



HAAS HALL ACADEMY

EVERY SCHOLAR, EVERY DAY – COLLEGE BOUND!



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3880 N Front Street
Fayetteville, Arkansas 72703
haashall.org

Dr. Martin W. Schoppmeyer, Jr.

Founder and Superintendent, Haas Hall Academy

Founded the first open-enrollment, public charter high school in the state of Arkansas, Haas Hall Academy, in 2004. Today the school boasts two campuses in Northwest Arkansas with over 700 scholars currently enrolled and further expansion plans scheduled for Summer 2016.



Background

Haas Hall Academy is a small, comprehensive institution promoting an accelerated college preparatory curriculum with over 700 scholars in grades 7 through 12. Haas Hall Academy is the state's only open-enrollment charter high school focusing on rigor and high academic standards.

Mission

To provide an aggressive alternative to the traditional learning environment for scholars with high intensity of purpose, enabling them to succeed at the nation's prestigious universities and to become pillars of their communities.

Vision

Haas Hall Academy produces truly educated graduates ready for the academic challenges that await them in their higher education pursuits.

**Every Scholar, Every Day –
College Bound!**



#1 Public High School in Arkansas

US News & World Report – 2012, 2013, 2014, 2015 & 2016
Haas Hall Academy ranks 721 spots above the second-ranked public school district in Arkansas (Bentonville).

Niche Best Schools (K-12) – 2016

Business Insider – 2015



#19 Public High School in the United States

Newsweek's America's Top High Schools – 2015



The only Gold Medal Public High School in Arkansas

US News & World Report

Three consecutive years – 2014, 2015, 2016



Ranked one of America's Most Challenging Schools

Washington Post – 2013, 2014, 2015, 2016

In the top 1% for the fourth consecutive year



Earned the letter grade of 'A' with a perfect score of 300/300

Arkansas Department of Education

Two consecutive years – 2015, 2016



School Newspaper received state's top award

Scholastic Press Association Conference – 2013, 2014, 2015 & 2016

The Haas Hall Herald was inducted into the Arkansas Scholastic Press Association's Hall of Fame in 2016.

Scholars have been accepted to over 180
Colleges and Universities in the past two years.

Partial list of Colleges accepting Haas Hall Academy Graduates

American University	Johns Hopkins University	University of CO, Boulder
Amherst College	McGill University	University of Connecticut
Auburn University	Middlebury College	University of Georgia
Benedictine University	New York University	University of Glasgow
Bowdoin College	Purdue University	University of Illinois
Brandeis University	Rensselaer Polytechnic Inst.	University of Iowa
Bucknell University	Rhodes College	University of Leeds
Carnegie Mellon University	Rice University	University of MA, Amherst
Case Western Reserve	Rochester Inst. of Technology	University of Michigan
Colby College	Sewanee: University of the South	University of Missouri
College of William & Mary	Southern Methodist University	University of NC, Chapel Hill
Colorado College	Smith College	University of Notre Dame
Colorado School of Mines	Stanford University	University of Oregon
Davidson College	Swarthmore College	University of Rochester
Emerson College	Texas A & M	University of South Florida
Emory University	Texas Christian University	University of Texas, Austin
Fordham University	The New School-Eugene Lang	UT, Dallas - McDermott
Georgetown University	Trinity University	University of Tulsa
George Washington	Ohio State University	University of Vermont
Georgia Inst. of Technology	University of Arkansas	University of WI, Madison
Gonzaga University	UC, Berkeley	Washington & Lee University
Grinnell College	UC, Los Angeles	Washington University, St. Louis
Hendrix College	UC, Santa Barbara	Vanderbilt University
Harvey Mudd College	University of Chicago	Vassar College

Fayetteville

New Campus opened
August 2015

CAMPUS EXPANSION
AUGUST 2017



Springdale

New Campus opening
August 2016

NEW CAMPUS: AUGUST 2017



Rogers

Newest Campus proposed
to open August 2017
in downtown Rogers

NEW CAMPUS: AUGUST 2017



Bentonville

Opened August 2015
on SE J Street



Population Growth

Northwest Arkansas
population under
18 years of age



2010

123,608

2015

129,302

2020 (projected)

140,508

2010-2015 Growth

NWA	+5,704
Rogers	+1,152
Bentonville	+1,449

2015-2020 Growth*

NWA	+11,293
Rogers	+1,775
Bentonville	+1,679

The projected number of students entering schools in Northwest Arkansas over the next 5 years is **double** the number of students who entered over the last 5 years.

