



## **Prospectus Guidance**

All new school applicants will submit a prospectus. This “executive summary” describes the basic elements of the applicant’s plan for establishing a charter school.

### **Prospectus Content**

A thorough prospectus addresses the following:

- The school’s mission.
- The school’s location and targeted student population.
- The number of students the school plans to serve in the first year, the anticipated opening date and grades served when at full enrollment.
- The school design.
  - If an existing school operator, brief background about other school(s).
  - If a replication of an existing model, include links to websites and performance data along with contact information for existing school(s).
- The school’s innovation.
- If contracting with a third-party education service provider (ESP), information about the provider and the services it will provide.
- Plans to secure a facility for the school.
- A “day in the life” of the school for students, staff and parents.
- Expected academic, operational and financial outcomes.
- Evidence or explanation of how the school design can produce those outcomes.
- The founding team:
  - List of 501(c)(3) board members and any identified staff.
  - A description of the capacity to open and operate the school.

The following pages DO NOT count towards the five-page maximum

- Resumes, bios, and/or any other relevant information regarding the school’s founding board and any identified staff.
- A cash flow statement for the period from application to opening.

### **Prospectus Format**

The prospectus should conform to the following:

- Maximum five (5) pages, numbered.
- Submitted electronically via email as a PDF to Rose Windmiller: [rosew@wustl.edu](mailto:rosew@wustl.edu)
- One-inch margins on all sides.
- Minimum 11-point font - Times New Roman or Cambria .
- Standard single spacing.
- Embed links to research, charter management organizations (CMO’s) or existing schools as applicable.
- The additional resumes, bios, and cash flow statement do not need to follow the previous editorial requirements, though should be part of the single PDF submission.



### **Initial Review and Invitation to Apply**

Once received, the Washington University Office will have fourteen (14) days to review the prospectus. The submitted documents should demonstrate that the founding team has:

- A compelling reason to open a charter school—whether by doing something innovative, better, or for a different population—as schools of choice, showing a need and demand for their proposed school, for the population they intend to serve, in the area they intend to offer it;
- A sound educational model—whether an established school model or a new design, the founders will have a strong research or experiential basis for high expectations of a quality education for their expected population;
- Strong support—may be financial or in-kind, but starting a charter school is a resource intensive endeavor with a high possibility of failure, so a successful operator will have invested time developing funding and the support network of families, agencies, teachers and other educational professionals; and
- Board capacity—with the diversity of skills, knowledge, experience, and ability to attract and identify strong school leadership and provide stability to nurture the organization.

The Washington University Office reserves the right, but is not obligated, to request additional information based on the Prospectus prior to determining whether to invite the applicant to submit a full application. Additional reviews, such as professional consultant evaluations, interviews and due diligence on programs the applicant proposes to use, may also be conducted.

**High Risk Students:** The Washington University Office gives priority to applicants that propose a school oriented to high-risk students and to the reentry of dropouts into the school system as defined in statute: RSMo 160.405.2(5).

If the prospectus and additional information demonstrate the foregoing characteristics, the Washington University Office may invite the applicant to submit a full application.