

AN INVESTIGATION OF THE VIABILITY OF AN ELEMENTARY
PRIVATE SCHOOL

by

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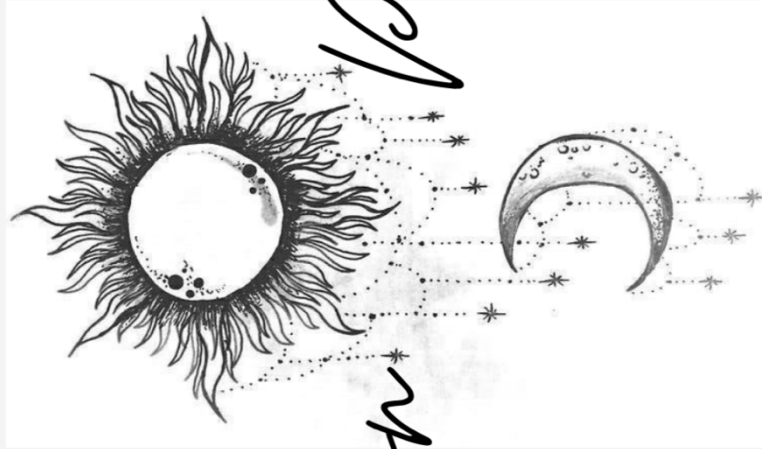
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ABSTRACT

This business plan investigates the viability of opening a private elementary school in the heart of Houston, Texas. This presentation will cover target market analysis, competition analysis, the school's mission, and the likelihood of success. Along with that, a sample curriculum will be presented.

Sun & Moon Private School



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Executive Summary

Sun and Moon private elementary school will be an all encompassing educational experience in the heart of Houston, Texas. This private school will cater to needs of the individual student and provide a strong understanding of concept through real world application and engagement. This project will present an overview of the school, sample curriculum, market validation, and competition analysis. This school will provide multiple ways to learn and make such a unique approach to education accessible to all families in order to create a diverse and realistic mirror of what the world looks like in the classroom. The school will provide a seven period experience to students in grades kindergarten to sixth grade that they are free to fill with courses that interest them. With target market research and in light of the current condition of public schools, it is expected that there will be a transition to more personalized education that this school can provide. This school is not only academic based but exhausts a focus on trades, sports, hobbies, arts, citizenship, and personal responsibility. The curriculum will have financial responsibility and leadership building additives that produce higher level thinking and a more well-rounded experience. The school will provide opportunities in the future for after school and summer programs. Sun and Moon private school believes in the future generation and plans to partner with University of Houston to recruit college students to gain experience and learn the value of true education. With the vision of the future in mind, each lesson and concept taught in class will have a purpose and contribute to the advancement of the student's success. When it comes to learning, there should be no compromise.



Company Background

The Sun and Moon Private Elementary School holds interactive and tailored learning to the highest regard and is the only priority of the school. The owner is a young entrepreneur with a vision for future education. The school believes strongly that educators and students should determine how students are taught versus suits that have never set foot in a classroom. This concept was the catalyst for the Sun and Moon private school. The name of the school is representative of what is expected of the students; we want them to be able to shine bright like the sun and have dreams that shoot for the moon. This private school will be honored to harvest and bring this expectation to life.

Vision Statement

The Sun and Moon Private Elementary School sets out to change the way children are taught. Our school sees students being in complete control of their own education and will equip them to be a productive and higher-functioning citizen in our society. In addition, the school will promote such a unique approach that it will now be the benchmark for other schools to follow.

Mission Statement

The Sun and Moon Private Elementary School has a mission to create an academic environment that allows students to learn in the most engaging and interactive way. Our mission is to show students that knowledge and learning goes beyond the classroom and the things that education has to offer goes beyond the last bell.