Non-White Diversity

at Haas Hall Academy and comparable districts

22%

of Scholars identify as Non-White at the Haas Hall Academy Fayetteville campus.

28%

of Scholars identify as Non-White at the Haas Hall Academy Bentonville campus.

30%

of Children identify as Non-White at Fayetteville High School.

26%

of Children identify as Non-White at Bentonville High School.

Data compiled by the University of Arkansas Office for Education Policy
Arkansas School Demographics Databases 2015-2016

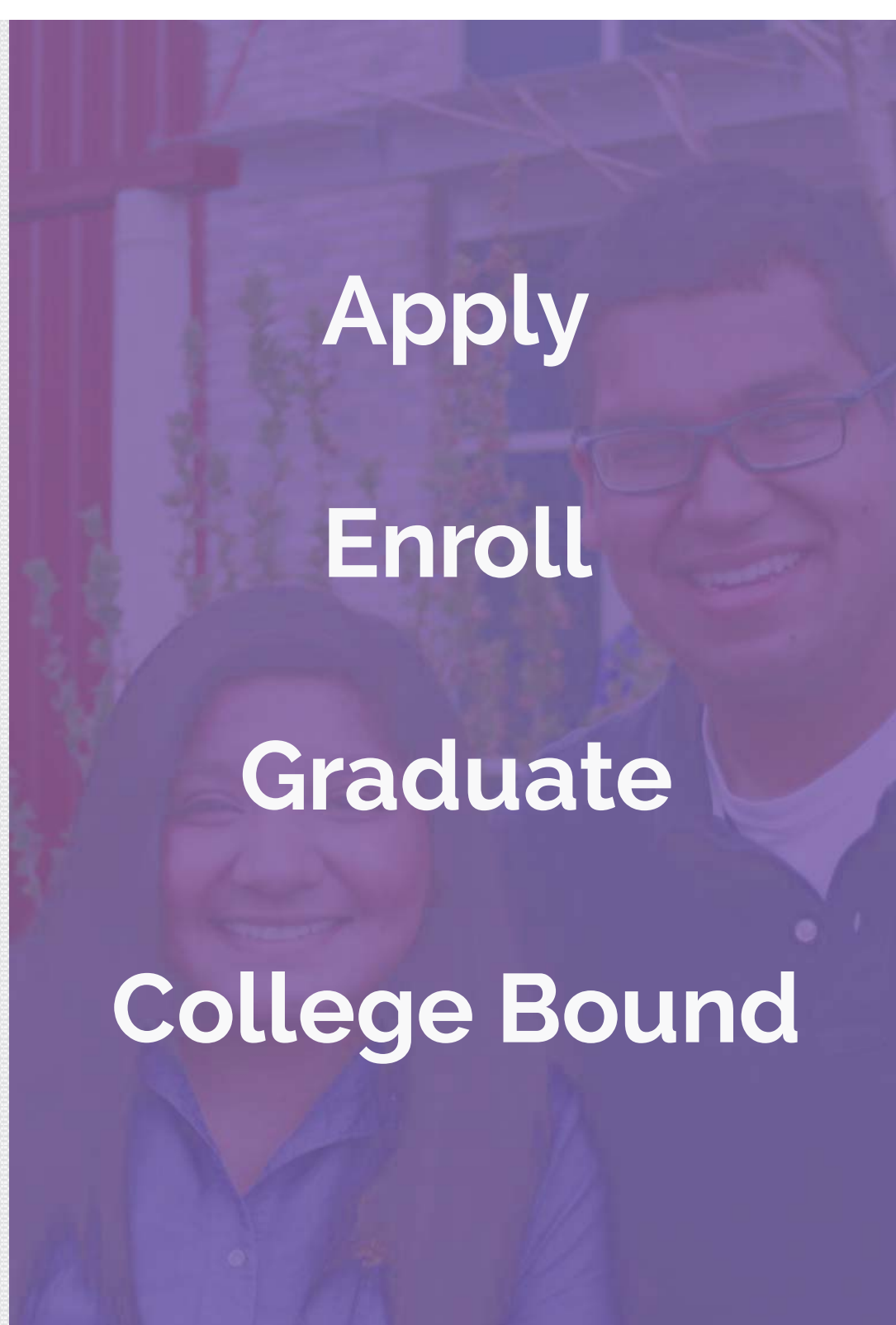
**Haas Hall Academy
has developed a
comprehensive
outreach plan to
encourage low-income
families to participate
in our lottery system.**

