



STATE OF THE DISTRICT REPORT

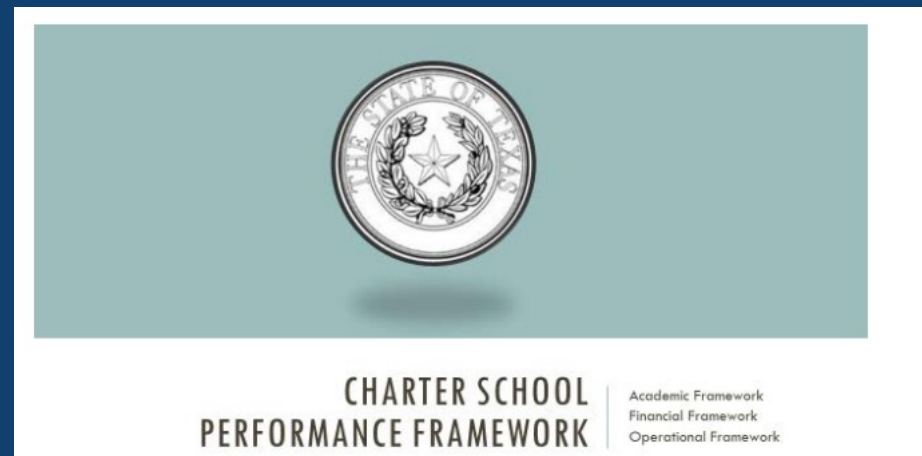
2021- 2022

FINANCE

For the past five rating years, Richard Milburn Academy has achieved a Superior Achievement Rating on the Charter First Rating System. The purpose of this system is to ensure charter schools are held accountable for the quality of their financial management practices to provide the maximum allocation possible for direct instructional purposes.



In addition to the Charter First Rating, RMA has scored a 100 on the most recent Financial Framework portion of the Charter School Performance Framework (CSPF). This rating system is designed to provide the parents, the public, charter operators, and the authorizer with information about each charter school's performance. The CSPF is aligned with the Texas A-F accountability framework, the Charter FIRST financial accountability rating system, and best practices that have been identified by the National Association of Charter School Authorizers.



