

1.8 Start-up and Operations

14 Del. C. §§ 512(1), (8)-(10), and (12)-(13)

1. Start-Up Plan. Provide, as Attachment 15, a detailed start-up plan for the school,

The plan must include such milestones as:

- Identifying and hiring key personnel.....

See ATTACHMENT 15 for startup plan and staffing student ratio

2. Describe what you anticipate will be the challenges of starting a new school and

Once have been approved, LTA anticipates the following challenges:

Funding for our pre-operational year. LTA will be soliciting grant funding and a low interest loan committal document(s) from local banks: WSFS, The Reinvestment Fund, Bank of America, Barclays, and J.P. Morgan for startup funding prior to application approval. One of the advantages LTA already has is its 501c3 federal tax exempt status. Once the application is approved, LTA will aggressively pursue the attached Year “0” and “1” Fundraising Plan. See ATTACHMENT 21.

- Finding the right Location. Once everything else is in place with our financing, our next hurdle is finding right real estate for our proposed target population. LTA is seeking to secure a location in the Bear, Townsend, Odessa or north Smyrna area. LTA plans to continue to solicit the aid of our Advisory Board member Stephen J. Dobraniecki -- Member/ Property & Building Location Commercial Realtor -- Emory Hill Real Estate Manager. LTA’s funding resource for Year “0” will have a vested interest in our real estate process as well.
- Filling the Seats. Prior to approval our goal was to solidify at least 100 seats (half of committed enrollment) for a starting population of 200. Once have been approved, LTA will double our marketing efforts toward student recruitment.

Advertisement in local newspapers, public service announcements and community outreach are all part of the recruitment plan. LTA will advertise in The News-Journal. LTA will also post public service announcements on local cable access television and with local radio stations. LTA will use the social media: LinkedIn, Facebook, and Twitter. LTA will enlist the cooperation of local organizations such as the YMCA and Boys & Girls Club of Delaware to distribute its brochures and applications in English and Spanish. Periodically, throughout the year, LTA will present information sessions at community-based organizations such as neighborhood, church, and service groups. LTA will also seek to recruit potential high school students from local middle/ parochial schools through presentations. Two local charter schools have submitted letters of committal of encouraging their 8th graders to pursue our program. These presentations will educate potential students and families about our school and application process. Open Houses will also take place.

Hiring the Best Staff. The DCSN Expo created a venue for LTA to begin work at recruiting students and accepting applications of potential highly qualified staff. LTA will interview candidates in our homes, libraries and rented building space if our location is not completed.

3. Complete the Start-Up (Year 0) Budget in the Budget Sheets. Complete all pages in...

See ATTACHMENT 16 for Budget.