



Capstone Classical Academy

Empowering highly motivated and
gifted scholars for the 21st century.



TO DEVELOP EXEMPLARY CITIZENS EQUIPPED WITH ANALYTICAL THINKING SKILLS, VIRTUOUS CHARACTER, AND A PASSION FOR LEARNING, BUILT UPON A SOLID FOUNDATION OF KNOWLEDGE.

October 2018

RE: Support for Capstone Classical Academy

To the Northern Utah Community:

Thank you for your interest in our beautiful new school, Capstone Classical Academy! We, as the Board of Directors, are honored to have played a small role in bringing the vision and dream of this school to reality. We consider it a great blessing to now see excited young scholars excelling in its classrooms and experiencing that very vision. We could not be prouder of the virtuous atmosphere and learning environment our excellent administration, faculty, and staff have provided for these scholars.

The road to opening CCA has been full of many obstacles as we have navigated successfully through the various state and local administrative requirements both with getting the CCA charter approved and with constructing a new building in less than a year. Now that the vision has come to fruition, we have the daunting task of maintaining the vision and mission of the school that these scholars deserve. However, we agree with Theodore Roosevelt who said, "Nothing in the world is worth having or worth doing unless it means effort, pain, difficulty." Our children, who are the future leaders of our families, businesses, and governments, are certainly worth the efforts and difficulties we now face. We know that with the investment and help of the local communities, businesses, and families, we will be able to maintain the mission of Capstone Classical Academy:

"Capstone Classical Academy exists to assist parents in their mission to develop exemplary citizens equipped with analytical thinking skills, virtuous character, and a passion for learning, built upon a solid foundation of knowledge."

Sincerely,

Board of Directors, Capstone Classical Academy

Christopher Gurnee, Chairman and Scholar Parent

T. Aaron Stringer, Vice-Chair

Patrick Munson, Treasurer

Linda Reed, Secretary

Tammy Ross, Trustee and Scholar Parent

Classical Vision for our Scholars

We follow the classical model of education, including grades six through twelve.

A low scholar to teacher ratio ensures individualized learning.

Physical copies of textbooks will be in the hands of every scholar.



Each individual scholar will show mastery of a topic before s/he moves on. If a scholar shows mastery quickly, s/he will move forward to continue to be challenged at whatever level s/he needs. If additional instruction is needed, it will be identified quickly and provided.



Individual Learning Plan (ILP) - Every scholar will have an ILP that is designed by the scholar/parents and counseling team. This ensures each scholar remains on track to meet graduation requirements.

Graduation Requirements - Seniors will complete an internship, finish a technical school certificate, and/or have an acceptance letter to college. We are preparing scholars to have a plan after high school.



Building and Facilities



Capstone Classical Academy was designed and built by local companies who understand the importance of the scholars' setting and surroundings.

Classrooms were designed based on the needs of the particular discipline or subject taught therein. An instructor can meet with a group of students to discuss a core concept and then break into smaller groups to apply and expand on those core concepts.



The blend of classical education with elements of the Finnish Model of education and hub-style learning is unique in Utah. This combination results in an environment where instructors are comfortable and respected and scholars are able to reach their full potential and have a plan for their future.

"We are beyond thrilled to have our daughter attending Capstone! She loves it and has learned so much already. The teachers and staff are outstanding! We really couldn't ask for more. Before Capstone, we were very disappointed with the education our daughter was being offered and felt that we had no where worthwhile to turn to. We're so grateful that she is able to come into such a welcoming and safe environment that fosters such a love for learning at a much higher level. We feel confident that her future is in great hands at Capstone Classical Academy." – K.C., Parent

CCA Family

Having just opened its doors in August, the impact Capstone Classical Academy has already had on its scholars, faculty, and families is remarkable:

“This is a welcoming and safe place for our children. This tuition-free public charter school teaches virtues, not values. It is refreshing to find a school that will speak about judging our own actions against goodness and being accountable for those actions. Scholars will learn at their own pace. The ones that understand quickly can continue moving forward while the ones that may need additional help will get that from instructors.” – B.M.



“Our daughter is in 7th grade and she has attended her first week. She came home on Thursday and said she loves her school!! She is enjoying the hubs, teachers, students and the vibe of the school. She loves that she is not just a number among hundreds of other students. Dr. Goers knows each of the scholars, they can feel her excitement and love of education and for them. Capstone Classical Academy is a gift for our community and a breath of fresh air in education.” – J.P., Parent



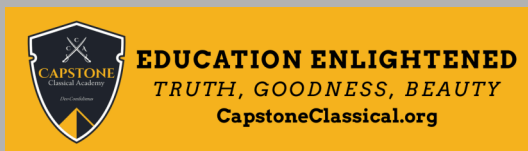
“If your child hates school, if they are bored, if they have an IEP that isn't being met, or if they are bullied, then bring them here! This school is completely different than your school. The classical education and the Hub school room style allows more freedom of thought and better education than any other school in the state.” – S.E.

CCA Marketing Plan

The Board of Directors of Capstone Classical Academy recognizes that in order to meet the vision and mission it has set forth, it has the duty and responsibility to provide the resources and funding required to give CCA scholars what they need to excel. In Utah's system for funding education, this means we must bring in more scholars. To that end, the Board has developed the following strategic plan for appealing to and enrolling new scholars:

Word of Mouth: We are confident that our best resources are the scholars who experience the CCA vision and the families who see them excel. To facilitate the spread of CCA's reputation, we plan to take the following actions:

- Hold events for scholars and encourage them to invite friends and neighbors.
- Encourage scholars to share their CCA experience with friends and neighbors.
- Under appropriate circumstances, reward scholars who bring potential new enrollees.
- Encourage scholars and their parents to share their experiences on social media, at church, at work, and elsewhere in the community.



Traditional Marketing: For those who are outside the CCA family sphere of influence, we hope to reach them through more traditional means, such as the following:

- Mailings & Door-to-door campaigns.
- Contacts at Hill Air Force Base for incoming military families.
- Billboards and flyers at local businesses.
- Stress the highlights of CCA: Classical Ed, Finnish Model, Hub learning, exciting STEM learning with Z-Space, "not-yet" theory of progressing.



CCA as a Community Hub: Our building should be considered a great asset this community and we hope it will be used as such. We believe that as more members of the community see what it has to offer, they will want to be a part of the CCA family. To help introduce them to CCA, we plan to do the following:

- Invite the public to open houses on a regular basis.
- Invite local businesses to hold networking events at CCA.
- Display the amazing artistic talents of our scholars by way of musicals, concerts, and exhibitions.
- Make CCA facilities available for others in the community to display their own talents.

