



Notes for Completing the Campus Name Change Charter Agreement Amendment Application

Overview

This application is for a school seeking authorization from the DC Public Charter School Board (DC PCSB) to change its campus name(s). Per DC PCSB's *Definition of School, Campus, and Facility Policy*,¹ a school is "an entity that holds a charter and a charter agreement with [DC] PCSB." A school is its own local education agency (LEA) with a unique LEA identifier assigned by the Office of the State Superintendent of Education (OSSE). A school may operate a single campus or multiple campuses. When a school operates one campus, its campus name is the same as the school name (i.e., the LEA name). When a school operates more than one campus, each campus will have a distinct name and an OSSE-issued identifier. The campuses may or may not operate in the same facility.² A school must receive DC PCSB's approval before using the new name(s).

Standard for Approval

DC PCSB staff will generally recommend that its Board approve a name change amendment provided that the proposed name is unique (i.e., dissimilar to open and closed DC public and public charter schools, campuses, and facilities). The proposed name must also follow DC PCSB's naming conventions:

Campus Name	Abbreviated Campus Name
[School Name] Public Charter School – [Campus Name]	[School Name] PCS – [Campus Name]
<i>Examples</i>	
Lincoln Public Charter School – Fort Dupont	Lincoln PCS – Fort Dupont
Lincoln Public Charter School – 9 th Street	Lincoln PCS – 9 th Street
Lincoln Public Charter School – Elementary	Lincoln PCS – Elementary
Lincoln Public Charter School – Middle	Lincoln PCS – Middle

¹ See the policy here: <https://bit.ly/3vyUyKY>.

² If a school has multiple facilities per campus or multiple campuses per facility, DC PCSB will ask the school to identify a distinct name for its facilities/facility.

Submission Deadline

Per DC PCSB's *Charter Agreement Amendment Petition Submission Policy*,³ a school must submit its name change application no later than March 1 before the school year in which the proposed changes are to be implemented.

Contact

Before completing the application, please contact Hannah Cousino at hcousino@dcpcsb.org to discuss the proposed name change. If you have general questions about the charter agreement amendment process, please contact Melodi Sampson at msampson@dcpcsb.org.

³ See the *Charter Agreement Amendment Petition Submission Policy* here: <https://bit.ly/34ORPBZ>.

LOCAL EDUCATION AGENCY (LEA) NAME: AppleTree Early Learning Public Charter School

BOARD CHAIR NAME: Jack McCarthy

SUBMISSION DATE: October 27, 2023

SUBJECT: Campus Name Change Amendment Request

SCHOOL BACKGROUND AND PROPOSAL SUMMARY

Campus name(s):

AppleTree Columbia Heights, opened SY 2007-2008

AppleTree Douglas Knoll, opened SY 2011-2012

AppleTree Lincoln Park, opened SY 2011-2012

AppleTree Oklahoma Avenue, opened SY 2010-2011

AppleTree Parklands at THEARC, opened SY 2018-2019

AppleTree Southwest, opened SY 2005-2006

AppleTree Spring Valley, opened SY 2023-2024

Year(s) opened: Please see above.

Grades served: PreK-3 and PreK-4

Year the school will undergo its next charter review or renewal: Charter renewal in 2035; five-year review in 2025.

Proposal summary:

AppleTree Early Learning PCS will open its eighth school in August 2024. At the time this school was approved by the Public Charter School Board, the name was "TBD." AppleTree seeks to name this school "AppleTree Public Charter School -- Waterfront Station."

Year the school plans to implement the proposed changes: SY 2024-2025.

When did the school's board approve the proposed changes? *Please attach minutes from the meeting and vote results.*

The AppleTree Board unanimously approved the Waterfront Station school on March 19, 2019 (Attachment A). In addition, the Board unanimously approved naming the school "AppleTree Public Charter School -- Waterfront Station" on October 18, 2023 (Attachment B).

CAMPUS NAME CHANGE

1. What is the proposed campus name? AppleTree Public Charter School -- Waterfront Station.

2. Describe how the school involved its stakeholders (e.g., students, parents, staff, neighbors) in choosing the new name.

In 2019 (the year AppleTree executed a lease for the site and received approval for a new school), the to-be-built building was known as “Waterfront Station” and AppleTree’s school was expected to be called AppleTree Waterfront Station. This year, AppleTree seeks to formally name the school “AppleTree Public Charter School -- Waterfront Station.” and has emailed the ANC concerning that name change. (A copy of that email is attached as Attachment C.) Since the building is nearly adjacent to the Waterfront Metro stop, this name is logical and descriptive of where the school will be located.

3. In November 2019, DC PCSB approved AppleTree to operate a new campus (name to be determined) at 1000 4th Street SW. Describe the progress of the site since that approval.

The building at 1000 4th Street SW is called “Waterfront Station.” Principal construction of the building was completed in September 2023. PN Hoffman, the developer of the property, is now managing construction of the interior that will become AppleTree’s school. Construction has commenced and is expected to be completed April 2024. Note that although the building itself is 1000 4th St., SW, the US Post Office has designated the mailing address of the school as 330 Maple Drive, SW.

4. How has the school engaged the surrounding external community since receiving approval? Submit documentation of communications with neighbors, Advisory Neighborhood Commission (ANC) Commissioners, Councilmembers, and other community groups, notifying them of the school’s plans.

AppleTree has emailed the ANC about its plans for naming the school “Waterfront Station.” (Attachment C.)

5. How will AppleTree attract and retain high-quality staff to the new campus?

When opening a new campus, AppleTree transfers current employees to the new campus so that at least 40% of the new school’s teaching staff has experience working in one of AppleTree’s schools. This model allows for the continuity of our instructional model and AppleTree best practices.

