



IDEA
Public Schools

2021 – 2022 PRESS KIT

Follow us @ideaschools



ideapublicschools.org



**IDEA PUBLIC SCHOOLS BELIEVES THAT EACH
AND EVERY CHILD CAN GO TO COLLEGE.**

Since 2000, IDEA Public Schools has grown from a small school with 150 students to one of the fastest growing network of tuition-free, Pre-K-12 public charter schools in the United States.

IDEA boasts national rankings on *U.S. News & World Report's* annual list and the *Jay Mathews Challenge Index High School Rankings* formerly known as *The Washington Post Rankings*. IDEA serves nearly 75,000 college-bound students in 137 schools across nine regions and is on-track to maintain its legacy of sending 100% of its graduates to college. We are a 501(c)(3) nonprofit organization that thrives on the engagement of our alumni and community members as well as the financial support of individual donors, foundations, and friends of IDEA.

OUR MISSION

IDEA Public Schools prepares students from underserved communities for success in college and citizenship.

OUR VISION

To ensure students reach their potential, IDEA Public Schools will become the nation’s largest creator of college graduates.

OUR CORE VALUES

We have updated our core values to represent the best of who we are as an organization, including our commitment toward becoming a strong leader in the broader anti-racist and anti-bias movement.



OUR STORY

During their stints as Teach For America corps members more than 20 years ago, Tom Torkelson and JoAnn Gama founded IDEA Academy as an after school program in Donna, TX in 1998. It was created as a way to help combat some of the major educational deficiencies they saw in their students, focusing the program on student achievement and college readiness.

Torkelson and Gama named the program IDEA, an acronym for “Individuals Dedicated to Excellence and Achievement,” and “No Excuses!” was their motto. IDEA enjoyed quick success, and the State of Texas granted a charter to IDEA in 2000. Beginning with only grades 4 to 8, the original flagship campus in Donna has expanded into a Pre-K-12 campus today.

IDEA Public Schools embarked upon an ambitious expansion plan in 2005, titled “The 2012 Plan,” with the goal of launching 22 IDEA schools across the Rio Grande Valley by the year 2012.

In 2012, NBA legend David Robinson invited IDEA to partner on solving educational inequality in San Antonio. In August of that year, IDEA and “the Admiral” joined forces to operate IDEA Carver Academy and College Prep, implementing IDEA’s successful individualized learning model in the existing Carver Academy. Today, IDEA operates 24 schools serving over 15,000 students and families across San Antonio. Six IDEA San Antonio schools recently achieved the academic honor of earning 100% of Texas Education Agency (TEA) distinctions for which they were eligible.

Also, in 2012, IDEA Public Schools entered the Austin region with IDEA Allan, now known as IDEA Montopolis. Today, IDEA operates 16 schools serving over 7,800 students and families across the Austin area.

In 2018, IDEA Public Schools expanded to El Paso and to their first region outside of Texas. IDEA Southern Louisiana opened in Baton Rouge with IDEA Innovation and IDEA Bridge serving nearly 900 students.

In 2019, IDEA expanded into Tarrant County, Texas and New Orleans bringing our number of total schools to 96.

Last year, IDEA Public Schools opened two regions, IDEA Greater Houston and IDEA Permian Basin.

This year IDEA Public Schools will open schools in Tampa Bay, their second region outside of Texas. In total IDEA nearly serves 75,000 students in 137 schools across Texas, Louisiana and Florida.

IDEA Public Schools is on track to serve 100,000 students in the coming years.

THE ROAD TO AND THROUGH COLLEGE

COLLEGE FOR ALL CHILDREN

From the first day students set foot on an IDEA Public Schools campus - whether Academy or College Prep - we instill in them the expectation that they will go to college. This expectation is woven in the fabric of everything we say and do. From Pre-K to 12th grade, IDEA Public Schools is focused on sending 100% of our kids to college.

