

Prospectus Rubric

School/Organization	One City Early Learning Centers, Inc.
Reviewer Name	Gary Bennett, Director OEO

Prospectus Approved for a Phase 2 application. This approval does not commit OEO to entering into charter contract negotiations and is not an offer for a charter.

A. Mission & Purpose: Is the mission/purpose of the school clearly stated?	
X	Mission/purpose is clear, focused, compelling and likely to produce high-quality educational outcomes.
	Mission/purpose is likely to produce high-quality educational outcomes.
	Mission/purpose expresses clear guiding principles.
	Mission/purpose is evident throughout prospectus.
	Mission/purpose is ambiguous, vague, or otherwise not compelling.
	Mission/purpose are absent from application. (Dispositive of application. No need to proceed to subsequent sections for review.)
Comments	As previously discussed with the applicant, a Phase 2 application would require lottery based admissions in alignment with Wisconsin law. The prospectus admissions procedures linked to on geographic and current student preferences are not aligned with Wisconsin regulations related to public charter schools.
B. Does the mission/purpose reflect the objectives of the Office of Educational Opportunity? (Multiple may apply.)	
X	The prospectus includes programs that are innovative in meeting the educational needs, interests, and/or demands of the community.
X	The prospectus includes programs that will serve at-risk student populations.
X	The prospectus includes programs that support effective instruction based on research literature or demonstrated best practices.
X	The prospectus includes programs that will advance efforts to reform public education.
x	The prospectus includes programs that incubate new ideas or would develop innovations to current best practices.
x	The prospectus includes programs that would expand educational equity.

Comments	Increasing access to high quality early childhood educational opportunities could disrupt Madison’s systemic education inequities.
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C. Does the prospectus include a school design that is complete and well thought out?	
General Comments	Yes.

<p>Yes or No & Provide Comments</p>	<p>Does a similar school exist in the area? If yes, are there admissions barriers to the existing school that preclude universal access, e.g., discriminatory admissions practices such as mandatory prior curriculum, competitive admissions, or set-aside seats based on students' zip code of residence? <i>(Potentially dispositive of application based on discretion of OEO's Director.)</i></p> <p>The campus is a conversion of a currently operating facility that would increase educational equity by creating a public, tuition free early childhood educational institution.</p>
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D. Does the prospectus have a clear curricular focus? (Both may apply)	
X	Core content area described, including curriculum, are either research based or proven by best practices used in school with positive student, family, and/or educator outcomes.

X	The prospectus includes a description of the instructional program that explains how the school's curriculum is aligned to state standards or will be aligned.
Comments:	Additional detail asked for in the Phase 2 process should uncover additional information about core content, curriculum, and special education services.
E. Does the prospectus include a methodology that is likely to lead to positive outcomes for students, educators, and families? (Multiple may apply)	
X	Description of why the curriculum was chosen and evidence of its success with the targeted population.
X	Methodology supported by research or best practices.
X	Proposal includes evidence of support of the model from professional educators.
X	Proposal includes evidence of support from students / families interested in the school.
Comments:	
F. Does the prospectus include a governance structure that is adequate to carry out the proposed mission? Is family/community and educator participation sufficiently described? (Multiple areas may apply.)	
X	Proposed board members include a wide range of expertise, e.g. education stakeholders, management, financial planning/management, law, and community outreach.
	Clear description of transition from planning team to operating team is included.
X	Plan includes meaningful involvement of families/community in governance of the school.
X	Plan includes meaningful involvement of educators in governance of the school.
Comments:	As discussed with the applicant, additional information about the Articles of Incorporation for the proposed new entity will be required if contract negotiations occur. Additional information about transition plans may need to be provided upon request of the Selection Committee.

G. Does the prospectus include evidence the organization has the financial capability to plan, develop, and operate the school? (Multiple may apply)	
X	The prospectus includes evidence there is an adequate and reasonable plan to manage startup costs without complete dependence on federal or private funds.
	There is a plan for raising funds needed beyond 2(x) per pupil funds.
X	The financial analysis appears to be realistic and the proposers gave adequate consideration to primary elements of a business plan including marketing, student recruitment, and fundraising.
X	Financial concerns exist and are described below.
Comments:	Information about gap financing for Pre-k and segregated funds will need to be expressly put into place if any contract is pursued / executed.
H. Is the business plan well thought out and likely to lead to a successful initiation of the school?	
Comments:	Probably, yes.
I. Prospectus's strengths	
Comments:	The prospectus appears to be the product of local grassroots activism and proven pedagogical methods. Site visits and community meetings reveal clear and compelling support for expanding access to a locally controlled early childhood educational option for students, families, and professional educators.
J. Areas of concern / need improvement	
Comments:	As noted previously, the prospectus includes admissions procedures that are disallowed by state law. This must be remedied or a Phase 2 should be rejected. Additionally, clarification about the proposal's financial operations may be required by the Selection Committee.
K. Do you recommend the school/organization proceed to Phase 2? (Yes or no)	
Yes	