



KOSON SCHOOLS

CIO Update

Tuesday, April 2, 2024

Topics

- Charter Renewal
- Employment Agreements
- Marketing Update
- State of STEM

Charter Renewal

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Charter Renewal

- April 10th - Mediation Day (if needed)
- April 23th - Updated contract presented to DCSD for vote

Employment Agreements

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Employment Agreements

- Reiterated our care for, and prioritization of, the people at STEM. The health, stability, and success of our Staff is essential to everything that we do.
- Moved to new annual school year dates for staff so annual salary increases match the school work year. (July 16th for teachers and July 1 for admin)
- Removed contract language in terms of start and end days in a school work year and “contract” hours per day.
- Highlighted exempt status and what that means in the context of being a teacher and school employee. For example, there may be situations (pandemic, lack of performance, special project, etc) where we may require exempt staff to work weekends or days that are outside of the school year calendar.

State of STEM

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State of STEM

- Who we are - Identity
- Where we have been - Story
- Where we are at - Successes and Challenges
- Where we have put our focus - Recap of 2023-2024
- Where we are going - Strategic Plan and Roadmap

PREMIER STEM SCHOOL IN MOUNTAIN WEST



1400

Students served grades K-12



Ranked #1

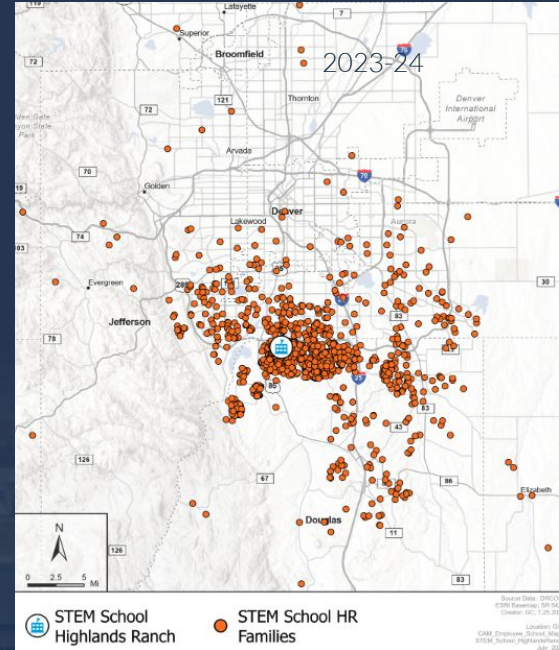
High School in Douglas County



73%

AP participation rate

STEM SCHOOL HIGHLANDS RANCH FAMILIES

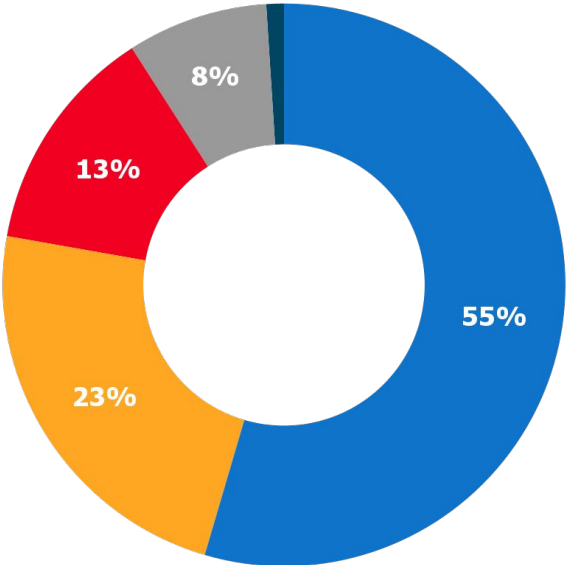


Students and families come from across the Denver metro for **THE STEM HR EXPERIENCE**





DOUGLAS COUNTY SCHOOLS



MOST DIVERSE SCHOOL

- White
- Asian / Pacific Islander
- Hispanic / Latino
- Two or more races
- Black / African American

Source: [Colorado Department of Education](#)

HISTORY AND CONTEXT

STEM HR has built a strong reputation as an academically rigorous school that challenges students while providing hands-on, engaging learning experiences.



WHO ARE STEM STUDENTS?

STEM School students combine academic excellence with curiosity, playful imagination, and an appetite for solving real-world challenges.