- MORE THAN
88%
ECONOMICALLY DISADVANTAGED
- MORE THAN
34%
ENGLISH LANGUAGE LEARNERS
- 100%**
COLLEGE ACCEPTANCE FOR 15 YEARS
- MORE THAN
99.6%
MATRICULATION FOR 15 YEARS

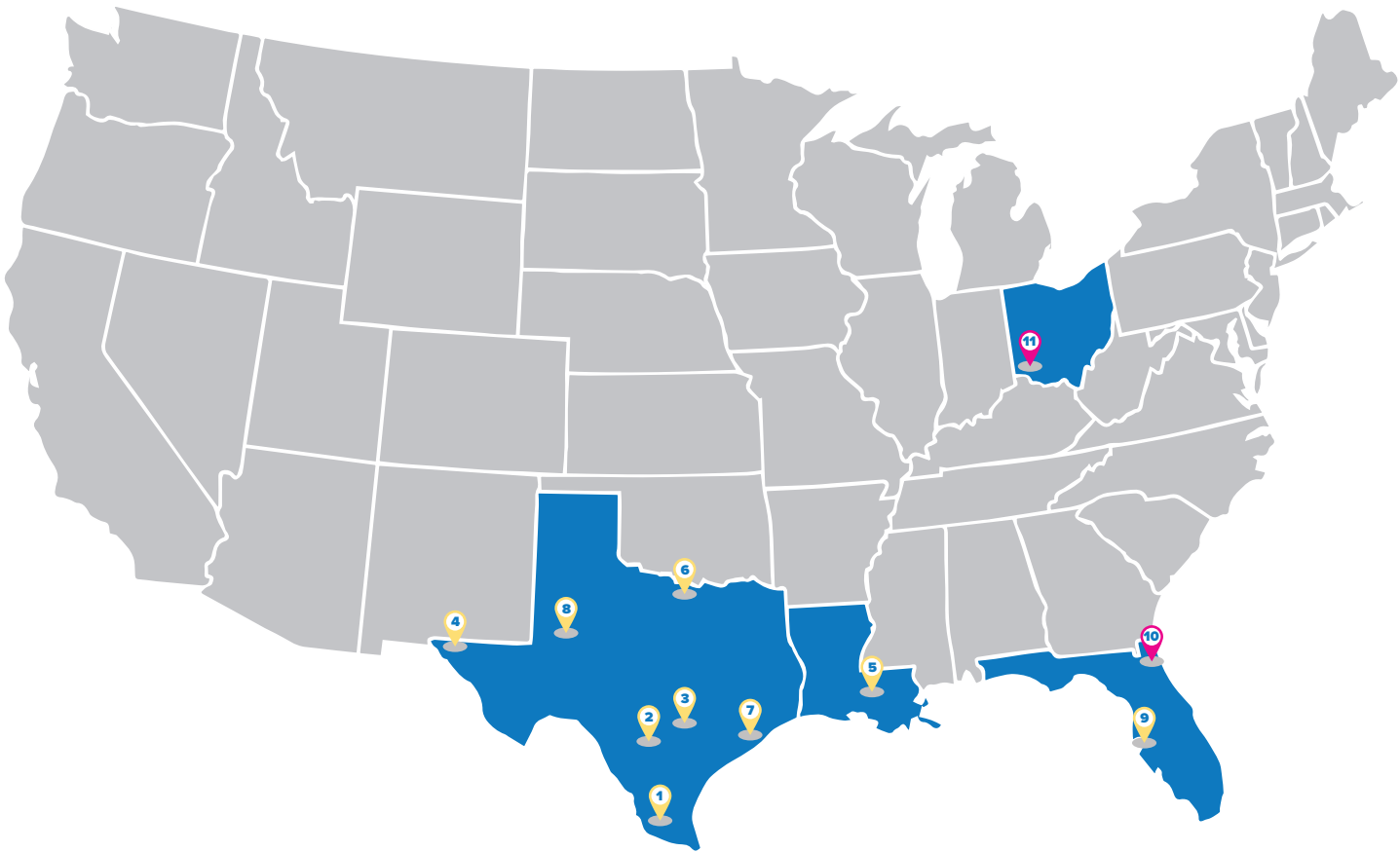
CLASS OF 2021 STATS

- | | |
|--|---|
| 1,447
GRADUATING SENIORS | 14
IVY LEAGUE ACCEPTANCES |
| 7,484
NATIONAL ACCEPTANCES TO COLLEGES AND UNIVERSITIES | 1,079
GRADUATES ARE THE FIRST IN THEIR FAMILY TO ATTEND COLLEGE |
| 2,068
ACCEPTANCES TO SELECTIVE AND HIGHLY SELECTIVE COLLEGES | \$83M
RECEIVED IN GRANTS AND SCHOLARSHIPS |

EXPANSION AND GROWTH

IDEA is on track to serve 100,000 students in the coming years on their road to and through college.