Product/Service Description

The private school will focus on being a school that provides a curriculum that focuses on real life application and emphasizes why education is relevant and important. Our school will strive to help students find their passion and give a more well-rounded, diverse experience in school and mirror, as best we can, what the real world looks like. We strive to prepare our students to understand the range of career options that are available, the importance of critical thinking and problem solving, financial responsibility, positive social interaction, and philanthropy.

Every lesson is personally developed by curriculum writers that work for the Sun and Moon Private School and guarantees that all content will satisfies the requirements of the state. We cater to students that are in grades Kindergarten to 6th grade. Upon acceptance to the school, the student will meet with an advisor and curate a personalized schedule that fits the interests and abilities of the student. Each student will have seven class period slots that they will be free to fill with core subjects ranging in difficulty and three electives that include foreign languages, fine arts, sports, trades, and activities. We encourage students to choose a variety of courses so that they may be well exposed and so when the time comes, they are able to make an informed decision about their futures.

In the future, Sun and Moon private school hopes to create after school and summer programs that can extend opportunities to families affiliated and unaffiliated with the private school, so that they can have to opportunity to explore their interests as well at an adjusted rate. These programs will be more interest-based rather than academic but will still provide knowledge and growth for the next generation.

Curriculum



Fraction Lesson Plan

TEA-TEKS:

Math 2.3.A "The student is expected to partition objects into equal parts and name the parts, including halves, fourths, and eights, using words:

"Physical Education 2.1.A "Travel independently in a large group while safely and quickly changing speed and direction."

Physical Education 2.1.D "Demonstrate mature form in walking, hopping, and skipping." Materials List: Velcro Pizza Poster, Fraction Bar Worksheet

Anticipatory Set:

"How many of y'all like pizza?"

Math Objective:

"Today we will learn how a whole item or number can be broken up into small equal pieces called fractions."

Physical Education Objective:

"In addition, we will get the opportunity to move around and be active to help physically represent the concept of fractions by playing a game similar to musical chairs."

Input:

"A fraction is made when a whole is cut into equal pieces. One piece is a fraction of the whole."

Model:

The three types of fractions we will focus on are halves, fourths, and eights. "Imagine having a whole pizza, and cutting it into two equal pieces, one of those pieces is called a half." "Now imagine a pizza cut into four equal pieces, one of those pieces would be called a fourth." "Imagine a pizza cut into eight equal pieces like you would order. Each piece would be an eighth."

Check Comprehension:

"To make sure y'all understand, we are going to play a game. All of you will walk in a mature way in a circle around the room and when the music stops you will get into groups to represent the fraction that I call out. To represent the fraction, the whole will sit down and the people who represent the fraction part will stand." Ex: $\frac{2}{4}$ ths (4 in a group with 2 sitting and 2 standing.)

Guided Practice:

"We will fill in these fraction bars on the whiteboard together as a class."

Closure:

"Great Job! I hope you take what you learned and make fractions on pizza night with your family!"

Inclusion and Disabilities:

Variation 1: Instead of standing up and sitting down, once students are in their groups they can shade in the fraction they are trying to represent and hold it up for the teacher to check.

Variation 2: If students need verbal reinforcement of the concept, having them count out each fraction totaling the whole would be beneficial. ("one-third, two-thirds, three-thirds makes one whole.")

Mastery/Motivational Climate:

Grouping: Having students work in small groups to make the correct fraction. Evaluation: Student effort to work together and make decisions.

Cultural Competence:

Students could be required to switch groups each round so there is always inclusion of each student so none feel singled out for any reason. The music played while doing the activity should be sensitive to the students in terms of gender, race, religion, and socio-economic status. Explain that fractions can be practiced with other foods besides pizza. (Ex. baking requires a lot of fractions.)

Recycling Lesson Plan

TEA-TEKS

2.1.B: Science Investigation and Reasoning: "The student is expected to: identify and demonstrate how to use, conserve, and dispose of natural resources and materials such as conserving water and reuse or recycling of paper, plastic, and metal."

Materials List:

3 posters for modeling, 8 bins with labels (4 Recycle and 4 Trash), 4 bags with different materials to separate

Anticipatory Set:

"How many of y'all have a recycling bin at home?"