We are light-hearted and quirky, inventive and artistic, obsessed with numbers, and welcoming to passionate students regardless of where they come from.

INNOVATORS

CURIOUS

PROBLEM SOLVERS

COLLABORATORS

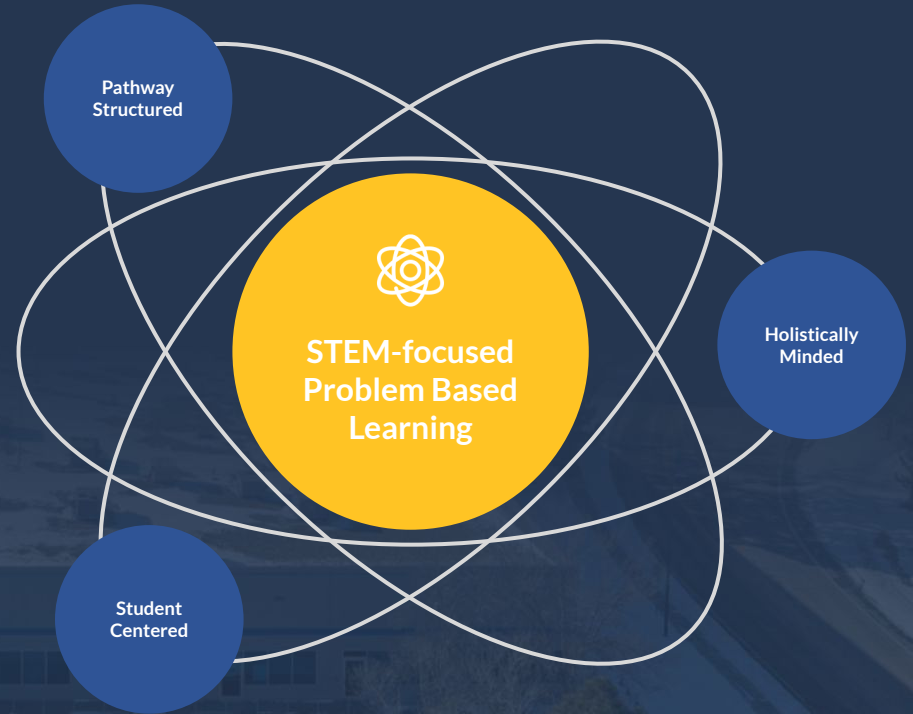
CHANGE MAKERS

INVENTIVE



PROGRAM MODEL

STEM focused, problem-based learning school that tailors instruction and creates pathways to build healthy, prepared students who will thrive lead and succeed in the next chapter of their lives.



VALUE PROPOSITION



EXPERIENTIAL LEARNING

We thrive in a culture of learning by doing. Our curriculum goes beyond textbooks, encouraging students to be inventive and apply

their knowledge to solve real-world problems. STEM students

build robots, design sustainable communities, and conduct scientific experiments - all while learning from one another in a collaborative environment.



CHARACTER DEVELOPMENT

We believe in building a strong foundation of character in our students. Starting in kindergarten, our curriculum is designed to develop skills like collaboration, communication, resilience, and leadership. These skills, alongside strong academics, prepare students to thrive in college, careers, and life as responsible citizens.



CUSTOM PATHWAYS

We celebrate diversity and ignite a love for learning in every student. Our adaptable and personalized pathways let students explore their unique strengths and chase their goals at their own speed.



REAL WORLD APPLICATION

We are a globally-minded school that fosters a love for learning and a desire to make a positive impact on the world. Through extracurricular activities, project showcases, guest speaker sessions, and potential internship opportunities, students can explore their interests, connect with the broader STEM community, and get a glimpse of what the future holds.



STRENGTHS



POSITIVE RELATIONSHIPS & SENSE OF COMMUNITY

Relationships within the student body and among staff are strong and genuine. STEM HR students have a strong sense of belonging.



OPPORTUNITIES FOR ADVANCEMENT

Teachers and students appreciate the vast programming offered at STEM. Teachers have autonomy to craft (standards-aligned) programming, and students have many interest-based and college preparatory course options.



FINANCIAL PLANNING & PHYSICAL ENVIRONMENT

STEM HR is in a strong financial position and has a school facility that fosters innovation and creativity for students and staff.