IDEA Public Schools expanded to Tampa Bay, Florida in 2021. In 2022, IDEA Public Schools will be expanding to Jacksonville, Florida and Cincinnati, Ohio.



- | | | | |
|--|---|--|---|
| 1 Rio Grande Valley
▶ EST. 2000 | 4 El Paso
▶ EST. 2018 | 7 Greater Houston
▶ EST. 2020 | 10 Jacksonville
▶ OPENING 2022 |
| 2 San Antonio
▶ EST. 2012 | 5 Southern Louisiana
▶ EST. 2018 | 8 Permian Basin
▶ EST. 2020 | 11 Cincinnati
▶ OPENING 2022 |
| 3 Austin
▶ EST. 2012 | 6 Tarrant County
▶ EST. 2019 | 9 Tampa Bay
▶ EST. 2021 | |

SUBJECT MATTER EXPERTS

IDEA Public Schools recognizes that strong leadership across the district, as well as on each of our campuses, is critical to our success. IDEA's senior leaders are poised to speak on a variety of topics. Their areas of expertise are listed below their picture if you'd like to connect with one of our subject matter experts for future stories.



AL LOPEZ
ACTING SUPERINTENDENT/
CHIEF EXECUTIVE OFFICER

[READ MORE ABOUT AL](#)



COLLIN SEWELL
ACTING CHIEF
OPERATING OFFICER

[READ MORE ABOUT COLLIN](#)



PHILLIP GARZA
CHIEF COLLEGE &
DIVERSITY OFFICER

[READ MORE ABOUT PHILLIP](#)



SAM GOESSLING
CHIEF ADVANCEMENT
OFFICER

[READ MORE ABOUT SAM](#)



DOLORES GONZALEZ
CHIEF PROGRAM
OFFICER

[READ MORE ABOUT DOLORES](#)



MARTIN WINCHESTER
CHIEF HUMAN ASSETS
OFFICER

[READ MORE ABOUT MARTIN](#)



LISA T. GARZA
CHIEF SCHOOLS
OFFICER

[READ MORE ABOUT LISA](#)



LEANNE HERNANDEZ
CHIEF FINANCIAL OFFICER

[READ MORE ABOUT LEANNE](#)



CODY GRINDLE
CHIEF INFORMATION OFFICER

[READ MORE ABOUT CODY](#)

VIDEOS AND NEWS

As it closes in on 20 years, IDEA Public Schools, Texas's homegrown charter network, is big, bold and sticking to the basics.

[READ MORE](#)

