



Introducing Your
Community Micro-School



Powered By:



Our Thoughts

We're so excited you're here!

We are excited to develop a school that works best for you and your local families. Each community is different, with unique assets and strengths that define your way of life. We know it has been a rough couple of cycles for school leaders, staff, parents and kids. Our intention though is to find the things that are working, like a 6:1 ratio, placed-based curriculum and an advisor who supports your child “like a golden retriever and a lawyer”. We want to show you how we support the self-actualization of our kids and give you the tools to do the same.

Our model is intentionally intimate. We find that 24 students and four coaches is the perfect “bubble” to explore our collective

passions. We are zealous learners, critical thinkers and healthy citizens. We are accountable to one another and look for ways to lift each other up. After experimenting with this model for four years, we are excited to introduce it to the world. We are proud that our formula is kid-centric, inspires educators and dazzles parents. We love the boost it has given our alumni and the compassion it has stirred among our families.

We know this presentation is the first step in the journey - we have a long way to go - but we're excited you have found us and we look forward to supporting your vision for a community micro-school.



Sincerely,
Geoff Grimmer
Zealous Schools | Executive Director

The Blueprint **Our Master Plan**



FLAGSHIP MICRO-SCHOOL

Zealous has developed a model that empowers broadly, inspires deeply, and challenges the inertia of prior education systems. Zealous is place-based, passion-based and project-based. It embraces the strengths of children, develops soft skills and exposes a more human way of educating our kids.



BLUEPRINT THE MODEL

Within our model are democratic systems that allow student agency, real community problems that require critical thinking, and collaborative adventures that rely on team solutions. Our “Powered by Zealous” architecture can be adapted to the unique assets of any community, allowing kids, staff and families to thrive in private and public school spaces.



CREATE NEW MIRCOSCHOOLS

Zealous recognizes that building strong schools creates strong communities. We love the outdoors and we love our kids. We have fostered a unique spirit of adventure. Our goal is to expand our impact to more children in more communities.



What do you need to be successful?



COACHING

At Zealous, coaching is what we do best! We're excited and ready to coach our campus builders through the entire process of setting up a microschool. We'll lead you through fundraising, the hiring process, staff development and everything in between. We'll provide continued support after your microschool is up and running.

TOOL BOX

The Zealous Tool Box puts our partners in the driver's seat with a broad range of education systems, structures and tools. We'll give them strategies to optimize their new school's calendar and weekly schedule, host their first open house, and manage their applications and enrollment. We'll hook them up with all the templates they need to get rolling and listen carefully to the vision they have for their children.

CURRICULUM

We believe the best curriculum in the world is the one closest to your community of kids and families. Instead of memorizing arbitrary facts mandated by federal bureaucracies, we'll show our partners how to connect with their students' natural interests to the learning immediately surrounding them. Meanwhile, we'll develop the core problem solving and critical thinking skills they will need to crush high school.



GOVERNANCE

At Zealous, everyone works for kids. Our Academic Coaches provide direct support on a 6:1 ratio. Each campus has four coaches, one of whom is also the Campus Director. The academic coaches build a close and caring relationship with their students and parents. Additional support comes in the form of a board of directors and an established 501c3.

HIRING + BASECAMP

Zealous will provide our partners template job descriptions, channels to promote new job hiring and best practices. We will join your new hire interviews, support their priorities and provide answers to whatever questions they have in the process. Meanwhile, we will enroll them in our Bascamp Training where participants will explore Zealous values in a week-long outdoor adventure to kick off a nine month training journey.

LOGISTICS

With the blueprint, our goal is to crush all the tedious stuff for our partners so they can keep their team focused on the good stuff-growing kids! Our support includes budget templates, legal considerations, human resource leadership, accounting platforms, payroll tools and more. We'll get their campus page up and running on our website, load them with management tools like SWOTs and RACIs, and help them decide which "wrap around" services are most important to success.

Continued...





What's left? The fun part!

Your Micro School, Designed Your Way

FOCUS

Each new Zealous campus will have its unique “magnet” or curricular focus.