Recruitment for the additional staff is underway. We are extending offers to new employees during SY 24 to allow adequate time for planning, shadowing of current staff, training, and onboarding.

6. How will the school attract and retain students to the new campus?

Recruitment for the new campus began October 1, 2023. Our recruitment plan includes targeted marketing through direct mailers, bus ads, and AppleTree pop-ups at local events. We are working to build positive relationships with community businesses and gain their support in sharing information about our new site. We have Open house events scheduled from October until July. Our data shows that “word of mouth” from current families and alumni is the number one way that families report learning about us and why they enroll with us. Therefore, our parent referral program is another way we will attract and retain students at the new campus.

ATTACHMENT A

**UNANIMOUS CONSENT RESOLUTION APPROVING
WATERFRONT SCHOOL
MARCH 19, 2019**



AppleTree

**Consent Resolution Relating to
Opening a New Campus at Waterfront Station**

Resolved, that the Board of Directors of AppleTree Early Learning Public Charter School hereby approves , effective School Year 2022-2023 (or when such property may be ready for occupancy), opening a new school at Waterfront Station (1001 4th St., SW) and further, the Board of Directors hereby approves management executing a lease for such location in substantially the same form as submitted to the Board

I hereby certify that the above resolution was approved and adopted by unanimous consent of the Board of Directors of AppleTree Early Learning Public Charter School on March 19, 2019.

Thomas M. Keane
Clerk

ATTACHMENT B

**UNANIMOUS CONSENT RESOLUTION APPROVING
WATERFRONT NAME
OCTOBER 18, 2023**



AppleTree

AppleTree Early Learning Public Charter School (AELPCS)

Consent Resolution Regarding

Waterfront Station

October 18, 2023

Whereas, the District of Columbia Public Charter School Board in November 2019 approved AELPCS's application to open a new school at the to-be-build Waterfront Station complex, and

Whereas, at the time of the approval, the name of the school was yet to be determined, and

Whereas, although the building address is 1000 4th St., SW, the door to the school itself will be located on a side street at 330 Maple Drive, SW, Washington, DC 20024,

Now therefore, it is resolved, that the Board of AppleTree Early Learning Public Charter School hereby approves naming the school at Waterfront Station "AppleTree Public Charter School -- Waterfront Station" with an address of 330 Maple Drive, SW, Washington, DC 20024.

I hereby certify that the above resolution was approved and adopted by unanimous consent of the Board of Directors of AppleTree Early Learning Public Charter School effective October 18, 2023.


Thomas M. Keane, Jr.
General Counsel

ATTACHMENT C

EMAIL TO ANC REGARDING WATERFRONT SCHOOL



Jamie Miles <jamie.miles@appletreeinstitute.org>

New School Coming to Waterfront Station

3 messages

Jamie Miles <jamie.miles@appletreeinstitute.org>

Wed, Oct 25, 2023 at 3:53 PM

To: 6D07@anc.dc.gov

Greetings Chairperson Kramer,

I hope you are doing well. On behalf of AppleTree schools, I am writing to share that construction is underway, and AppleTree is excited to open its 13th location at 1000 4th Street, SW, in August 2024! The expansion of our preschool program was approved in 2020 by the DC Public Charter School board; however, construction of the facility was delayed by the pandemic. Due to the lapse of time between 2018 (when we initially connected with the ANC) and the present, I am providing you with an update and making myself available to answer any questions and attend and present at an upcoming ANC meeting.

AppleTree Schools is an accredited, award-winning, tuition-free preschool serving students and families in wards 1, 3, 5, 6, 7, and 8. Our Waterfront Station location (pending name approval by the DC Public Charter School Board) will have six classrooms with a maximum enrollment of 22 students per classroom. Each classroom will be adorned with windows facing our onsite playground for students to enjoy during school hours and the community during after-school hours.

AppleTree is excited about this expansion and can't wait to provide additional preschool options to families who live and work in the area.

I look forward to hearing from you and engaging with you in the near future.

Sincerely,
Jamie Miles

**APPLETREE****Jamie B. Miles**

Chief of Schools, AppleTree Schools

o: (202) 523-1506 | m: (202) 695-2226

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appletreeinstitute.org

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Kramer, Fredrica (SMD 6D07) <6D07@anc.dc.gov>
To: "Miles, Jamie (DCPS-CHAR)" <jamie.miles@appletreeinstitute.org>

Wed, Oct 25, 2023 at 4:20 PM

Cc: "Pawley, Andrea M. (SMD 6D04)" <6D04@anc.dc.gov>

Hello Jamie,

Thanks for the outreach and the update. I am cc'ing Commissioner Andrea Pawley, in whose Single Member District 1000 4th St. SW now lies, and will confer with her about how she wants to handle any dissemination to the community at this time.

Best,
Fredrica Kramer,
Commissioner ANC 6D07
Chair, ANC 6D
(908) 552-0024

From: Jamie Miles <jamie.miles@appletreeinstitute.org>
Sent: Wednesday, October 25, 2023 3:53 PM
To: Kramer, Fredrica (SMD 6D07) <6D07@anc.dc.gov>
Subject: New School Coming to Waterfront Station

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You don't often get email from jamie.miles@appletreeinstitute.org. [Learn why this is important](#)

[Quoted text hidden]

Jamie Miles <jamie.miles@appletreeinstitute.org>
To: "Kramer, Fredrica (SMD 6D07)" <6D07@anc.dc.gov>
Cc: "Pawley, Andrea M. (SMD 6D04)" <6D04@anc.dc.gov>

Wed, Oct 25, 2023 at 4:27 PM

Chairperson Kramer,

Thank you very much for your prompt response. Commissioner Pawley, I look forward to hearing from you.

Jamie

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