



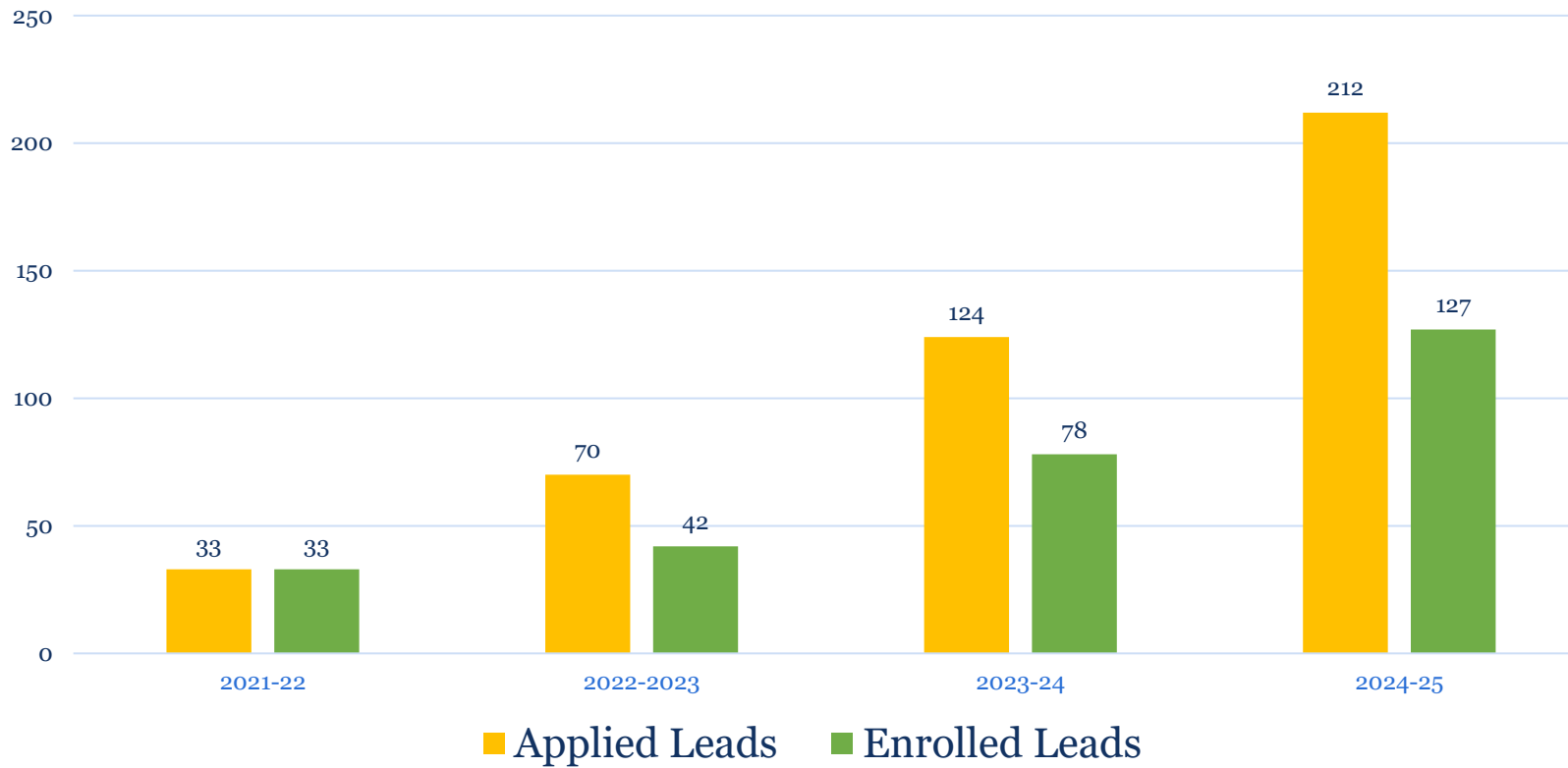
2024-25 School Year



2024-25 School Year

Enrolled Students from Digital Marketing Leads Increase Year Over Year

Applied & Enrolled Leads by School Year



20%

**Of Your Student
Population was a Digital
Marketing Lead**

Comparing your enrolled student data for 2024-25 to our digital marketing leads list showed 127 leads enrolled.

With 641 students on your enrolled student spreadsheet, our 127 enrolled leads represent nearly 20% of your total student population.

Across Meta and Google, we deliver ads in both English and Spanish to our target audience.

The image shows two social media feeds. On the left is an Instagram feed with a sponsored post from 'aoaschools' featuring a teacher and students at a table. The ad text reads: 'INTRODUCING FULL-DAY TK FOR 2024! APPLY TODAY!'. Below the image is a 'Learn more' link and a caption: 'aoaschools Enrolling TK for 2024-25 At the Academy of Alameda, our inclusive, more'. On the right is a Facebook feed with a sponsored post from 'The Academy of Alameda' in Spanish. The text says: 'En la Academy of Alameda, nuestro enfoque inclusivo y centrado en la comunidad garantiza que cada ...See more'. Below is a carousel image of students and a 'Learn more' button. The caption below the carousel reads: 'Una Comunidad... FORM ON FA...'. There are 8 likes and a 'Comment' button.