Apply

Enroll

Graduate

College Bound





**Our partnership with the Cisneros Center for New Americans contemplates enrichment projects such as:
NWA School Choice Fair and a GED program.**



Community Outreach

Creates community awareness

Spans multicultural barriers

Offering community service credits and Spanish translation services to scholars





Lane Hotel

**Located in the heart of
downtown Rogers.**

**Virtually abandoned over 15
years ago.**



The Lane Hotel

**Key element of the collaborative Rogers
downtown revitalization plan.**

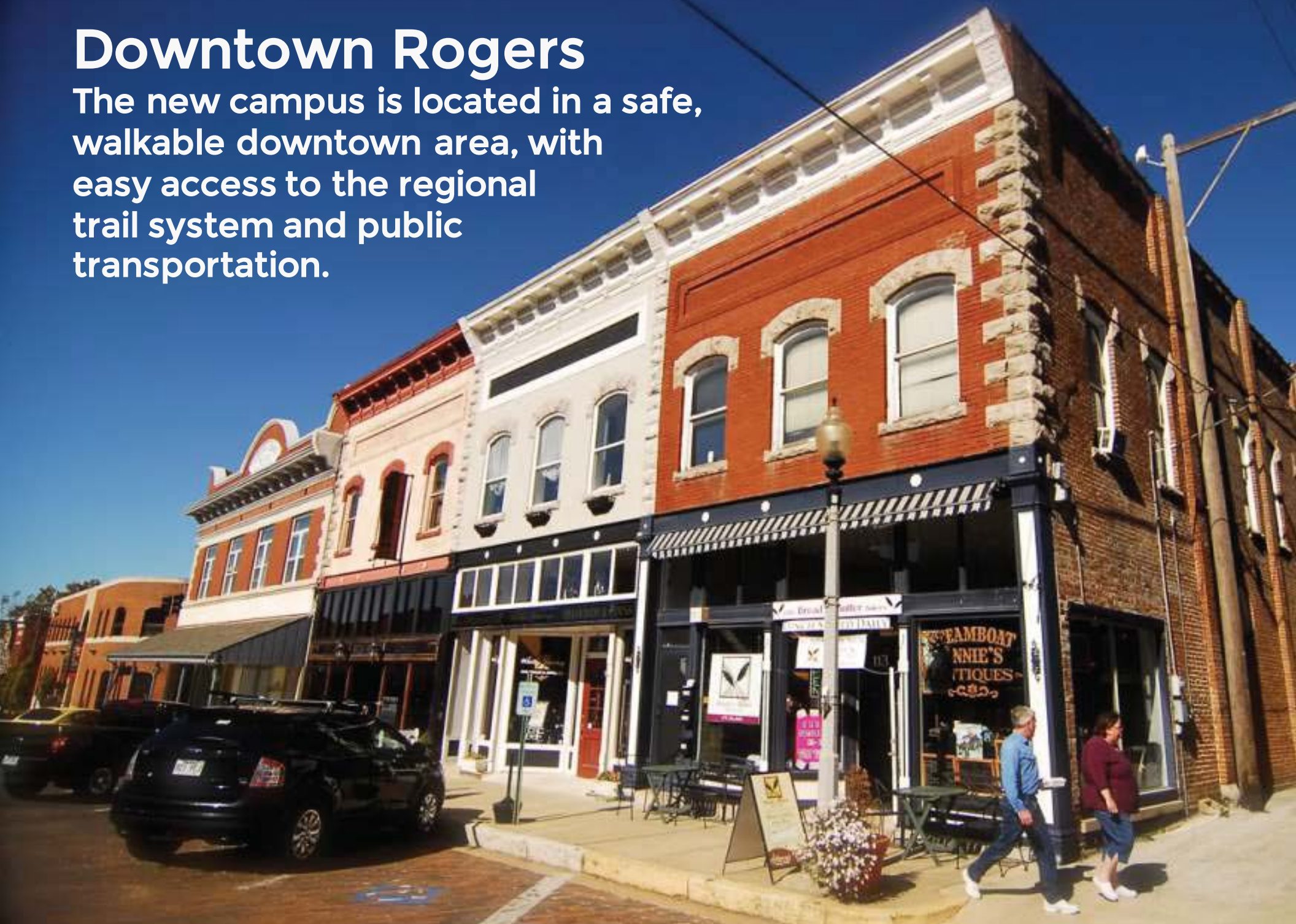
Lunchroom facilities will allow Haas Hall Academy to fully implement standard lunch programming.