Science Objective:

"Today we will learn about what it means to reduce, reuse, and recycle. By the end of today we will be able to identify what materials are acceptable to recycle and how to reduce our carbon footprint."

Music Objective:

"In addition, we will sing a song to help us remember tips to help save our Earth and practice singing to a melody of a popular song."

Input: "The three R's are reduce, reuse, recycle."

The First R, Reduce means to lower our use of materials that are bad for the Earth, also known as our carbon footprint. Everyone say Reduce and copy this motion."

"The second R is Reuse. Reusing is a great way to help contribute to helping our planet. Reusing things that are difficult to break down helps lower the amount of bad things in our water, roads, and landfills. Everyone say Reuse and copy this motion."

"The third R is Recycle. Recycling is an easy thing to do. Recycling means putting your paper, plastic, and aluminum together and sending it away to get made into something new. We send it away in a separate bin next to the trash and the city takes it to the recycling center. Everyone say Recycle and copy this motion."

Model:

"These are ways to reduce, reuse, and recycle." (point to examples on posters)

Check Comprehension:

"I am going to say a statement and you have to put a thumbs up if the statement is true, and put a thumbs down if it is false."

"Plastic is recyclable" (thumbs should be up)

"Leaving our lights on is good for the Earth" (thumbs should be down)

"Turning a milk jug into a flower pot is an example of reusing." (thumbs should be up)

Guided Practice:

Sing piggyback song and practice sorting the trash and recyclables into different bins.

Closure:

Great job today students! I hope that you take what you learned today and practice these habits at home to help save our planet.

Piggyback Song (To the Tune of "We Will Rock You")

Buddy, listen here, gonna reduce, Buddy, you're a good man, smart man

Reuse, recycle, save the world someday. Take it to the street, recycling will save the world someday

Reuse your plate, it's no debate You got paper and plastic, and aluminum too

Recycling your can oh everyday Saving the world starts with you

Reduce, Reuse, Recycle Reduce, Reuse, Recycle

Reduce, Reuse, Recycle Reduce, Reuse, Recycle

Reinforcement:

Field trip to a recycling plant and tour facility.

Course List

Core Classes (Grade.Level) -Ex: English 3.2

- English
- Math
- Social Studies
- Science

Level 1: Needs extra time, content is taught at a slower than normal pace

Level 2: Needs normal amount of time, content is taught at normal pace

Level 3: Accelerated learning, content is taught at a quicker pace

All levels adhere to multiple learning styles

Fine Arts

- Choir
- Drama
- Instrument Lessons
- Art
- Sewing/Fashion Design

*Kinder and 1st grade will get a nap time and recess daily as well as a quarterly pep rally.

Sports (may be partnered with public school)

