



# Craig City School District

P.O. Box 800, Craig, Alaska 99921  
www.craigschools.com  
Phone (907) 826.3274  
FAX (907) 826.3322

Jackie Hanson, Superintendent  
David Harris, Elem./MS Principal  
Josh Andrews, HS Principal  
Heather Mendonsa, PACE Principal

## Memorandum Item 10d

TO: CCSD School Board Members  
FROM: Jackie Hanson, Superintendent  
DATE: December 5, 2024  
SUBJECT: Fine Point’s 2025-2026 Marketing Proposal for PACE Statewide Homeschool

Enclosed and attached with this memo is Fine Point’s 2025-2026 Marketing Proposal for PACE Statewide Homeschool.

Principal Mendonsa and I met with Mr. Ross Johnson on Wednesday, December 4, 2024 to discuss the proposal and funding options. While the Marketing Investment Plan and Expected Return Table begins at 42K and increases to a 100K option, I did share with Mr. Johnson that CCSD is facing a budget deficit, has no fund balance, and experiences cash flow issues regularly. We discussed marketing options under 42K, in which Mr. Johnson stated if CCSD pursued that option “predicted growth potential” may be impacted. However, due to CCSD’s current budget deficit and cash flow issues, approving this proposal at 42K would cause the District hardship.

In an effort to help facilitate a Board discussion regarding PACE marketing, I have prepared a table of data that I hope the Board finds helpful. Please see the following table containing PACE’s Average Daily Membership (ADM) at 90% as recorded by the Department of Education & Early Development (DEED) per year since fiscal year 2001. ADM is the average number of students at a school for a school year, counted over a 20-day period ending the last Friday in October. As the Board is likely aware ADM in a district correspondence school is calculated at 90%. Also included in the table is CCSD’s corresponding PACE marketing expenditures. Please note, the final count for FY2025 is pending and the ADM is only a projection; hence, that column is highlighted, and its data is italicized.

CCSD Fiscal Year	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
PACE ADM @ 90%	93.51	264.33	419.09	516.32	240.80
Mar. Expenditure	0	0	0	0	0

CCSD Fiscal Year	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010
PACE ADM @ 90%	317.40	325.31	327.56	313.06	275.20
Mar. Expenditure	0	0	0	0	0

CCSD Fiscal Year	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015
PACE ADM @ 90%	249.30	253.12	242.26	219.62	251.46
Mar. Expenditure	0	0	0	0	0

CCSD Fiscal Year	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
PACE ADM	220.51	220.49	211.17	219.60	286.79
Mar. Expenditure	0	0	0	50,000	50,000

CCSD Fiscal Year	FY 2021	FY 2022	FY 2023	FY 2024	<i>FY 2025</i>	<b><i>FY 2026</i></b>
PACE ADM @ 90%	601.66	436.82	392.81	412.52	<i>383.38</i>	<i>?</i>
Mar. Expenditure	50,000	50,000	50,000	50,000	42,000	<i>?</i>

Suggested Motion: Move to approve Fine Point's 2025-2026 Marketing Proposal for PACE Statewide Homeschool at \$42,000.

Suggested Motion: Move to revise Fine Point's 2025-2026 Marketing Proposal for PACE Statewide Homeschool at (specify amount under 42,000).

As always, Board Members are welcome to present a motion for consideration or to amend the suggested motions above.