

The Bryan Allen Stevenson School of Excellence

Section 8 - Attachment 18 - Start-Up Plan

To be prepared to open the doors of The Bryan Allen Stevenson School of Excellence (BASSE) in the fall of 2023, the board, and members of the Executive Leadership Team, along with our partners and supporters, have been working to lay the foundation to aid us in the work that must happen once our charter is approved.

In anticipation of the opening of the school, we have:

- Constituted a Board of Directors, working committees, and Advisory Board, and established a 501.c.3 non-profit organization, Proximate, Inc.
- Completed a Strategic Planning Process
- Created Business, Community Engagement, and Development Plans
- Established a social media presence providing educational, inspirational, and promotional content
- Built a partnership with Jounce Partners, Inc. to hire and incubate the Academic Head of School
- Developed Student Enrollment and Student Recruitment Plans
- Developed Faculty and Staff Hiring Plans
- Built a partnership with Delaware Guidance Services to provide wraparound services for students and families
- Built a relationship with the International Baccalaureate Program to begin the process of adopting their curriculum and pursue becoming an International Baccalaureate school
- Built relationships with Relay Graduate School of Education, Teach For America, the University of Delaware Alternative Routes to Certification Program, and Delaware State University to support our recruitment of teaching faculty and other staff
- Built relationships with Delaware State University, and Public Allies to support student interns
- Established professional partnerships with local banks, architectural and real estate companies including M&T Bank, WSFS, Moonlight Architecture, and the LeeAnn Wilkinson Group
- Launched Community Engagement Plan, to date providing close to 50 educational and service events, for over 1,000 parents and kids
- Launched Phase One Development Plan with First Annual BASSE Art Fundraising Event, and to date raised \$1.5mil through grants, business sponsorships, events, and individual donations
- Launched Student Recruitment Plan, to date providing 20 local events and collecting 35 parent signatures, 43% of which are eligible to enroll their child in 2023.
- Developed School Operations Plan and School Calendar
- Engaged Accounting (OmniVest and Michelle J. Lambert, CPA LLC) and Public Relations (Blue Blaze) firms
- Hired the inaugural Executive Director and Director of Development
- Entered into a partnership with Delaware Technical and Community College to lease the

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Howard T. Ennis School for the first three to five years of operation.

- Entered into a partnership with the Longwood Foundation and the Community Education Building Corporation to build the Sussex County Solutions Center (SCSC) which will serve as a campus for Montessori Works, and the Community Services, Education and Economic Development Center
- Built a relationship with Sussex Academy to share drivers’ education program services, and access to sports fields/teams
- Obtained quotes and finalized agreements for various services we will need once the school is open, such as:
 - Bus Services from RJK Transportation
 - Identified two food service options; contracts will be finalized upon approval of the charter application. [One option](#) is used by other Sussex County charter schools.
 - Modular pricing from Wilmot Modular.

BASSE Start-Up Plan			
By When	Task	Approval By	Approval From
Pre-Application			
February 15, 2019	Establish Board of Directors and Advisory Board	COMPLETE	BASSE Founding Group
May 15, 2019	Complete Strategic Plan	COMPLETE	Board of Directors
May 29, 2019	Held BASSE Art Fundraiser	COMPLETE	Board of Directors, Community Engagement Committee
June 15, 2019	Establish Social Media Presence	COMPLETE	Board of Directors, Community Engagement Committee

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July 15, 2019	Partner with Lee Ann Wilkinson Group	ONGOING	BASSE Board of Directors
August 15, 2019	Establish Relationship with the International Baccalaureate Programme	ONGOING	BASSE Education Committee, BASSE Board of Directors
October 28, 2019	Offered Community Engagement and Education Events	ONGOING	BASSE Board of Directors, Community Engagement and Education Committees
January 15, 2020	Post Job Description for Dean of Academic Excellence, School Launch Partner (Jounce Partnership)	COMPLETE	Jounce Partners BASSE Board of Directors
January 31, 2020	Establish 501.c.3 non-profit organization, Proximate Inc.	COMPLETE	Board of Directors, Governance Committee
January 31, 2020	Establish Hiring Committee for Dean of Academic Excellence	COMPLETE	BASSE Board of Directors
September 15, 2020	Established Partnership with Blue Blaze	ONGOING	BASSE Board of Directors
May 15, 2020	Launch Business Sponsorship Campaign	ONGOING	BASSE Board of Directors, Development Committee
October 15, 2020	Established Partnership with OmniVest	ONGOING	BASSE Board of Directors, Governance Committee
October 31, 2020	Finalize Community Engagement Plan & BASSE Annual Fundraiser	COMPLETE	BASSE Board of Directors
October 31, 2020	Finalize Development Plan for FY 2021	COMPLETE	Development Committee BASSE Board of Directors

