



Memorandum

To: Board of Directors
From: J.J. Lewis, President & CEO
Date: January 30th, 2017
RE: Rebrand

The Board of Directors approved a rebrand process during its Special Meeting on December 21, 2016. Staff were notified of this process during a special CEO Town Hall meeting following the Special Meeting. Enthusiasm was high amongst the staff.

Staff were invited to submit potential names for the new school. The only criteria were to ensure the name was not already taken by another charter school in California, and that we would be able to have web and social media with the new name. We narrowed down the options to **Compass Charter Schools** (Compass Charter Schools ... we believe in preparing self-directed learners, one scholar at a time. We believe that our scholars will be prepared for their next chapter after high school, college and/or career. We believe we are their compass on this TK-12 journey ...) and **Hōm Charter Schools** (The name hōm Charter speaks to who we are as a home based education model for both home study and online home based learners.). A final vote was taken, where the staff overwhelmingly selected Compass Charter Schools.

We have worked with our StrongMind partners to create our brand identity. This has been endorsed by both our Parent Advisory Council and Staff Advisory Committee. We have also worked with legal counsel to prepare revisions to our governing documents, sought guidance from our authorizers and auditor, and are prepared to move forward once final approval is granted by the Board.

Action Requested:

A motion to approve the name Compass Charter Schools, effective March 1, 2017.

Reviewed and Approved for Submission:

A handwritten signature in black ink, appearing to read "J.J. Lewis".

J.J. Lewis
President & CEO