Accomplishments

- 5 Year Charter Renewal
- Improved Teacher Retention
- Hired Human Resources Director
- Hired Facilities Director
- John Irwin Award
- Governor Distinguished Award
- Top Ranked HS in Douglas County
- 12th ranked school in Colorado
- Top 100 Charter Schools in America
- Niche ranks STEM top 5 schools in Colorado and #1 in every category in Douglas County



OPPORTUNITIES



PROGRAM ALIGNMENT

There is an opportunity to clarify and codify the integration of STEM's core program elements (STEM, Problem-Based Learning, Standards-Based Learning) to ensure consistency, fidelity, and alignment to a coherent instructional vision.



DECISION-MAKING STRUCTURES

There are opportunities for greater collaboration between administration and staff with contributions from students and families.



CURRICULUM

There is an opportunity to increase teacher fidelity to the implementation of high quality instructional materials, thereby increasing the consistency of academic programming.



Challenges

- Standards Based Grading
- Reputation in Community
- Program Model
- Shared Services
- Fundraising
- Parent Engagement
- Facilities Maintenance
- Onboarding New Teachers Into Our Model
- Codifying Process and Programs
- Long Range Planning and Decision Making
- Integration of Enrichment, Sports, Arts, and Theatre



2023-2024 Recap

- Annual Planning and Budgeting Process
- Shared Services Development
- Support and Evaluation Process
- Codifying our Programs, Curriculum and Processes
- Reputation with district, neighbors, and community
- Marketing and clarifying message in preparation for promotional campaign
- Growth and Replication Planning



Strategic Planning Roadmap

- Fall 2023 - Operational Plans from School Leadership
- Winter 2023-24 - Bellwether Consulting
- Spring 2024 - Draft created by Leadership Team
- Spring 2024 - Draft circulated to Board and Admin Team
- Fall 2024 - Updated Draft presented to advisory committees
- Winter 2024 - Finalization of Strategic Plan



Marketing Update

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Marketing - High Level Overview

- School is in need of building its reputation within the community and the district. There are many great things happening at the school. We need to get the message out in a way the audience digest and understand.
- The school has not invested in either internal or external marketing and we are now paying a price for the lack of high-quality material and advertising over the last decade.
- Our focus in this campaign is around on delivering a clear, consistent brand identity message both internally and externally that focuses on human stories from all types of people within the STEM community.
- Three companies were investigated and we ultimately landed on a company that has worked with schools and is cost effective and flexible to our needs.

Marketing - Consistent Observations

STEM Staff, Bellwether Consulting, Colorado League of Charters, District Employees, and Marketing Company have made these observations:

- There are many connecting points and potential runway with STEM School Highlands Ranch.
- KOSON name and branding is confusing when combined with STEM.
- Digital and Print Assets need refreshing
- The website has too much content and needs to act more as our front porch instead of the house.
- Mission Statement is more of a motto and is not a mission statement whereas the vision statement acts more like a mission statement.
- A need for elevator statement a clear articulation of our program model and value proposition.
- There are many great stories and examples of people within the building that need to be told in a way that grabs the intended audiences attention.
- Social has a lot of content but does not have a consistent look and feel and is not telling a consistent story over time.

Marketing - Strategic Decisions

- Goal is to be the premier STEM School in the Mountain West.
- Update Mission, Vision, Values, and Tagline.
- Refresh look and feel in all materials, advertising, and website.
- Remove focus of KOSON from STEM School Highlands Ranch.
- Removing the “K” watermark from STEM and using it for KOSON.
- Establish KOSON as the management company that supports STEM School Highlands Ranch and will support future growth efforts.
- KOSON support will include services in business office, teaching and learning department, marketing, legal, HR, facilities, and IT.

STEM SCHOOL HIGHLANDS RANCH

UNLEASH POTENTIAL, REDEFINE LIMITS

STEM School Highlands Ranch is the premier K-12 school in the Mountain West dedicated to cultivating future STEM leaders who do good in the world.

THE STEM EXPERIENCE

ENROLL TODAY

Upcoming Dates

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Upcoming Dates

- April 11 @ 6:00pm & April 12th @ 8:00am - State of STEM
- April 26th - Professional Development Day (no school)
- May 7th - STEM Shares
- May 14th - Board Meeting
- May 20th - Graduation
- May 22nd - Elementary Last Day (half day)
- May 23rd - Secondary Last Day (half day)
- June 2nd - Board Meeting
- June 21st (all day) - Board Retreat