- Basketball
- Volleyball
- Soccer
- Tennis
- Dance
- PE/Track

CIS

- Graphic Design
- Robotics

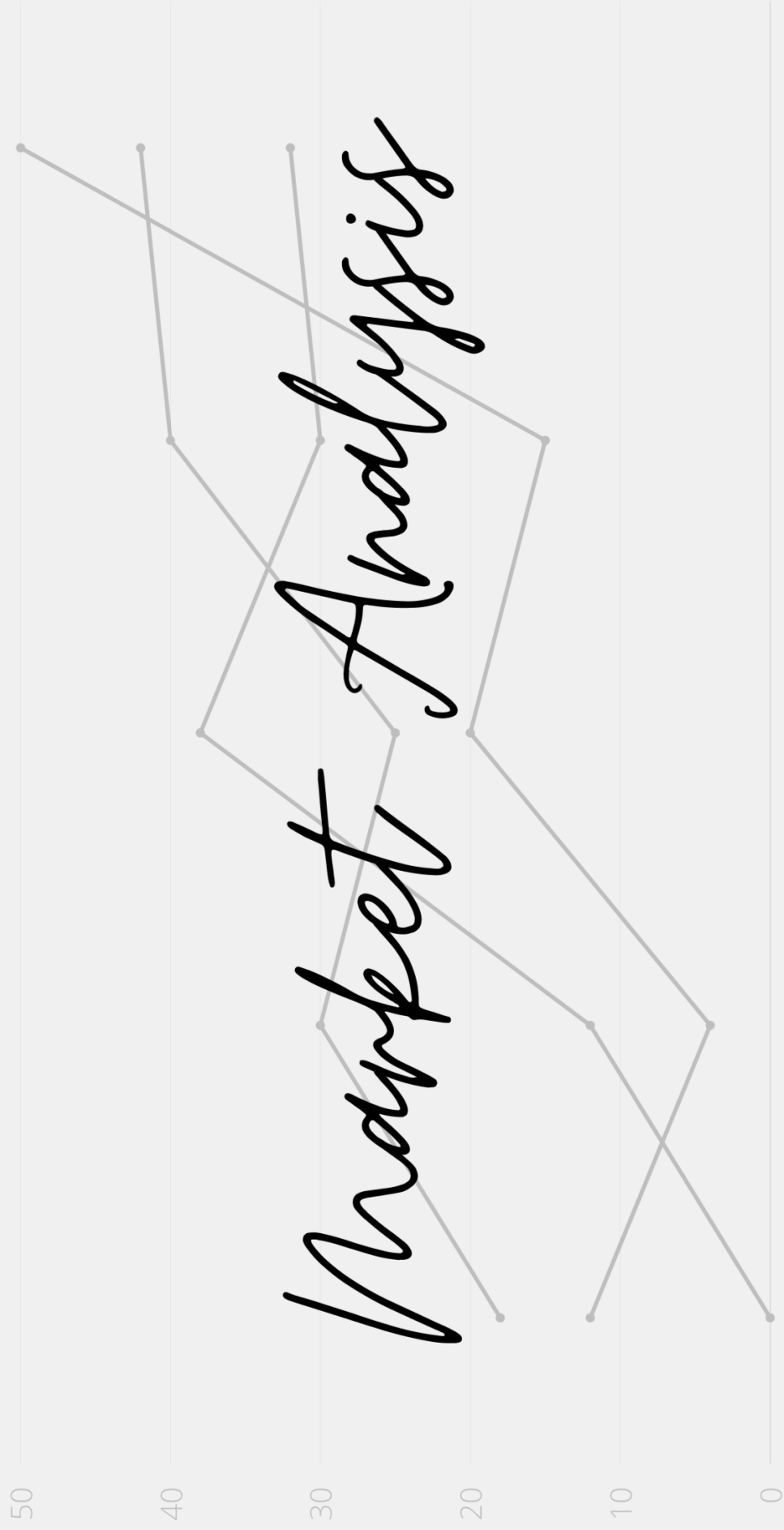
Added Components

- Financial Responsibility Course (Grades 4-6)
- Nettiquette Course (Grades 3-5)
- Motivational Speakers (Grades 2-6)
- Class Bill (Grade 2-6)
- Community Service (All Grades)

Industry Description

The industry can be best described as stable, simply because of the consistent demand for private education from affluent families. Education will be a consistent demand but the specificity for private schooling may rise more than expected due to the unexpected turn of events due to coronavirus and the ongoing pandemic. Even though the actual pandemic is temporary, it may have lasting effects. This can create a need for a smaller teacher to student ratio that private schools provide. Currently, the market size nationally is about 88 billion dollars and consists of over 36,000 businesses. These businesses are responsible for 864,882 jobs.

The demand for private schools stem from the idea that public school is inadequate. Private schools brand themselves off the reputation of quality and experiences its biggest competition against the public school system and home schooling. According to EdWeek, 5.7 million students are enrolled in private schools and makes up 25 percent of total schools in the United States. Specifically, in Texas, students who go through private school have a 89.7 percent graduation rate and a 15:1 teacher-student ratio.