Free and reduced lunches will be offered.



Downtown Rogers

The new campus is located in a safe, walkable downtown area, with easy access to the regional trail system and public transportation.





**Partnerships with the
Rogers school district,
Arkansas Arts Academy,
and local businesses have
been discussed and will be
further explored
throughout the year.**



**Demonstrated
academic success**

Has never:

Been subject to any disciplinary actions by the Authorizer

Been classified as an academic or fiscal distress

Had its open-enrollment public charter school placed on charter school probation or suspended or revoked under Ark. Code Ann. §6-23-'105.



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Heather Holaway

Executive Director of Marketing, Haas Hall Academy

Heather administrated the recent 2016-2017 admissions lottery for the Fayetteville and Bentonville campuses.

Heather's current focus is on refining the admissions system, administering the admissions lotteries, preparing expansions to our existing charters, and coordinating the upcoming district expansions.

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Haas Hall Academy is a multiple national award-winning model of how a charter school can strengthen communities, inspire innovation and be a catalyst for the renewal of expectations for public education. Our focus is academics to ensure that we have 100% placement in colleges and universities.

Northwest Arkansas has become one of the fastest-growing parts of the country. Unfortunately, there is little choice in public education for parents and scholars seeking a well-rounded academic environment with an accelerated, college-prep curriculum. With Haas Hall Academy is building an innovative c

#1 Public High School in Arkansas
-U.S. News & World Report
Five consecutive years: 2012, 2013, 2014, 2015, 2016

#1 Public High School in Arkansas
-Niche Best Schools (K-12), 2016

#1 Public High School in Arkansas
-Business Insider, 2015

#19 Public High School in the United States
-Newsweek's America's Top High Schools, 2015

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Haas Hall Academy es reconocida nacionalmente por múltiples premios demostrando como una escuela puede fortalecer las comunidades. Inspira innovación y es un catalizador para la renovación de las expectativas para la educación pública. **Nuestro enfoque es en lo académico para asegurarnos de que tengamos 100% de aceptación en las universidades.**

El noroeste de Arkansas se ha convertido en una de las zonas de mayor crecimiento del país. Por desgracia, hay pocas opciones en la educación pública para los padres y los estudiantes que buscan un ambiente pequeño personalizado con un plan de estudios acelerado para la preparación universitaria. Con dos campus en el noroeste de Arkansas y con un plan ambicioso de expansión, Haas Hall Academy está construyendo una comunidad innovadora de jóvenes comprometidos a la educación.