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October 31, 2020	Develop Student Enrollment and Student Recruitment Plans	COMPLETE	BASSE Board of Directors, Community Engagement and Education Committees, Academic Head of School
December 15, 2020	Hire Academic Head of School, w/School Launch Partner (Jounce Partners, Inc.)	COMPLETE	BASSE Board of Directors, Hiring Committee, Jounce Partners, Inc
February 1, 2021	Launch Phase One Development Plan	ONGOING	BASSE Board of Directors, Development Committee
February 28, 2021	Engage in Spring Funder Meetings	COMPLETE	Development Committee BASSE Board of Directors
February 28, 2021	Virtual Community Engagement Events	ONGOING	Community Engagement Committee BASSE Board of Directors
April 24, 2021	BASSE Education Conference	COMPLETE	Community Outreach Coordinator through Public Allies Community Outreach Committee
June 27, 2021	Heritage Music Fundraiser	COMPLETE	Community Engagement Committee BASSE Board of Directors
July 15, 2021	Post Job Description for Executive Director & Director of Development	COMPLETE	BASSE Hiring Committee BASSE Board of Directors
September 30, 2021	Entered Partnership with Longwood Foundation and Community Education	ONGOING	BASSE Land and Construction Committee BASSE Board of

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	Building		Directors
November 7, 2021	Established Partnership with Michelle J. Lambert, CPA LLC	ONGOING	BASSE Board of Directors
November 30, 2021	Hire Executive Director	COMPLETE	BASSE Board of Directors Hiring Committee
November 30, 2021	Hire Director of Development	COMPLETE	BASSE Board of Directors Hiring Committee
December 13, 2021	Onboard Executive Director and Director of Development	IN PROCESS	BASSE Board of Directors, Governance Committee
December 15, 2021	Established Partnership with Delaware Technical and Community College to lease school building	COMPLETE	BASSE Board of Directors, Governance and Facilities and Grounds Committees
January 3, 2022	Submit Charter School Application to Delaware Department of Education	COMPLETE	BASSE Board of Directors, All Committees

Post-Application			
January 2022			
January 10, 2022	Engagement with Community Centers and Organizations	ONGOING	Executive Director Director of Development Community Outreach Coordinator
February 2022			
February 28, 2022	Begin Planning and Logistics for Annual BASSE Music Fundraiser (June)	February 15, 2022	Community Engagement Committee Development Committee
February 28, 2022	Launch 2022	February 1, 2022	Director of Development

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	Development Plan		Development Committee BASSE Board of Directors
February 28, 2022	Milford Community Engagement Event	February 1, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
March 2022			
March 31, 2022	Rehoboth Community Engagement Event	March 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
March 31, 2022	Apply for Grants in Spring Grant Cycle	March 15, 2022	Director of Development Development Committee BASSE Board of Directors
March 31, 2022	Revise Student Enrollment Plan	March 15, 2022	Curriculum Committee BASSE Board of Directors
March 31, 2022	Finalize Staff, Faculty Hiring Plan	March 15, 2022	Executive Director Governance Committee BASSE Board of Directors
April 2022			
April 31, 2022	Establish MOU with Bus Company	March 15, 2022	Governance Committee BASSE Board of Directors
April 31, 2022	Create School Operations Plan	March 15, 2022	Curriculum Committee BASSE Board of Directors
April 31, 2022	Begin Planning and Logistics for Annual BASSE Art Fundraiser (November)	March 15, 2022	Community Engagement Committee Development Committee

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April 31, 2022	Laurel Community Engagement Event	March 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
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May 2022			
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May 31, 2022	Establish MOU with International Baccalaureate Curriculum, Purchase Materials and Establish Training Schedule	May 15, 2022	Governance Committee Executive Director Dean of Academic Excellence Education Committee BASSE Board of Directors
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May 31, 2022	Create a training plan for appropriate staff in state systems	May 15, 2022	Governance Committee BASSE Board of Directors
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June 2022			
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June 30, 2022	Host 2nd Annual BASSE Music Fundraiser	May 15, 2022	Community Engagement Development Committees Director of Development BASSE Board of Directors
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June 30, 2022	Conduct Summer Funder Conversations	June 15, 2022	Development Committee BASSE Board of Directors
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July 2022			
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July 31, 2022	Gaining access in State systems (FSF, PHRST)	July 15, 2022	Governance Committee BASSE Board of Directors
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July 31, 2022	Begin training for BASSE Executive Team with Michelle J. Lambert, CPA LLC and OmniVest (BASSE	June 30, 2022	BASSE Board of Directors, Governance Committee Executive Leadership Team
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	contracted accounting firm) in state financial systems		
August 2022			
August 31, 2022	Bridgeville Community Event 2021	August 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
August 31, 2022	Prepare for Fall Grants	August 15, 2022	Development Committee BASSE Board of Directors
August 31, 2022	Finalize location and construction plan	August 15, 2022	Land and Construction Committee Longwood Foundation Community Education Building Corporation BASSE Board of Directors
August 31, 2022	Finalizing Logistics for Annual BASSE Art Fundraiser (November)	August 15, 2022	Community Engagement Committee Development Committee

September 2022			
September 30, 2022	Bethany Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
September 30, 2022	Ellendale Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors

