



The Microschool Opportunity

From Mass Production *Batching* to Mass Customization *Matching* Forms of Education

February 2023

Presented by **SOARING** Education Services
A division of Open Sky Education

Overview

1. Environmental scan
2. Microschool overview
3. Examples from the field
4. School design and build considerations



An entrepreneurial not-for-profit organization in tireless pursuit of making a full and lasting education accessible and affordable for all children.

www.openskyeducation.org | info@openskyeducation.org



Soaring Education Services Team

Division of Open Sky Education

A service organization that catalyzes the growth of Christian Education

Bleeding-edge innovation; creative solutions for making Christian Ed. Affordable and accessible for all

A national organization that understands how to launch and sustain private or publicly-funding Christian schools.

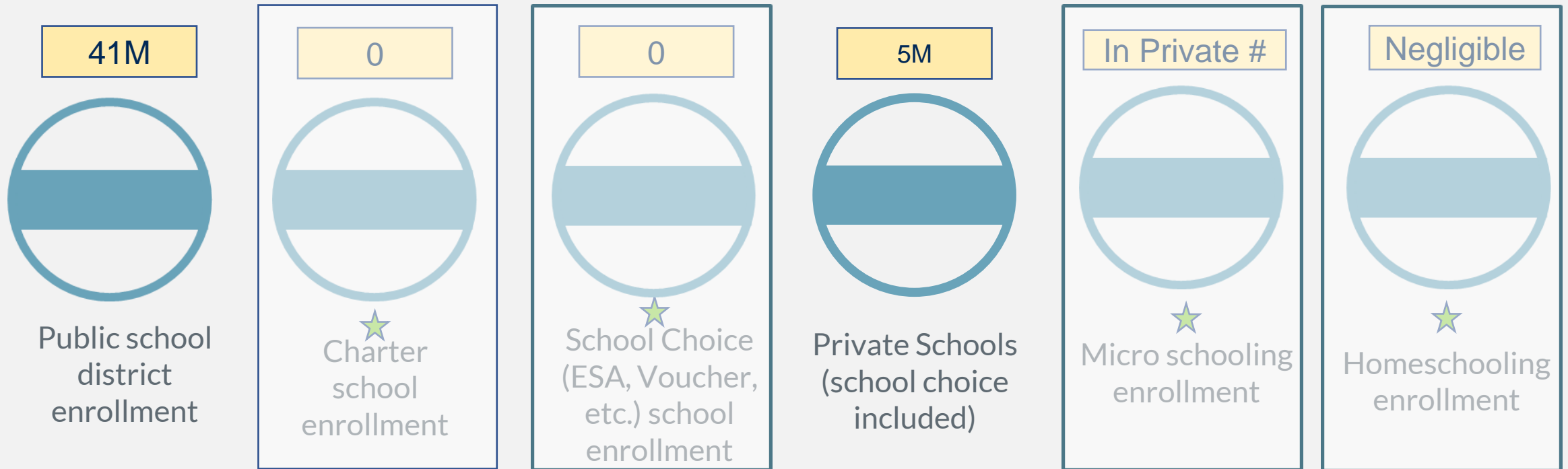
An ecosystem of relationships and resources for local leaders/operators