#1 escuela preparatoria pública en Arkansas
-US News & World Report
Cinco años consecutivos: 2012, 2013, 2014, 2015, 2016
-Niche Best Schools (K-12), 2016
-Business Insider, 2015

#19 escuela pública en los Estados Unidos
-Newsweek's America's Top High Schools, 2015

la única escuela preparatoria pública con "Cold Medal" en Arkansas
-U.S. News & World Report
Tres años consecutivos: 2014, 2015, 2016

FAYETTEVILLE
Nuevo Campus de agosto del año 2016

BENTONVILLE
El año 2015 se inauguró en agosto

SPRINGDALE
HAAS HALL ACADEMY

INICIO DE CLASE EN AGOSTO. EL AÑO 2016 AHORA PUEDEN INSCRIBIRSE DEL GRADO 7 AL 10
Visítenos en la línea en haashall.org

Springdale: Grades 7-10
Accelerated S.T.E.A.M. curri
(Science, Technology, Engineering
Open-Enrollment Public Ch
Admission by random lotter

For more information v

Springdale: Grados 7-10
Acelerada S.T.E.A.M plan de estudios
(Ciencia, Tecnología, Ingeniería, Artes y Matemáticas)
Inscripción abierta "Public Charter" = No hay costo
Admisión es por sorteo. ¡Aplique hoy!

Para más información visite utilizará haashall.org/springdale

THE JONES CENTER

Advertising Materials
Flyers are being distributed in both English and Spanish throughout Northwest Arkansas to raise awareness about the application process.

Quick-look Cards
Business cards with application information are posted on info boards at area businesses.

Radio Advertising
Ad spots in English and Spanish feature an overview of the school, application process, and instructions on how to apply.

Print Advertising
English and Spanish ads in the Arkansas Democrat Gazette and La Prensa.

Newspaper Articles
Two articles in the Arkansas Democrat Gazette feature the school and lottery information.



Haas Hall Academy
Admissions Lottery Process
2017-2018

The Haas Hall Academy Lottery Application

Simple web-based application form

One application per child
Complete in under one minute
Available in over 100 languages

Follows all guidelines outlined in the Lottery Best Practices webinar

Praised by the Board of Education for ease of use and transparency of process.

Application for Admission | Haas Hall Academy

HAAS HALL ACADEMY
1978 HALLS HILL RD - COLLEGE SPRING

WELCOME - SCHOLAR LIFE - ADMISSIONS - FRIENDS - PARENTS - CONTACT

APPLICATION FOR ADMISSION

Home - Admissions - Application for Admission

Haas Hall Academy is an accredited, rigorous math and science based college preparatory open-enrollment charter school serving grades 7-12 for scholars with high intensity of purpose. Haas Hall Academy has been recognized by U.S. News and World Report as one of the finest high schools in the nation!

We would like to thank you for considering Haas Hall Academy as the next step in your child's academic career by joining the exceptional group of individuals who have made the important decision to focus on preparation for college.

The Arkansas Quality Charter Schools Act of 2013 states:

If there are still more applications for admission

HAAS HALL ACADEMY APPLICATION FOR ADMISSION

If you would like for your child to be considered for the 2016-2017 Haas Hall Academy admissions lottery at more than one campus, a separate application for each campus must be submitted by March 4, 2016.

STEP 1 OF 2

Campus *
Grade Level for Admittance Term *
Scholar's Name *
Scholar's Date of Birth *
Home Address

APPLICANT VERIFICATION

Home > Admissions > Applicant Verification

CONFIRM YOUR SCHOLAR'S APPLICATION

Enter the scholar applicant's date of birth (mm/dd/yyyy) and last name and the parent's/guardian's email address.

All form fields must be completed.