Market Analysis

Market and Target Customer

The target market and customer is a parent or guardian that finds extreme value in education and specifically, application to the real world. These parents like to focus on teaching to the student rather than the test. Parents want their children to experience a more intimate learning environment at a reasonable price.

"I want my child to have an experience-based learning approach." -Nadia Bettac

"Tuition to a private school is worth it and I see it as an investment." -Kami Kiem

"I am willing to pay more for real life experience and an emphasis on creative arts." -Mimi Reyes



Competition and Competition Advantage

For competition research, the focus was on the Houston area because that is where the location of the school will be. According to Niche.com the top three private school in the Houston area have a tuition rate that range from 24-26,00 dollars. The highest tuition in Texas is actually here in San Marcos, for \$41,250. The approach would be to find an accessible tuition rate and offer financial aid programs through our school and state government that would make the school marketable to all socio-economic groups.

Another aspect of competition is public education. In retrospect, many parents would not want to pay their property taxes and tuition when public school is offered. This is a major challenge that this school strives to tackle.

Market Strategy

The public school system is the major competition to private schools, so I have to market this school as something that public schools can not provide and is something worth paying for. The idea that education is essentially, already free, poses a threat to the positive marketing of private schools. To combat this and make private schools more appealing, the school will promote use of state vouchers and stay closely connected with the state legislature to monitor the future of state vouchers and funding for private schools. Another important tactic that was used was choosing the right location, which will be acknowledged in the coming slides. Showing that this private school can provide a look into the real world is where we will attract customers.

My plan is to teach in a public school district for a few years where I want to open my school so I have the opportunity to network with families in the area, build a reputation, and find the district's weak spots, and use that to further develop my business plan. When it is time to open the school I will use my reputation and word of mouth to market myself in that area and compete with the school district I had previously worked in.

The Organization



Management Team



Director:

- responsible for daily task and operations of the school

Financial Advisor:

- assists in financial advancements and decisions for the school

Financial Aid Director:

- works to ensure funding and and booster opportunities for all students

Curriculum Writer:

- writes curriculum and lessons for all grade levels

Advisor:

- advises director on how to improve and create efficiency in the school

Principal/Vice Principal:

- support educators and are a resources for students as well as take disciplinary actions for students

Faculty:

- teachers, afters school volunteers, lunch ladies, custodians, counselor, academic advisors, etc.

Legal

The Sun and Moon Private Elementary School will be registered as a limited liability company (LLC).

Location

The Sun and Moon private school will be located in the heart of Houston, Texas near third ward and the University of Houston. The process to find a perfect location to emphasize diversity and include all socioeconomic statuses took time but lead to Houston. To find an area that needed this school's services the most, cities with the highest SES and worst school districts is what was targeted. With affluent families in the River Oaks district and lower SES families living along 610 it created a crossover where affluent families are able to drive to receive a better education and students that live in the third ward would have direct access to quality education.

In addition, the close proximity for University of Houston allows opportunity to inspire students to see that there are next steps after high school graduation. This also allows possible collaboration with the university for recruiting young graduates who share the vision to be trained and be employed by the Sun and Moon Private School. The location is essential because it provides opportunities to do field trips to downtown and see the museums, not too distant from student's homes, and allows for maximum diversity and interaction.

The Ask

The Sun and Moon private school believes in true education reform and advancement in content for students all across the board. We work make sure the educational experience they have is a way for them to build a toolbox that they can fill with things that equip them to be successful. As the Honors Board, I believe that you have a full understanding of the transition point that college is for many students. I believe that it also means that you know how many students struggle with this. My goal is to make that transition easier for students who will go through it in the future. Essentially, I believe that we can nip it in the bud by showing students that they are capable of handling the real world from a young age. I ask that you see my vision and help me to create an influence in the younger generation. I feel that you are knowledgeable and understand what happens after students graduate high school, so I would deeply appreciate advice on how to make my role in education reform permanent and effective.



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