Environmental scan

U.S. Education Ecosystem

1990



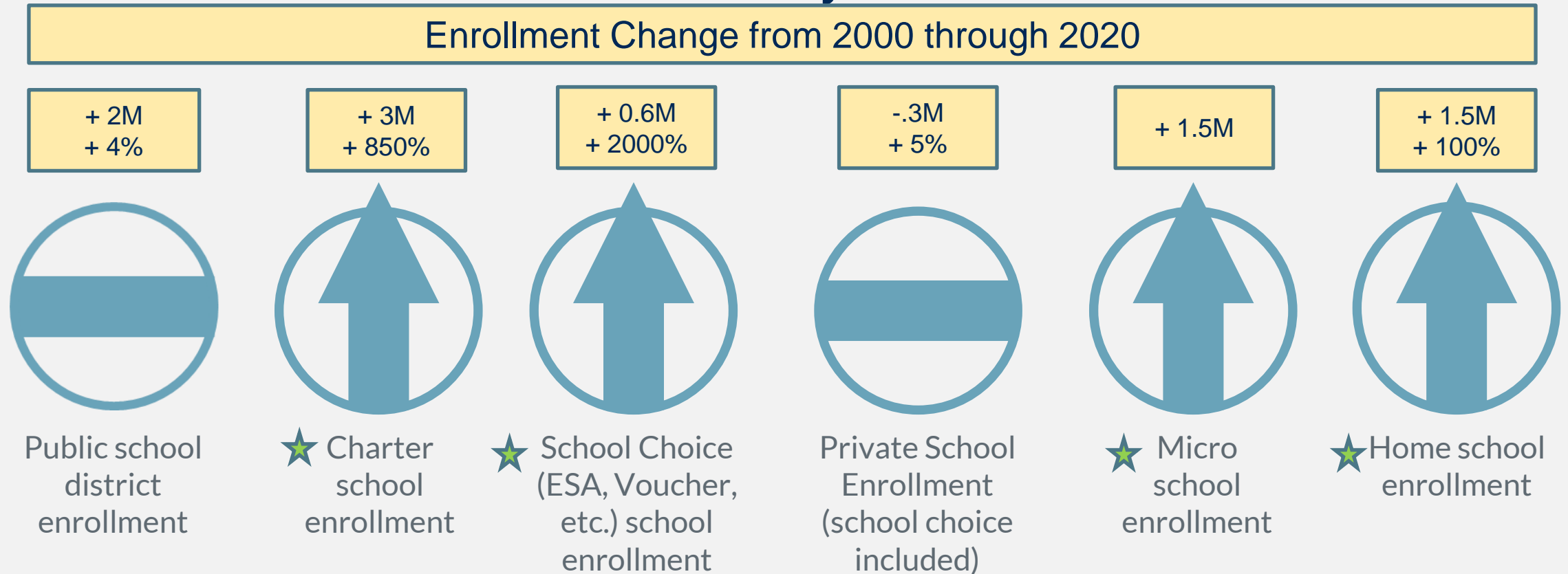
1990

Negligible charter, voucher, micro and homeschool seats

\$0 “new” revenue

Shifts to U.S. Education Ecosystem

From Mass Production to Mass Customization School Choice Forms of Education Delivery