Scholar's Date of Birth (mm/dd/yyyy)

Scholar's Last Name

Parent/Guardian Email Address

SEARCH

SCHOLAR'S NAME	
TEST APPLICATION	
Fayetteville Fall 2016 7th Grade	SCHOLAR'S DATE OF BIRTH 08/04/1994 CURRENT SCHOOL Test School LAST COMPLETED MATH CLASS 8th Grade Math
3016 N Strawberry Drive Fayetteville, Arkansas 72703 United States (479) 225-4531	
Heather Holaway heatherholaway@haashall.org	

Displaying 1 - 1 of 1

VERIFY ANOTHER SCHOLAR

IMPORTANT DATES

- March 4, 2016 - Admission Application Deadline
- March 11, 2016 - Deadline for Application Revisions
- March 30, 2016 - Admissions Lottery Drawing

Please confirm that all information displayed about your child's grade and selected campus is correct. If you need to correct any information, please submit your edits using our simple online form by March 11, 2016.

EDIT YOUR SCHOLAR'S APPLICATION FOR ADMISSION

If you would like for your child to be considered for the admissions lottery at additional campuses, a new application for that campus must be submitted by March 4, 2016.

SUBMIT AN APPLICATION FOR ADMISSION

Applicant Name

7th Grade

FAYETTEVILLE

F3164

BENTONVILLE

B4325

SPRINGDALE

S550e

Name of Parent/Guardian
 Name of Parent/Guardian
parentguardian1@email.com
parentguardian2@email.com
 (479) 966-4930

VIEW ANOTHER APPLICATION

Lottery Identification Numbers

All applications are assigned an unique Lottery ID number for each campus. That number is emailed to an applicant and can be verified online using the Lottery ID Finder. The Lottery ID number serves to provide parents/guardians the opportunity to track their child's progress during the lottery drawing while protecting the family's privacy.

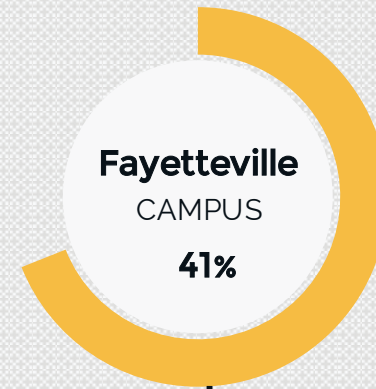
Shadow a Scholar

Prospective scholars are immersed in Haas Hall Academy's unique culture for one school day.

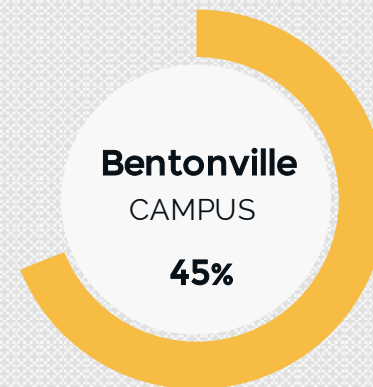
Families are invited to attend an open house event to tour the campus, meet faculty, and attend a brief Q&A session.

One-on-one faculty & scholar interaction.

Suggested, but not required.



41% of prospective scholars chose to shadow at the Fayetteville campus prior to the 2016-2017 lottery drawing.



45% of prospective scholars chose to shadow at the Bentonville campus prior to the 2016-2017 lottery drawing.