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September 30, 2022	Submit Fall grant applications	Varies	Development Committee BASSE Board of Directors
October 2022			
October 31, 2022	Selbyville Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
October 31, 2022	Bridgeville Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
October 31, 2022	Lewes Recruitment Event	October 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
October 31, 2022	2nd Annual BASSE Art Fundraiser	August 15, 2022	Community Engagement Committee Development Committee BASSE Board of Directors
October 31, 2022	Submit Fall/ Winter grant application	Ongoing	Development Committee BASSE Board of Directors
November 2022			
<i>School Choice Window Opens</i>			
November 30, 2022	Georgetown Recruitment Event	July 15, 2022	Community Outreach Coordinator Community

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			Engagement Committee BASSE Board of Directors
November 30, 2022	Laurel Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
November 30, 2022	Milton Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
December 2022			
December 31, 2022	Milford Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
December 31, 2022	Seaford Community Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
December 31, 2022	Millsboro Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
December 31, 2022	Plan for 2023	November 15, 2022	Community Outreach Coordinator Community

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			Engagement Committee BASSE Board of Directors
January 2023			
<i>School Choice Window Closes</i> <i>Assess Student Enrollment</i>			
January 31, 2023	Rehoboth Community Recruitment Event	July 15, 2022	Community Outreach Coordinator Community Engagement Committee BASSE Board of Directors
January 31, 2023	Staff Hiring	December 15, 2022	BASSE Board of Directors
January 31, 2023	Transportation Routes	December 15, 2022	BASSE Board of Directors
January 31, 2023	Staff Onboarding Plan	December 15, 2022	BASSE Board of Directors
February 2023			
February 28, 2023	Procurement of furniture and supplies	January 15, 2023	BASSE Board of Directors
February 28, 2023	Food Plan Finalized with updated enrollment numbers	January 15, 2023	BASSE Board of Directors
February 28, 2023	Engage in Spring Funder Meetings	January 15, 2023	Development Committee BASSE Board of Directors
March 2022			
March 31, 2023	Apply for Grants in Spring Grant Cycle	March 15, 2023	Development Committee BASSE Board of Directors
March 31, 2023	Finalizing Logistics for Annual BASSE Art Fundraiser (May)	March 15, 2023	Community Engagement Committee Development Committee

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March 31, 2023	Revise Student Enrollment Plan	March 15, 2023	Curriculum Committee BASSE Board of Directors
March 31, 2023	Staff hiring plan with updated staff count based on student enrollment	March 15, 2023	Governance Committee BASSE Board of Directors
March 31, 2023	Apply for Grants in Spring Grant Cycle	March 15, 2023	Development Committee BASSE Board of Directors
April 2023			
April 31, 2023	Build Student Rosters	April 15, 2023	Curriculum Committee BASSE Board of Directors
April 31, 2023	Finalize School Calendar	April 15, 2023	Curriculum Committee BASSE Board of Directors
April 31, 2023	Post Job Descriptions for open staffing roles	April 15, 2023	BASSE Hiring Committee BASSE Board of Directors
April 31, 2023	Re-engage transportation company and plan updated busing routes	April 15, 2023	Governance Committee BASSE Board of Directors
April 31, 2023	Finalize school operations plans	April 15, 2023	Curriculum Committee BASSE Board of Directors
April 31, 2023	Continue Planning and Finalizing Logistics for Annual BASSE Music Fundraiser (June)	April 15, 2023	Community Engagement Committee Development Committee
May 2023			
May 31, 2023	Begin International Baccalaureate Curriculum	May 15, 2023	Governance Committee Education Committee

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	training for BASSE leadership team		BASSE Board of Directors
May 31, 2023	Finalize new staff training and onboarding plan	May 15, 2023	Curriculum Committee BASSE Board of Directors
May 31, 2023	Procurement of furniture and supplies	May 15, 2023	BASSE Board of Directors, Governance Committee, Executive Leadership Team
May 31, 2023	Finalize Food Vendor Contract	May 15, 2023	BASSE Board of Directors, Governance Committee, Executive Leadership Team
June 2023			
June 15, 2023	Obtainment of a Certificate of Occupancy by the June 15 deadline.	June 15, 2023	BASSE Board of Directors
June 30, 2023	Train BASSE Staff in eSchool	June 15, 2023	Governance Committee BASSE Board of Directors
June 30, 2023	Executive Team health, safety, and evacuation trainings	June 15, 2023	BASSE Board of Directors
June 30, 2023	Conduct Interviews for new staff	June 15, 2023	BASSE Hiring Committee BASSE Board of Directors
June 30, 2023	Conduct Summer Funder Conversations	June 15, 2023	Development Committee BASSE Board of Directors
June 30, 2023	3rd Annual BASSE Music Fundraiser	June 15, 2023	Community Engagement Committee Development Committee BASSE Board of Directors
July 2023			

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July 31, 2023	Parent Welcome Event	July 15, 2023	BASSE Board of Directors
July 31, 2023	Create plan for Pre-School Home Visits	July 15, 2023	BASSE Board of Directors
July 31, 2023	Plan for physical student record keeping to include records kept after graduation	July 15, 2023	BASSE Board of Directors

**Given the ongoing impact of COVID-19, BASSE will adjust and community engagement events to ensure all engagements comply with state and federal safety guidelines.*