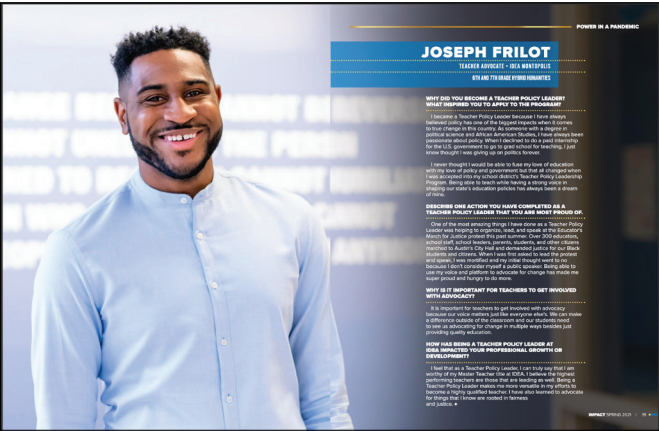
IDEA PUBLIC SCHOOLS CBS STORY



2021 COLLEGE SIGNING DAY RECAP



IMPACT MAGAZINE SPRING 2021



IMPACT MAGAZINE SUMMER 2021



VIDEOS AND NEWS

IDEA'S CLASS OF 2020 MATRICULATES TO COLLEGE AMIDST COVID-19



IDEA CAMPUSES REPRESENT SAN ANTONIO ON CHILDREN AT RISK'S LIST OF 'PANDEMIC PROOF' SCHOOLS



FIFTEEN IDEA SENIORS FROM THE RIO GRANDE VALLEY NAMED QUESTBRIDGE FINALISTS



VIDEOS AND NEWS

THE IDEA INTERVENTION: TRAVIS TURNAROUND PROVES WHAT'S POSSIBLE



IDEA PUBLIC SCHOOLS TO DISTRIBUTE 1,200 FIRST DOSES OF PFIZER VACCINE



IDEA PUBLIC SCHOOLS RANKS AMONG TOP FIVE ACROSS TEXAS FOR PROVIDING MEALS TO SCHOOL CHILDREN



RESULTS & IMPACT

U.S. NEWS & WORLD REPORT RANKINGS

In the *U.S. News & World Report's* Best High Schools Rankings 2021, 12 IDEA College Preparatory high schools eligible for this year's rankings were among the top 500 high schools nationwide and in the top 75 in Texas. IDEA College Preparatory Weslaco, IDEA College Preparatory Alamo and IDEA College Preparatory Pharr were also recognized in this year's rankings:

- IDEA Frontier College Preparatory**
8th best high school in Texas, Top 1% of high schools in Texas and the top ranked high school in the Rio Grande Valley
- IDEA College Preparatory McAllen**
18th best high school in Texas, Top 1% of high schools in Texas and the top ranked high school in McAllen
- IDEA Quest College Preparatory**
22nd best high school in Texas, Top 1% of high schools in Texas
- IDEA College Preparatory Edinburg**
30th best high school in Texas, Top 2% of high schools in Texas
- IDEA College Preparatory San Juan**
32nd best high school in Texas, Top 2% of high schools in Texas
- IDEA Carver College Preparatory**
38th best high school in Texas, Top 2% of high schools in Texas, 4th best high school in San Antonio and best high school on the east side of San Antonio
- IDEA Montopolis College Preparatory**
41st best high school in Texas, Top 3% of high schools in Texas, 3rd best high school in Austin and best charter high school in Austin
- IDEA Toros College Preparatory**
43rd best high school in Texas, Top 3% of high schools in Texas
- IDEA College Preparatory Brownsville**
59th best high school in Texas, Top 4% of high schools in Texas
- IDEA College Preparatory Mission**
70th best high school in Texas, Top 5% of high schools in Texas
- IDEA College Preparatory San Benito**
71st best high school in Texas, Top 5% of high schools in Texas
- IDEA College Preparatory Donna**
72nd best high school in Texas, Top 5% of high schools in Texas
- IDEA College Preparatory Weslaco**
87th best high school in Texas, Top 6% of high schools in Texas
- IDEA College Preparatory Alamo**
Top 23% of charter schools nationwide
- IDEA College Preparatory Pharr**
Top 26% of charter schools nationwide



JAY MATHEWS CHALLENGE INDEX HIGH SCHOOL RANKINGS

In the 2020 rankings of the most challenging high schools in the nation by the *Jay Mathews Challenge Index High School Rankings* formerly known as *America's Most Challenging High Schools* published in *The Washington Post*, all 15 eligible IDEA college preparatory schools were ranked among the top one percent:

- IDEA McAllen College Preparatory**
3rd in the nation
- IDEA College Preparatory Mission**
7th in the nation
- IDEA College Preparatory San Juan**
9th in the nation
- IDEA College Preparatory Pharr**
10th in the nation
- IDEA College Preparatory Alamo**
11th in the nation
- IDEA Frontier College Preparatory**
13th in the nation
- IDEA Carver College Preparatory**
19th in the nation
- IDEA College Preparatory San Benito**
22nd in the nation
- IDEA Montopolis College Preparatory**
23rd in the nation
- IDEA College Preparatory Weslaco**
24th in the nation
- IDEA College Preparatory Edinburg**
25th in the nation
- IDEA Quest College Preparatory**
36th in the nation
- IDEA College Preparatory Donna**
59th in the nation
- IDEA Toros College Preparatory**
63rd in the nation
- IDEA College Preparatory Brownsville**
105th in the nation



RESULTS & IMPACT

CHILDREN AT RISK

Pandemic Edition Best Schools Ranking:

Top 25 RGV Middle Schools (11 IDEA Schools)