1990 to 2020

8.2M “new seats” in emerging forms of Education Delivery

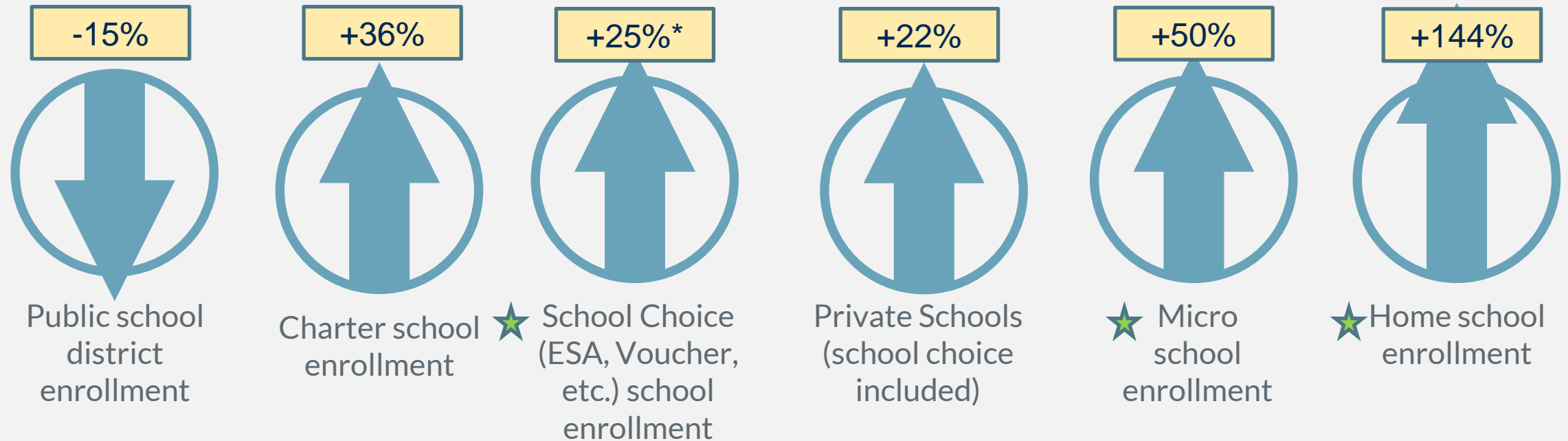
~\$100B Shift in Annual Revenue

Since Covid

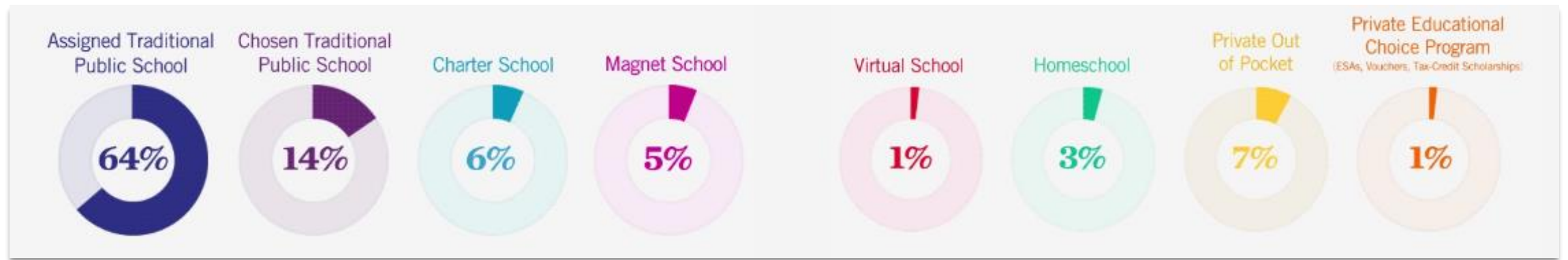
Summary of Emerging Enrollment Trends in Six Delivery Systems for Education in U.S.

Change in Enrollment from Fall 2019 through projected Fall 2022

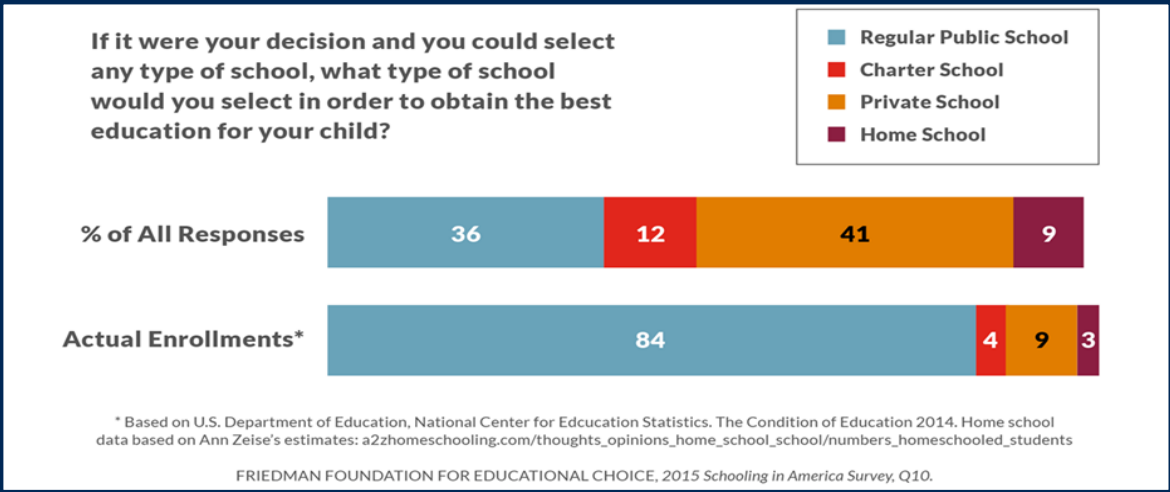
Source: Tyton/Walton Study, Spring 2022, *EdChoice FastFacts 2022