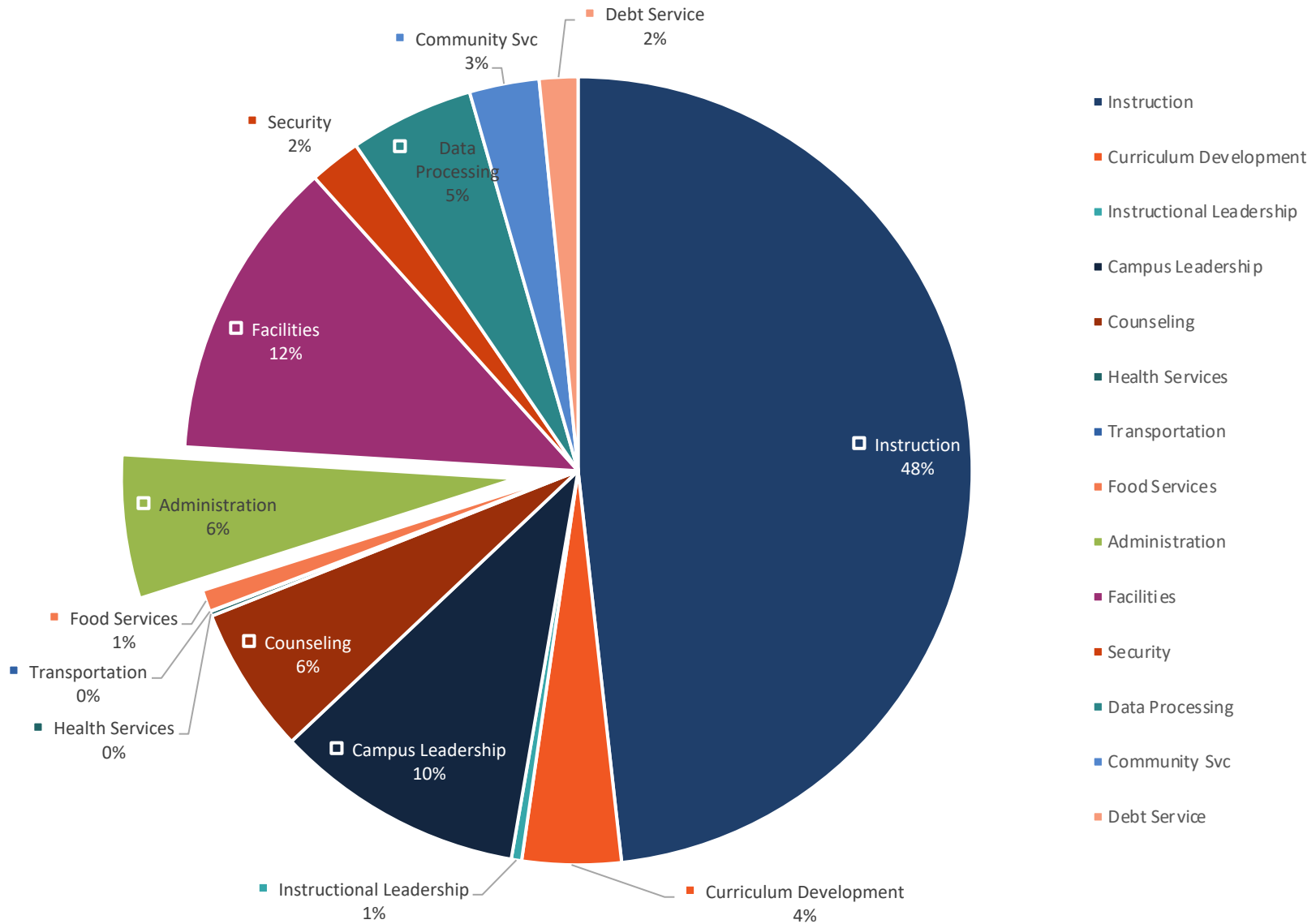
Richard Milburn Academy has a very robust fund balance that substantiates years of good financial decisions. A fund balance is intended to serve as a measure of the financial resources available to an institution. TEA's Charter First indicator number six, indicates that 75 days of operational expenditures is the measure for success. For RMA that would equate to approximately \$3.1M. RMA has more than three times that amount in our fund balance.