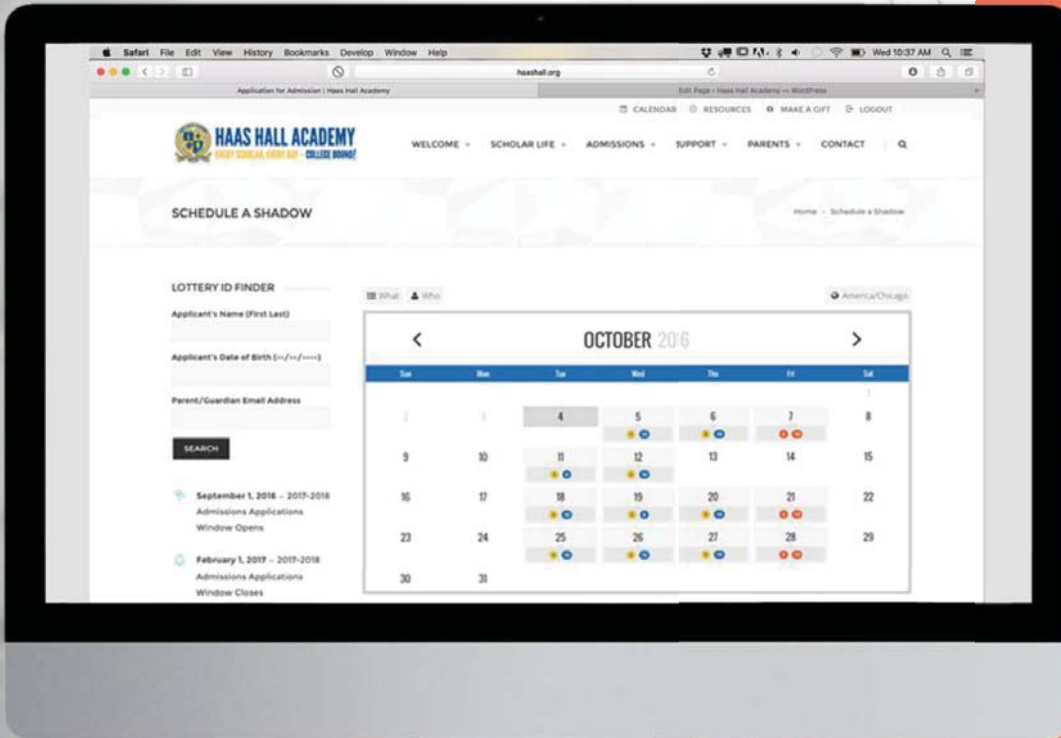
Shadow a Scholar

**Simple web-based
Scheduling Form**

Email Confirmation

**Text and Email
Reminders**

**Simplified system
benefits faculty and
ensures consistency**





Open House Events

Four sessions held at the Fayetteville and Bentonville campuses

Campus tour, faculty introduction, brief presentation, question & answer session

Morning and evening events accommodate the schedules of all families

October

Morning session

Bentonville: October 27 – 8am

Fayetteville: October 24 – 8am

November

Evening session

Bentonville: November 17 – 6pm

Fayetteville: November 15 – 6pm

December

Morning session

Bentonville: December 8 – 8am

Fayetteville: December 6 – 8am

January

Evening session

Bentonville: January 12 – 6pm

Fayetteville: January 10 – 6pm



The Lottery Drawing
will be held at the
Fayetteville campus on
February 21, 2017

Admissions Lottery Drawing

Haas Hall Academy conducts an anonymous lottery for each campus by campus and grade.

Haas Hall Academy utilizes an electronic system which features a random number generator formula that assigns random selection for each applicant. Seats in each grade level are filled according to availability.



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Welcome to Haas Hall Academy!

Congratulations! Your scholar, **Test Scholar's Name (First) Test Scholar's Name (Last)**, has been accepted to the **Test Grade Level for Admittance Term** at the Haas Hall Academy Test Campus campus for the 2016-2017 school year.

Please accept (or decline) your scholar's seat by completing the [Seat Acceptance](#) form no later than **April 9, 2016 at 4PM**.

Simply enter your scholar's [Lottery ID](#), contact information, and sign the form electronically to accept or decline their seat.

Please note that final enrollment is subject to completion of all enrollment requirements. Upon receipt of your scholar's seat acceptance, we will begin the enrollment process. Information concerning important dates and documents necessary for enrollment will be sent via email in the following weeks.

