



Company Profile

URL: www.onecityschools.org

Industry: Nonprofit Preschool/Public Charter School (authorized by UW System)

Employees: 46 (32FTE/3 PTE/8 LTE Subs)

Organization Founded: July 30, 2014

First School Established: Sept 8, 2015

Contact Information (Two Locations)

One City Preschool
2012 Fisher Street
Madison, WI 53713

One City Expeditionary Elementary School
450 Coyier Lane
Madison, WI 53713

Phone: (608) 268-8004

Email: kcaire@onecityschools.org

Executive Leadership

Ms. Linda Allen, Leadership Coach

Mr. Kaleem Caire, Founder and CEO

Ms. Devon Davis, School Developer

Mr. Faren D'Abell, Elementary Principal

Mr. Bryce Pickett, Preschool Director

Ms. Chris Hodge, Leadership Coach

Ms. Marilyn Ruffin, VP-Family/Community

Mr. David Stephan, COO

Ms. Gail Wiseman, VP-External Relations

Board Members (13)

Ms. Wajjha Akhtar-Khaleel, PhD (Parent)

Ms. Theresa Balsiger

Ms. Salli Martyniak, Interim Treasurer

Mr. Gordon Derzon

Ms. Carola Gaines

Mr. Torrey Jaeckle

Mr. Joseph Krupp, Vice Chair

Ms. Gloria Ladson-Billings, PhD

Mr. Joseph Lee

Ms. Lynn McDonald, PhD

Ms. Toya Pedracine-Stewart (Parent)

Ms. Jodie Pope (Parent)

Ms. Catherine Zdeblick

Mr. Noble Wray, Chair

Organizational Mission

To seed a new model of public education that ensures young children are on track to succeed in a college or career preparatory program from birth through high school graduation.

Vision

A Greater Madison community where all children are prepared to contribute and succeed as adults.

Need for Early Education

In 2017, 83% of Black children were reading below grade level in Madison's elementary schools (1,726 of 2,082 children), compared to 66% of White, 39% of Asian and 24% of Latino children. The same year, 93% of Black children in middle schools were reading below grade level as well (902 of 970 children).

While racial disparities in reading rates are significant, reading rates are low for all children across Dane County. Ensuring children have access to and are enrolled in high quality preschools that emphasize school readiness can help effectively mitigate these challenges.

Current State of Early Education

In July 2020, there were 75 accredited group day cares and preschools in Madison: 6 enroll children starting at birth, 35 starting at six-weeks old and 55 starting at two-years old. There are a total of 90 accredited day cares and preschools in Dane County.

In 2019, the average weekly costs of accredited day cares and preschools in Madison ranged from \$349 for infants (birth to 1 year old) to \$271 for children ages 3 to 5.

State and local child care leaders agree that quality among early learning centers is lagging and the cost of high-quality early learning is unaffordable to many families. More than 70% of low-income children in Dane County do not attend a full-time high-quality early learning program.

Target Market

One City currently provides an affordable, accessible, and high-quality education for children ages 2 through 2nd grade in Dane County. However, our school is intentionally designed to ensure children from the most economically and socially challenged families are prepared to succeed.

Business Model

One City takes a two-generation approach to ensuring children are succeeding. We provide a high-quality early learning and elementary education program for young children that directly responds to what research says children need to be healthy and successful. We also work directly with parents, helping them build strong bonds with their children, and access community resources and support that can help them move themselves and their children forward.

Five Core Values

1. Academic Excellence
2. Inspired Learning
3. Great Teaching
4. Engaged Families and Partners
5. Great Looking Schools

Educational Program

One City utilizes curricula focused on deep, student-driven learning that is project-based, challenging and inspiring. The AnjiPlay Curriculum serves as the core of OCS's preschool program and the Expeditionary Learning (EL Education) program serves as the foundation of its kindergarten and elementary school. Both are highly regarded curricula that produce passionate, high achieving children.

Growth Strategy

Given the size of the unmet need described earlier, One City is focused on expanding to serve 1,000 preschool-aged children by 2026 and growing its public charter school to educate 370 children in grades 4K to 6 by 2023. We currently operate two schools: One City Preschool (ages 1 to 3) and One City Expeditionary Elementary School (4K – 2nd grade, and adding one grade per year).

Providers Serving Low-Income Families

There are only two accredited early learning centers in Dane County that serve a population with more than 50% of children in poverty: Reach Dane and Animal Crackers of Madison. Presently, 70% of One City's children are low-income or require some level of a tuition scholarship in order to attend our preschool.

Competitive Advantage

One City offers the highly regarded Anji Play play-based preschool program focused on creativity, problem solving and daily innovation. The preschool is a 5-star center accredited by the City of Madison. We also offer the only EL Education project-based learning model in a public K-6 school in Dane County. Both schools are led by experienced, credentialed and diverse educators, with an emphasis on parents and families. Additionally, One City offers a healthy meals program with a full-time executive chef and strong community partnerships. Our preschool tuition is set below the industry average for our region and we offer tuition scholarships. We are open year-round, and offer full-day care and learning from 6:45am – 5:30pm Monday through Friday.