Operating Fund Balance
June 30, 2021

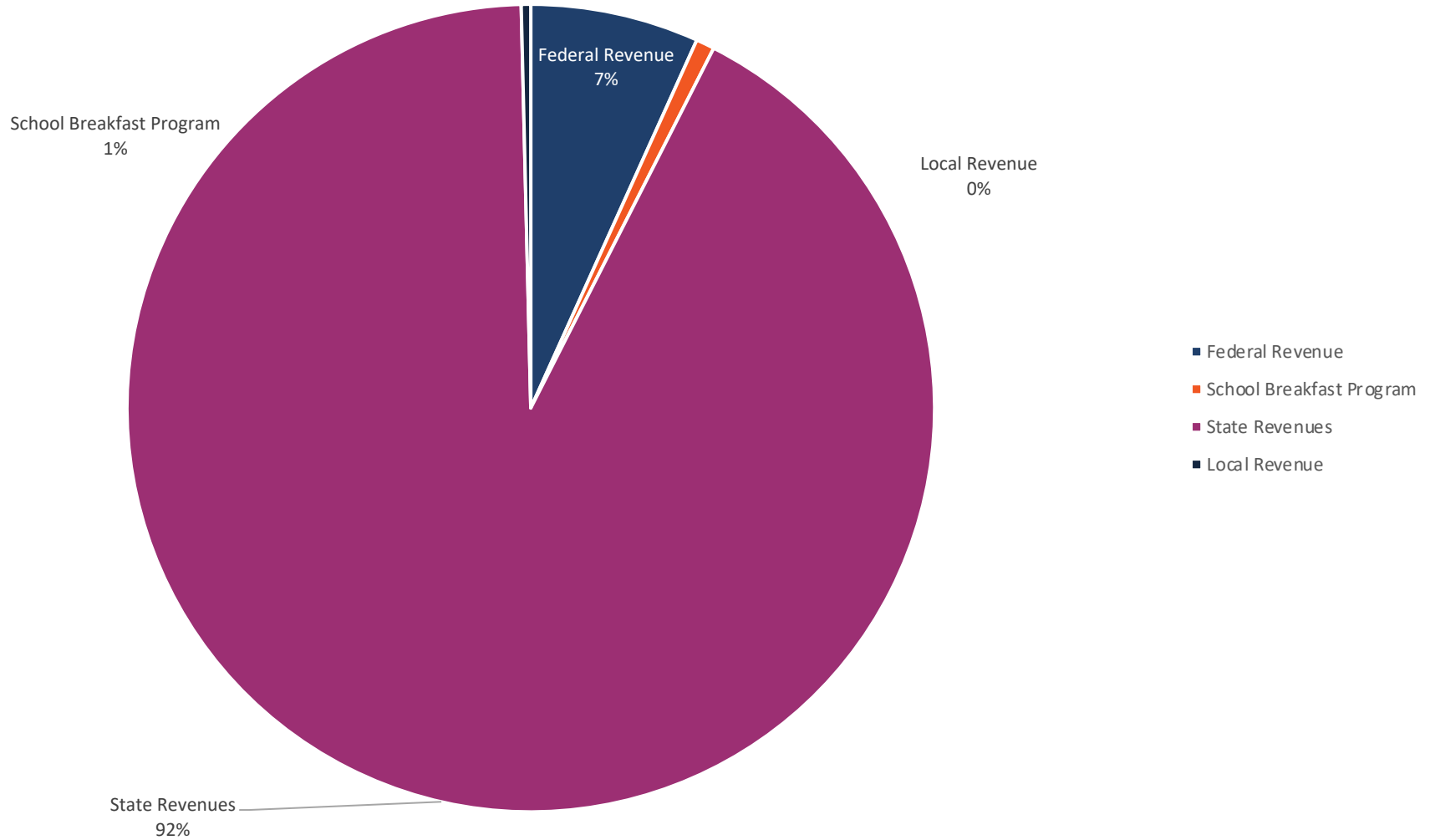
\$ 11,204,140

RMA depends primarily on state revenue derived from student attendance. The other sources of operating revenue are federal grant funds, the school breakfast program, and also local revenue generated from campus activity funds. Next year, we are pursuing additional grant opportunities to expand our revenue stream.