- IDEA McAllen - 3rd
- IDEA Quest - 4th
- IDEA Edinburg - 6th
- IDEA Brownsville - 10th
- IDEA Weslaco - 11th
- IDEA Frontier - 12th
- IDEA Mission -16th
- IDEA Alamo – 17th
- IDEA Donna – 21st
- IDEA Riverview – 24th
- IDEA Weslaco – 25th

Top 25 RGV High Schools (8 IDEA Schools)

- IDEA Quest - 4th
- IDEA Frontier - 6th
- IDEA Alamo - 13th
- IDEA San Juan - 14th
- IDEA Pharr - 16th
- IDEA San Benito - 19th
- IDEA Mission - 20th
- IDEA Donna - 25th

Top San Antonio Pandemic Proof Schools

Pandemic Proof Schools

Elementary Schools

- IDEA South Flores Academy, IDEA Public Schools
- IDEA Carver Academy, IDEA Public Schools

Middle Schools

- IDEA Carver College Preparatory, IDEA Public Schools
- IDEA Monterrey Park College Preparatory, IDEA Public Schools

Top Performers in Racial Equity

Middle Schools

- IDEA Carver College Preparatory, IDEA Public Schools
- IDEA Monterrey Park College Preparatory, IDEA Public Schools
- IDEA Eastside College Preparatory, IDEA Public Schools



2020 Texas Honor Roll Schools

- IDEA Academy Mission
- IDEA Academy San Benito
- IDEA Brackenridge College Preparatory
- IDEA Carver College Preparatory
- IDEA College Preparatory Weslaco
- IDEA College Preparatory Alamo
- IDEA Edgemere College Preparatory
- IDEA College Preparatory Edinburg
- IDEA Frontier College Preparatory
- IDEA Mays College Preparatory
- IDEA College Preparatory McAllen
- IDEA Quest Academy
- IDEA Quest College Preparatory
- IDEA Rio Grande City Academy
- IDEA Riverview Academy
- IDEA South Flores Academy
- IDEA South Flores College Preparatory
- IDEA Toros College Preparatory
- IDEA Tres Lagos College Preparatory
- IDEA Weslaco Pike Academy
- IDEA Weslaco Pike College Preparatory

59 IDEA Schools Named to 2020 List of America’s Healthiest Schools

- IDEA Achieve Academy and College Prep
- IDEA Brackenridge Academy and College Prep
- IDEA Academy and College Prep Brownsville
- IDEA Burke Academy and College Prep
- IDEA Carver Academy and College Prep
- IDEA Academy and College Prep Donna
- IDEA Eastside Academy and College Prep
- IDEA Edgemere Academy and College Prep
- IDEA Edinburg Academy and College Prep
- IDEA Elsa Academy and College Prep
- IDEA Frontier College Prep
- IDEA Health Professions Academy and College Prep
- IDEA Ingram Hills Academy
- IDEA Judson Academy
- IDEA Kyle Academy and College Prep
- IDEA Los Encinos Academy and College Prep
- IDEA Mays College Prep
- IDEA McAllen Academy and College Prep
- IDEA Mesa Hills Academy and College Prep
- IDEA Monterrey Park Academy
- IDEA North Mission Academy
- IDEA Owassa Academy and College Prep
- IDEA Parmer Park Academy and College Prep
- IDEA Pflugerville Academy and College Prep
- IDEA Pharr Academy and College Prep
- IDEA Quest Academy
- IDEA Rio Vista Academy and College Prep
- IDEA Rise Academy and College Prep
- IDEA Riverview Academy
- IDEA Robindale Academy
- IDEA Rundberg Academy
- IDEA San Benito Academy
- IDEA San Juan Academy
- IDEA South Flores College Prep
- IDEA Walzem Academy and College Prep
- IDEA Weslaco Pike Academy and College Prep



MEDIA

For all media inquiries, please contact:



JENNIFER FLORES

Sr. Media Relations Manager
IDEA Public Schools
(210) 551-9253

jennifer.flores2@ideapublicschools.org



LYNNETTE MONTEMAYOR

Media Relations Manager
IDEA Public Schools
(512) 317-7864

lynnette.montemayor@ideapublicschools.org

FOLLOW US

facebook.com/IDEAPublicSchools
[@IDEASchools](https://twitter.com/IDEASchools)
ideapublicschools.org



Follow us @ideaschools



ideapublicschools.org