These themes can be academic (like STEM, Art, Design, Architecture, etc) but could also be broader (all-girls school, sustainability, entrepreneurial, etc). In all cases, selecting the best focus for your microschool will mean talking to local families and kids about their passions, strengths and purpose.

COMMUNITY ASSETS

The natural surroundings and wildlife will always be an asset in school design. We want the kids to learn dozens of plant names and be able to survive an overnight experience. We'll also encourage our partners to pursue the history of their own town through the local historical society, and research specifics on local government. What are the parts of your town that make it so special? We'll help you bring those to life.

FACILITIES

After “payroll”, a microschools’ second largest expenditure is “rent.” We'll get our partners started with a “Real Estate 101” training that allows them to prioritize location and campus attributes by studying the way other Zealous Schools prioritized facilities. We have made every mistake so we can show you where NOT to step!

This gives other communities an opportunity to create impact in the way they desire through education.



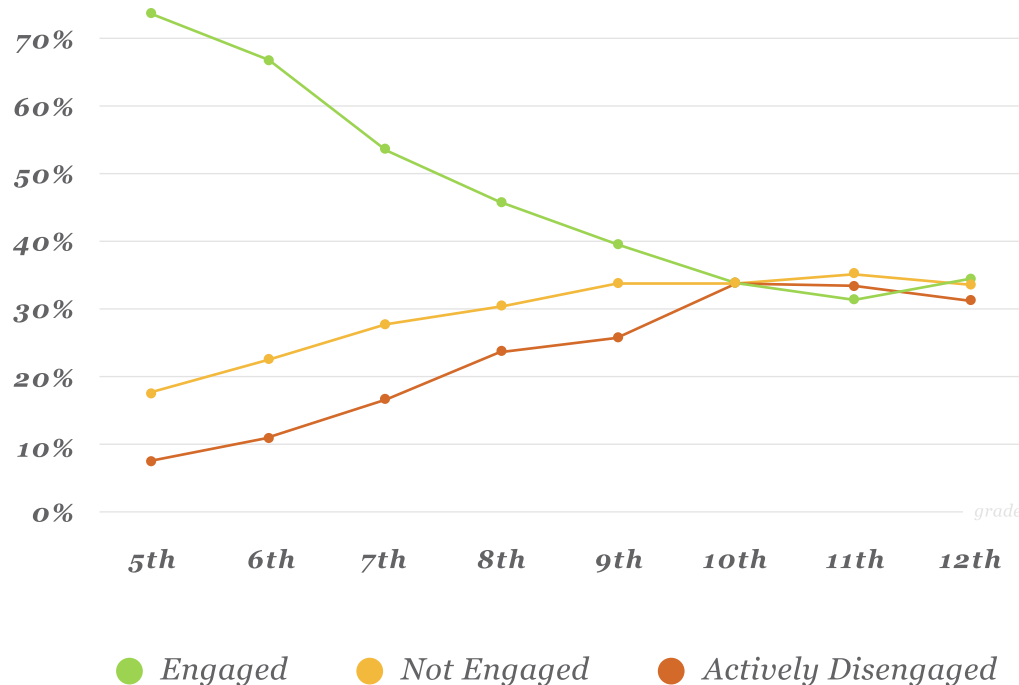
Why Things Need To Change The Problem

The graph below paints a dismal picture.
It paints a picture of the problem we are solving.

At Zealous we're actively re-engaging middle schoolers
by offering Zealous passion based, compassionate education.

STUDENT ENGAGEMENT BY GRADE

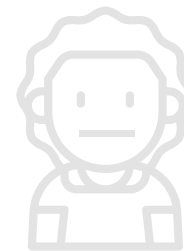
Source: Gallup Student Poll 2016



Engaged Students

4.5 x

more likely to be *hopeful*



Actively Disengaged Students

7.2 x

more likely to be *discouraged*



How We Create Change - Why the Zealous Model Works **Increased Student Engagement**

We meet every student where they are when they walk in door. Our model of blended classrooms allows students 6th - 8th grade to work through skills at a pace that is right for them. Zealous is able to re-engage students through uniquely differentiated programming centered on student interests and a strong community orientation.