2021-2022 USES OF OPERATING EXPENDITURES



2021-2022 Operating Revenue



TECHNOLOGY SCHOOL SAFETY FACILITIES

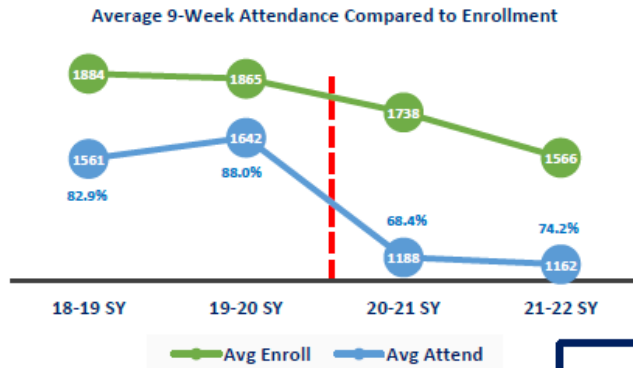
ACADEMIC PERFORMANCE

SPECIAL POPULATIONS

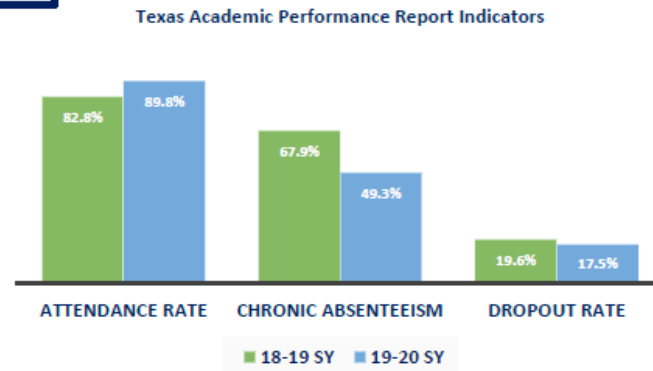
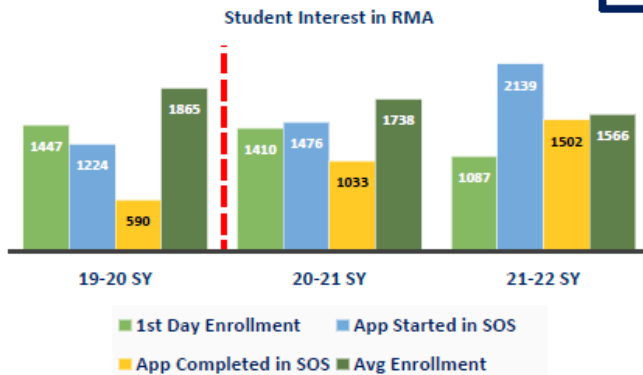
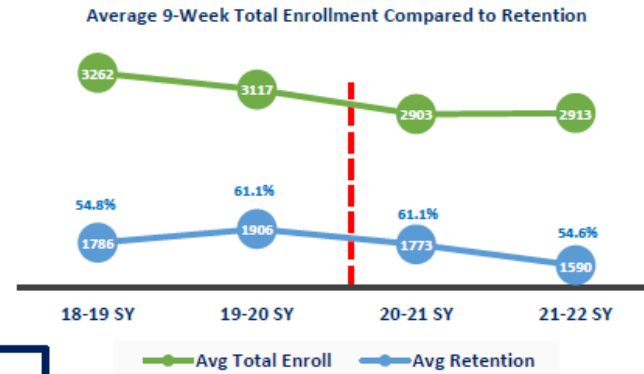
ENROLLMENT & ATTENDANCE

Enrollment & Attendance...

Average daily attendance continues to improve after the impacts of the COVID-19 pandemic.



Similar to daily attendance, student retention is starting to improve.

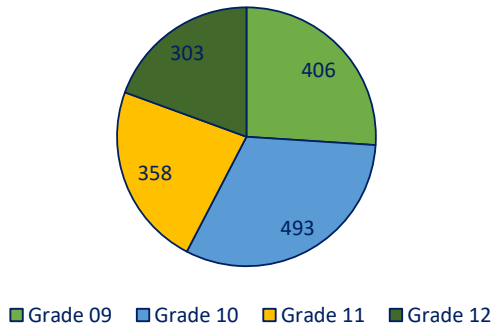


Student interest in RMA increased during the 21-22 school year and has the potential to increase enrollment above pre-pandemic levels during the 22-23 school year.

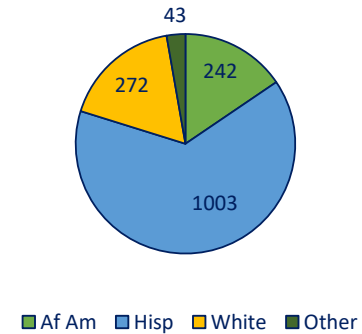
Data compiled by TEA reiterates pre-pandemic SIS findings including increased attendance and decreased chronic absenteeism as well as a reduced dropout rate.

Demographics: End of 21-22 School Year...

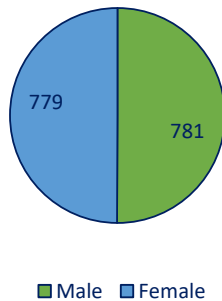
Enrolled Grade Level



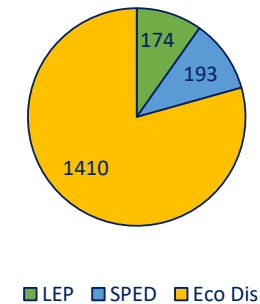
Ethnicity



Gender



Special Populations



STUDENT SERVICES

HUMAN RESOURCES

MARKETING & COMMUNICATIONS

RMA PUBLIC SCHOOLS MARKETING INITIATIVES



Marketing Materials

- Template Creation for Events and Promotions
- Updated Brochures
- Increased Brand Awareness
- Standardized Message
- Staff RMA shirts
- Friday is RMA spirit day
- A shirt for each student
- Newsletters
- Planning for New Signage at each Campus 2022-2023
- Giveaway Bags
- Campus Giveaways for referrals
- Increased Photo and Video opportunities
- Early Enrollment Campaign