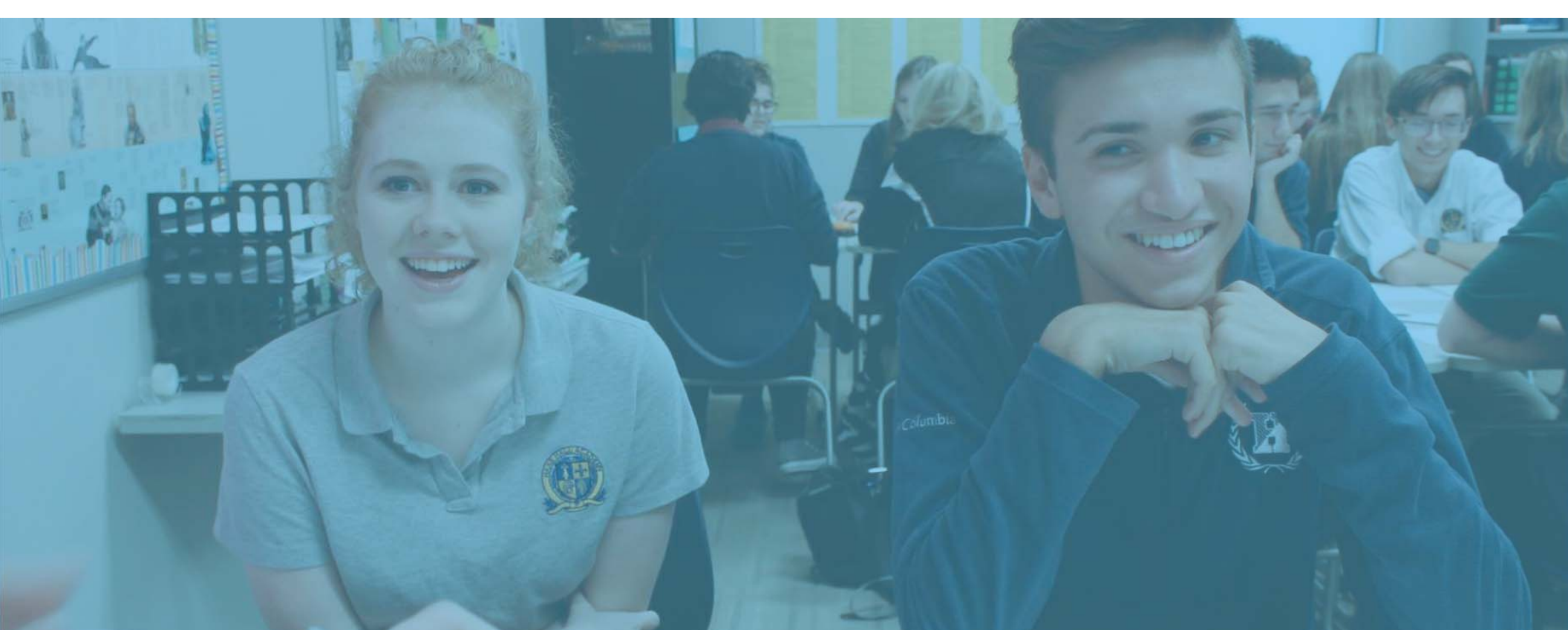
Questions? Send us an email at admissions@haashall.org.

[Seat Acceptance](#)

Seat Acceptance

Our electronic notification system tracks each time an email is opened, if the recipient clicked any links within the email, or if the email was undeliverable.

Parents/guardians of accepted scholars will sign an electronic form to accept or deny their scholar's seat. Digital signatures and tracking numbers are used in this process for audit purposes.



2017 – 2018 Lottery Timeline

September 1, 2016

Application window opens for the 2017-2018 lottery cycle.

October – February

Applicants are encouraged to shadow a scholar and attend an open house event.

February 1, 2017

Application window closes for the 2017-2018 lottery cycle.

February 21, 2017

Lottery Drawing, the public is encouraged to attend.



Haas Hall Academy Admissions Lottery

**Transparent,
traceable process**

Random selection

**Supervised and
Audited by ADE**

Open to the public



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