Students at Zealous might be finding macro invertebrates in the local watershed in the morning, designing rockets before lunch, and interviewing their elders by the afternoon. Because each day is a new adventure, each student is valued, and each lesson is crafted with care, Zealous students genuinely enjoy coming to school.



Sooo...

What does it take to run a Powered by Zealous micro-school?

You will spend the majority of your income on three items: Staff, Rent and stuff. Your staff will be comprised of four academic coaches, and they will need insurance, and plenty of benefits to reward their passion and compassion. To best support your success, Zealous provides basecamp materials and trainings with a descending cost over the first three years. ZEALOUS BASECAMP: Basecamp begins with a week-long

training at a 10th Mountain Hut in the Central Rockies of Colorado. It helps center your focus and prepare you for the journey ahead. Basecamp continues with a site visit from our trainers, monthly zoom conferences, and 24/7 phone/text support. We believe in you and you are us while we are you. Be ready for high expectations that optimize the student experience. You'll get the hang of it quickly!

\$60K

RENT

- *Guest Speakers*
- *Software*
- *Legal + Professional*
- *Marketing*
- *Office Supplies...*

\$101K

OTHER STUFF

- *Four Academic Coaches*
- *Health, Vision & Dental Benefits*
- *Self Care Benefits*
- *Open Campus Instructors*

\$228K

PAYROLL

**based on rough budget to start, budget will be finalized based on your local economy and cost of living index.*

\$389K

ANNUAL EXPENSES

+

\$36K

ZEALOUS BASECAMP

\$425K*

TOTAL COST

YEAR 1

\$60K

RENT

- Guest Speakers
- Software
- Legal + Professional
- Marketing
- Office Supplies...

\$101K

OTHER STUFF

- Four Academic Coaches
- Health, Vision & Dental Benefits
- Self Care Benefits
- Open Campus Instructors

In year two your Zealous basecamp expenses drop from 36k to 18k.

\$228K

PAYROLL

**based on rough budget to start, budget will be finalized based on your local economy and cost of living index.*

\$389K

ANNUAL EXPENSES

\$18K

ZEALOUS BASECAMP

\$407K*

TOTAL COST

YEAR 2

\$60K

RENT

- Guest Speakers
- Software
- Legal + Professional
- Marketing
- Office Supplies...

\$101K

OTHER STUFF

- Four Academic Coaches
- Health, Vision & Dental Benefits
- Self Care Benefits
- Open Campus Instructors

\$389K

ANNUAL EXPENSES

+

\$9K

ZEALOUS BASECAMP

\$398K*

TOTAL COST

**based on rough budget to start, budget will be finalized based on your local economy and cost of living index.*

*In year three your Zealous basecamp expenses drop from **18k** to **9k**.*

After that, **9k per year** covers our basecamp staff to maintain your marketing, legal, accounting and other management platforms.

\$228K

PAYROLL

YEAR 3 + BEYOND

Why do we do this?

We launched Zealous with the goal of solving one problem, “student engagement”, which we felt could be solved and that in doing so would have a cascading impact on the quality of life for our kids, staff and families.

To learn more about our mission please read all about us [online!](#)

Want to dive deep? Read our latest annual report [here!](#)



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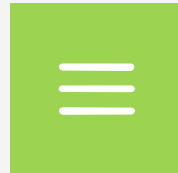
The Zealous Student

There is no well defined “Zealous Student,” because at Zealous we believe in meeting every child where they are — from their emotional well being to the academic.



—
**WHOLE
HEALTHY
CITIZEN**

Thinks civically, and progressively toward better outcomes for community, peers, self...and the world we all live in.



—
**GROUNDED
CRITICAL
THINKER**

Uses an evidence based approach to understanding, evaluating and solving problems.



—
**PASSION
ZEALOUS
LEARNER**

Ignites intrinsic desire to passionately pursue new knowledge, solutions and abilities.



We look forward to your partnership!

Chat soon.



**Z E A L O U S
S C H O O L S**

GEOFF GRIMMER

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