Centralized Marketing Campaign

- SCL Marketing Plan with Community Outreach
- Counselor Tours for Campus
- Community Council
- Annual Marketing Plan
- Survey Creation
- School Messenger Integration for information and surveys
- State Representative Campus Tours
- Campus Branding
- Student Leadership Council Creation
- Texas Tech Partnership for Undergrad and Graduate Courses - Marketing Data
- Creation of Educational Alliance Group
- Principal feedback and input for localized marketing initiatives

Website/Online Presence

- Creation and Rollout of New Website
- Creation of New Campus Websites with local administrative rights
- Creation of Campus Social Media Accounts
- Advertising with google
- Campus Challenges - Online Contests promoting RMA
- Social Media Content Calendar
- Linked social media accounts to website
- Creation and implementation of District App
- Advertising online in youth focused areas
- Commercial in Corpus - NBC and Telemundo





RMA PASADENA RIBBON CUTTING



RMA CORPUS CHRISTI MAYOR VISIT

**RMA AMARILLO
GRANT RECIPIENTS**



RMA TEXAS PUBLIC SCHOOLS REGISTER FOR NEXT YEAR!

Now Accepting Students for 2022-2023!
Reserve Your Spot Today!



@@rmaschools.org

Be One of the First to Register and Receive an RMA T-Shirt!

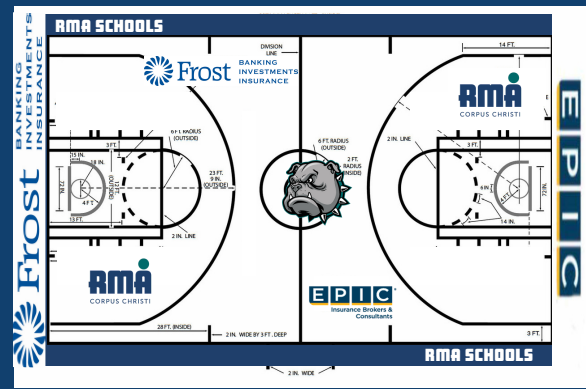
RE-ENROLL TODAY!



RMA CORPUS CHRISTI GRADUATION



RMA KILLEEN STATE REP VISIT



RMA CORPUS BASKETBALL COURT BRANDING

RMA PUBLIC SCHOOLS MARKETING INITIATIVES

Campus Websites

☰ MENU

RMA Public Schools

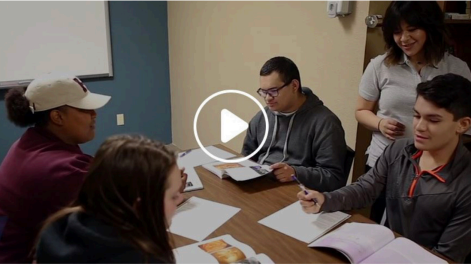
Amarillo

4106 SW 51st St.

Amarillo, TX 79109

(806) 463-2284

Welcome to Amarillo Campus



RMA Amarillo Campus Video
This is the caption
<https://youtu.be/9WmznhD4efQ>

WEBSITES ARE HOSTED BY BLACKBOARD AND ARE SET UP IN A TEMPLATE FORMAT.

THE TEMPLATES ARE CREATED FOR EACH CAMPUS.

THE REASON FOR THIS CHANGE IS TO GIVE CONTROL AND OWNERSHIP BACK TO THE CAMPUS PRINCIPALS

EACH CAMPUS HAS THEIR OWN INDIVIDUAL WEBPAGE .
EACH CAMPUS IS RESPONSIBLE FOR THEIR CONTENT.

CAMPUS PRINCIPALS ARE EXPECTED TO DESIGNATE A PERSON TO UPDATE THE CAMPUS WEBSITE AND EVENT CALENDAR.

RMA

PARTNERSHIPS

EPIC[®]

Insurance Brokers &
Consultants



Frost Bank

RBFCU



STUDENT SERVICES

CAREER & TECHNOLOGY EDUCATION (CTE)

RMA Public Schools 2021 -2022



RMA Public Schools Central Office
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San Antonio, Texas 78247
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info@rma-tx.org