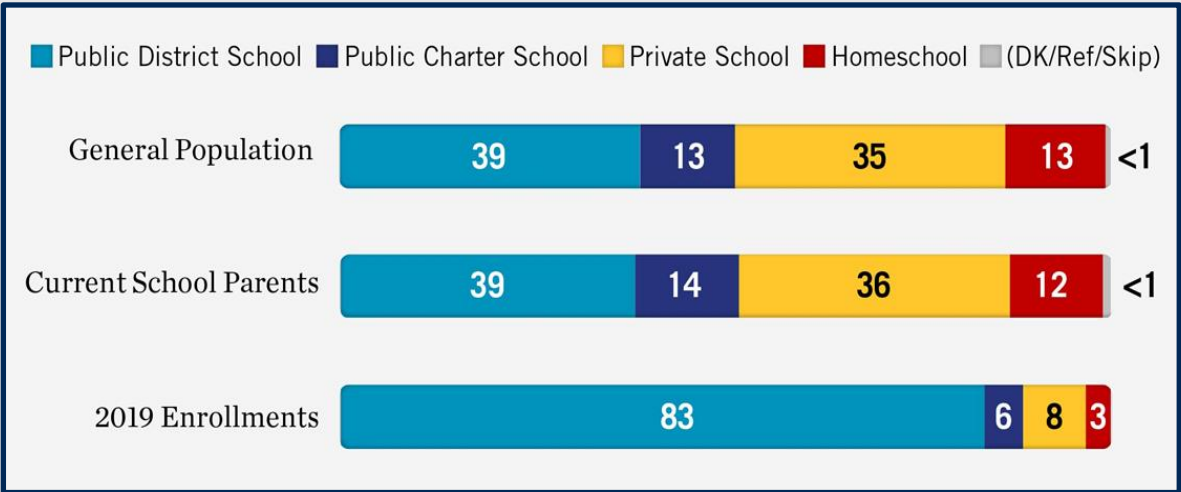
How America's Students Access K-12 Education



U.S. Parents are Demanding Change...and Choice!



