



Jedi Virtual School

JEDI International Academy

“Change Boundaries”

Presentation to the Fort Atkinson School Board

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Why JEDI International Academy?

- Create both an academic and cultural experience that places our students ahead in a global marketplace and global cultural literacy, i.e., citizens of the world
- Reduce costs to districts by providing additional revenue

Mission

Mission:

- JIA's purpose is to provide our students and parents with both a national and international program with a rigorous, relevant and challenging curriculum that leads to the attainment of global literacy culminating with an American public school diploma.

Vision and Values

Vision:

- JIA's vision is to become an international leader and the school of choice for grades 4K-12 international online learning and programming

Values: Communication, Collaborative Relationships, Leadership, Partnerships, Personal Growth, Innovation, Commitment, Organizational Growth, Globally Aware and Academic Integrity

What type of program should JEDI offer?

There are many international schools (predominantly private); therefore, JEDI has to create a different value for our parents and students.

What might JEDI differentiate to create a niche?

- An international program offering that provides an American diploma with international/global DPI Global Education Achievement Certificate.
- International and American Experiences
 - Students could opt to finish last year on site in one of our districts
 - Or students could attend an academic and/or cultural experience in Italy (partner with Pieve International School, Corciano, Italy)
 - Students could have an American experience– Washington, DC, Seminar, as example.
 - 12 Plus 1 Program– Support through freshman year in college
- Provide a direct link to American colleges, especially Wisconsin schools (example, UW-W Business; UW-Madison Law/Medicine; Marquette Law, etc.).

How will we find our students?

- JEDI has an online optimizer, Online Traffic Builder (OTB), who will push our website information into other states and internationally.
- One important thing to note is that customers (parents/students) must be able to “find” us--meaning that searching via the internet would increase the probability of getting information about what makes us better/different.
- OTB will optimize our ability to do so. Parents/students will find this information and value a high school diploma from a public school that truly cares about the international experience.

What if JEDI grows too slowly or too quickly?

- Going slowly and experimenting this first year may be the wisest path.
- It is hard to judge the demand at this point, however, if we grow too fast, we can cap enrollments.

How will the program be delivered?

- JEDI is accustomed to delivering an online curriculum to students and has built capacity to become more efficient and customer service-oriented over the past few years.
- We must continue to build this capacity as we grow. It means more teachers, student services coordinators, technology support, and increased human resources and business.

Will JEDI be able to compete financially in this market?

- Right now we are considering tuition options between \$8,000 -- \$10,000 depending on the program offerings
- We believe that parents and students will value this type of experience. We will also offer quarterly/semester payment options for convenience.

What kind of student will we attract?

- JEDI is seeking highly motivated and academically capable national and international students that embrace cultural diversity and seek to understand the world around them.
- JEDI is seeking students that can “document” their academic and personal success: International students must have a valid passport and all students must have additional identification such as driver’s license, photo submission and an enrollment conferences via SKYPE. All admissions are subject to transcript verification.

Future—

- Project 20 students for 2016-17, 40 in 2017-18, 80 in 2018-19 and 100+++ after that-
- As we grow we need to further address these questions:
 - Will parents/students value this international program?
 - Will they pay for this?
 - Will we differentiate ourselves?
 - Can we sustain the niche and continue to be profitable?
 - Who are our competitors?
 - Who are our partners?

The background features a stylized, light gray globe centered on the Atlantic Ocean, showing the continents of North America, South America, and Europe. The globe is set against a white background. A dark blue curved band, resembling the European Union flag, runs along the top and bottom edges of the slide. This band is decorated with a thin gold line and several gold stars. In the center of the slide, the text "• Questions?" is displayed in a large, black, sans-serif font.

- Questions?