Sponsored

The Academy of Alameda
info.aoschools.org/enroll

Sign Up for School Near Here - Summer Program Available

Serving grades Pre K-8 at our small, safe campus in Alameda. Now enrolling! The Academy of Alameda is free, public, and open to all. Now enrolling grades Pre-K-8th! Enrollin...



Enrollment FAQs

Our Mission and Vision

W

Sponsored

The Academy of Alameda
info.aoschools.org/enroll

Schools Near Us Now Enrolling - Top-Ranked Public School

The Academy of Alameda is free, public, and open to all. Learn more today. Serving grades pre-K-8 at our small, safe campus in Alameda. Courses: Enrichment Wheel (6th), Electives (7th/8th), Science, Math, After School Programs, English, Social Justice, Physical...

Our Mission and Vision

What Families Say

I

Patrocinado

The Academy of Alameda
info.aoschools.org/espanol

Servir estudiantes de Alameda - Distrito escolar de Alameda



Capacitamos estudiantes para que se vean a sí mismos como estudiantes exitosos por vida. Aprenda sobre su opción de una escuela pública, gratuita y local. Inscribirse ahora. Free Public Schools. Enrolling Now K-8th. Serving Alameda Students. World-Class Educati...

Lottery & Waitlist Info

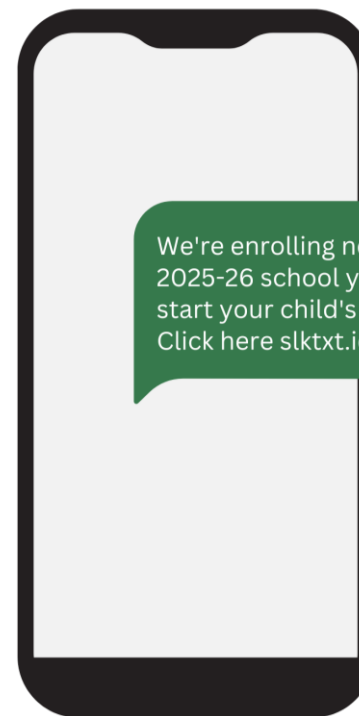
What Families Say

E

Our drip email and SMS campaigns keep our family leads engaged in both English and Spanish.

➤ Since starting in February 2021, we've sent over 5,500 emails to leads.

- 59.35% open rate
- 6.19% click-through-rate
- We've sent nearly 2,200 automatic text messages, resulting in 470 conversations and 449 link clicks to the application.
- 21.36% of texts resulted in a conversation.



We're enrolling now for the 2025-26 school year. Ready to start your child's application? Click here slktx.io/Xct8



Dear Parent/Guardian,

I hope this email finds you and your family well. I wanted to reach out to you to personally welcome you and your family to join our connective school community at the Academy of Alameda.

I know you have choices when it comes to finding the right school for your student, so I wanted to share with you a few reasons why other parents have chosen to enroll their children at the Academy of Alameda:

- **We believe that relationships are the roots that anchor and nourish every student's learning.** Our closely-connected team works to support the whole child—academically, emotionally, physically, socially, and creatively.
- **We're building confident learners who understand how they learn and know what support they need to succeed.** Our approach to learning focuses on continuous growth, and understanding what each unique student needs to reach their full potential.

My own children are enrolled at the Academy of Alameda because I believe in and appreciate the intentional support we offer that allow my children to be the learners they can be.

If you have any questions about enrolling, please don't hesitate to reach out to our wonderful enrollment team. We're looking forward to learning more about your student and welcoming your whole family to our school community!

Warmly,



Christine Chilcott
Executive Director
The Academy of Alameda

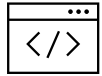
APPLY NOW

During the 2024 Calendar Year, Larson Communications has generated 536 enrollment leads at a cost-per-lead of \$27.37.

OVERALL RESULTS	GOOGLE ADS	FACEBOOK/ INSTAGRAM	TOTAL
Impressions	35,481	369,980	405,461
Clicks	3,477	4,585	8,062
Click-through rate	9.8%	1.24%	1.99%
Cost per click	\$2.76	\$1.11	\$1.82
Leads	317	219	536
Cost Per Lead	\$30.28	\$23.14	\$27.37
Total Spend	\$9,598.73	\$5,069.56	\$14,668.29

Average Google Search Click Through Rate for Education Industry: 3.78%
 Average Google Search Cost per Click for Education Industry: \$2.40
 Average Meta Click Through Rate for Education Industry: 0.73%
 Average Meta Cost Per Click for Education Industry: \$1.06

How to get in touch



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fb.com/LarsonCommunications