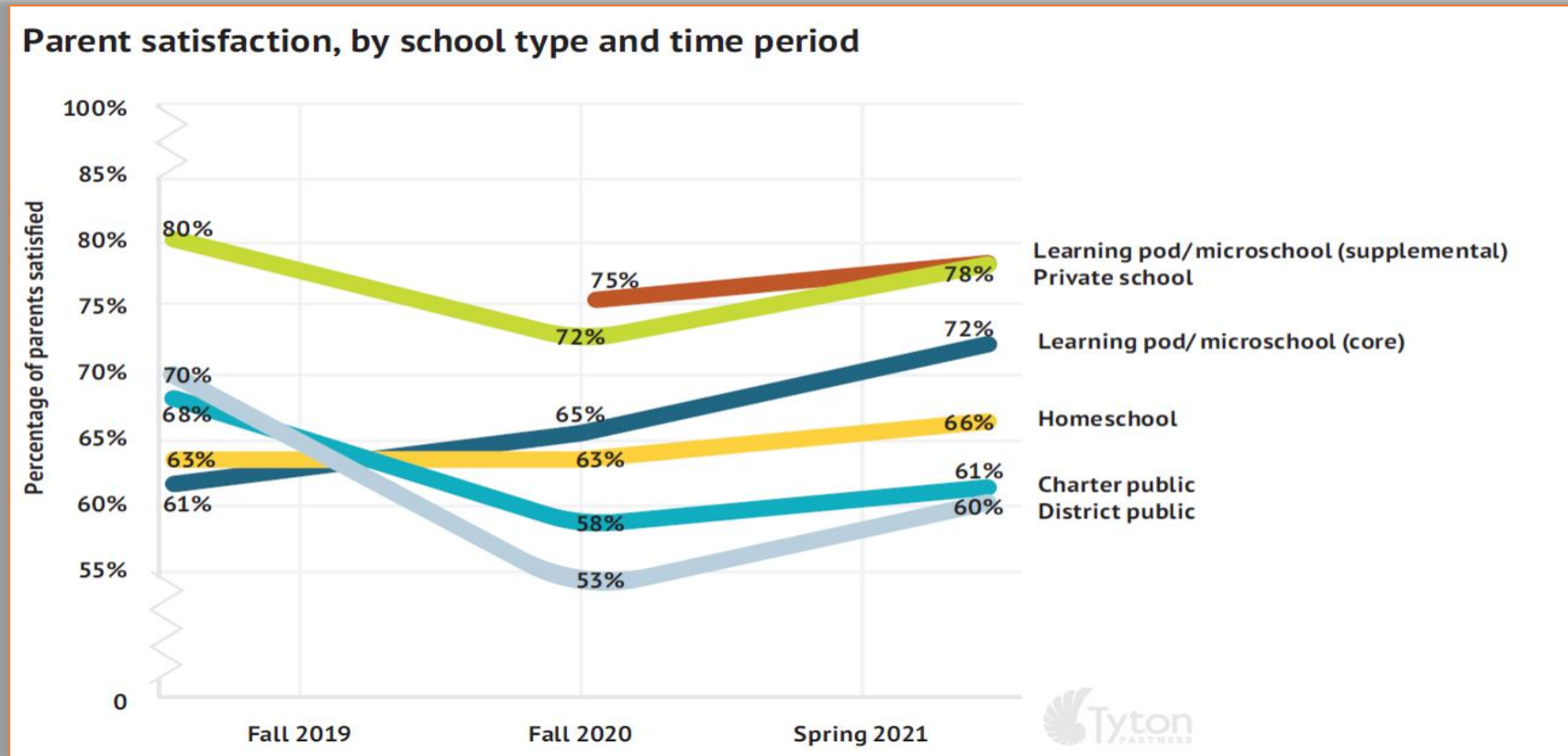
2015 "Schooling In America" Survey



2021 "Schooling In America" Survey

Roughly 45% of U.S. Parents representing 25,000,000 children want to leave traditional forms of schooling to match schooling to their children by exercising choice!

Parent Demand: Higher Satisfaction Associated with Higher Levels of Choice



Source: Tyton/Walton Study,
Spring 2021



Microschool Overview



What is a Microschool?

- Significant variance in price, size, religion, education philosophy and models, facility, use of technology
- General Characteristics Include:
 - Smaller size
 - Multi-age classes
 - Personalized Learning
 - Can be legally structured as a private school or as a resource center for homeschool children (learning pod or parent pod)
 - Role of teacher shifts (like homeschool teacher, less creation/delivery of content, more focus on learning facilitation/guide, relationship, mentoring)

Emerging Microschool Models



Learning/Parent Pods

- Homeschool
- Group of families pooling their resources for daily/multi-day support



Learning Centers

- Homeschool/Enrichment
- Churches/Institutions offering educational resources to the community



Hybrid-Homeschools

- Homeschool
- Churches/Schools offering services to homeschool families



Small Schools

- Private School
- intentionally small, private schools

Homeschooling

Private Schooling

Launch Types



New Microschools and
learning pods



Hub and spoke models,
expanding the reach of
existing schools



Revitalization strategies for
struggling or under-
enrolled existing schools

Why are MicroSchools growing?

Market demand (15M+): Both pre- and now accelerating post-COVID demand growth for private and/or faith-based education

Easier use of emerging tools: Education technology, new forms of curriculum/content, school choice public funding

Flexibility in teacher requirements: Helps in time of teacher shortage

Less start-up costs/risk to start: Over 90% less cost/risk in start-up

Lower cost to families: Cost-reducing strategies include use of centralized resources, lower facility costs, admin costs, and non-educational costs

Less Geographic Boundaries: Can be formed in rural settings, homes, store fronts, etc

COVID-friendly: better ability for parents to choose curriculum and programming that aligns with their family values and/or faith



Barriers to MicroSchool Growth

1. Access to “micro” grants; start-up funding
2. Business and operational school launch expertise and training; misaligned business models
3. Highly dependent upon a small number of people
4. Access to “right-sized” vendors for back-office and operations
5. Access to an ecosystem of training and support; a connected community of operators



SOARING
EDUCATION SERVICES

Microschool Profiles

PSD Microschool (LuTEC)

- LA County; two classrooms in a re-claimed Lutheran church building
- Microschool: 60 students grade 9-12; Director and two Learning Guides
- Under \$10,000 per student
- Education, technology, and career
- Flexible, student-centered learning
- Local faith and community integrated with technology and partnerships



Testament of Love School (projected)

- Carpentersville, Illinois
- 15-25 students, 1-2 Learning Guides
- Grades K-8
- Hybrid-home school: focus on serving families through curriculum, resources, and facility.
- \$1500-\$3500 per student
- Flexible, multi-age classroom focused on a classical education





SOARING
EDUCATION SERVICES

Greg Hahn
Messiah Lutheran Church

How We Help

- Where do I start?
- What steps do I need to take?
- How do I create a business model and budget?
- How do I engage my community?
- How do I select a location?
- How do I choose a curriculum?
- How do I build a thriving culture?
- How do I build consistency across multiple sites?

Three Step Process

Study

- Basic Demographic Study
- Competitive Market Analysis

Design

- School concept and business model
- Focused on ministry target

Build

- Building out school model; facility, hiring, operations

Launch Process

Design Block



Build Block





SOARING
EDUCATION SERVICES

Q and A

Presented by **SOARING** Education Services
A division of Open Sky Education



Dr. Jack Preus
jack.preus@soaringeducation.org
www.soaringeducation.org

