





# Annual Report 2024 Florida



**100%**  
College-Bound



**K-8, 9**  
Grades



**10**  
Tuition-Free  
Public Schools



**4,600**  
Students Served

## “Great Place to Work”

IDEA has been recognized as a “Great Place to Work” and received national rankings on *U.S. News & World Report’s* Top High Schools lists and Jay Mathews Challenge Index High School Rankings formerly known as America’s Most Challenging High Schools published in *The Washington Post*.



# Dear Team & Family,

Looking back on 2024, we are filled with gratitude and pride in the progress made and the milestones achieved throughout our organization. The year was transformative, pushing us to adapt, innovate, and strengthen our commitment to providing every student with access to a college-ready education.

As we reflect on the journey, we celebrate the successes, big and small, that have defined this year. Together, we have created moments of joy, inspiration, and achievement that remind us of our purpose and fuel our aspirations for the future. Here are some of the highlights that made this year unforgettable:

- IDEA welcomed over 87,000 students and more than 11,000 staff for the first day of school across eleven regions in 4 states.
- The class of 2024 included 2,218 seniors, 14,264 acceptances to colleges and universities.
- 73.2% of 2024 seniors were first-generation college students.
- 88 IDEA Elementary & Middle Schools Ranked in the top 25% in all of Texas by U.S. News & World Report.
- 27 IDEA high schools ranked among the most challenging in the nation by the Jay Matthew’s Challenge Index.
- IDEA was recognized as a Top Performing District by the Educational Results Partnership. In addition, 21 of our campuses made the honor roll list.

- 133 IDEA schools network-wide earned a spot on the Alliance for a Healthier Generation’s 2024 list of “America’s Healthiest Schools.”
- IDEA has achieved over 13,000 alumni.
- IDEA announced new leadership: Dolores Gonzalez, Deputy Superintendent, Kathleen Zimmerman, Chief Financial Officer, Adam Miller, National Executive Director of IPS, Dr. Colleen Stearns, Chief Academic Officer, Matthew Robinson, Executive Director for IDEA Cincinnati, Dr. Annette Macias, Executive Director for Permian Basin

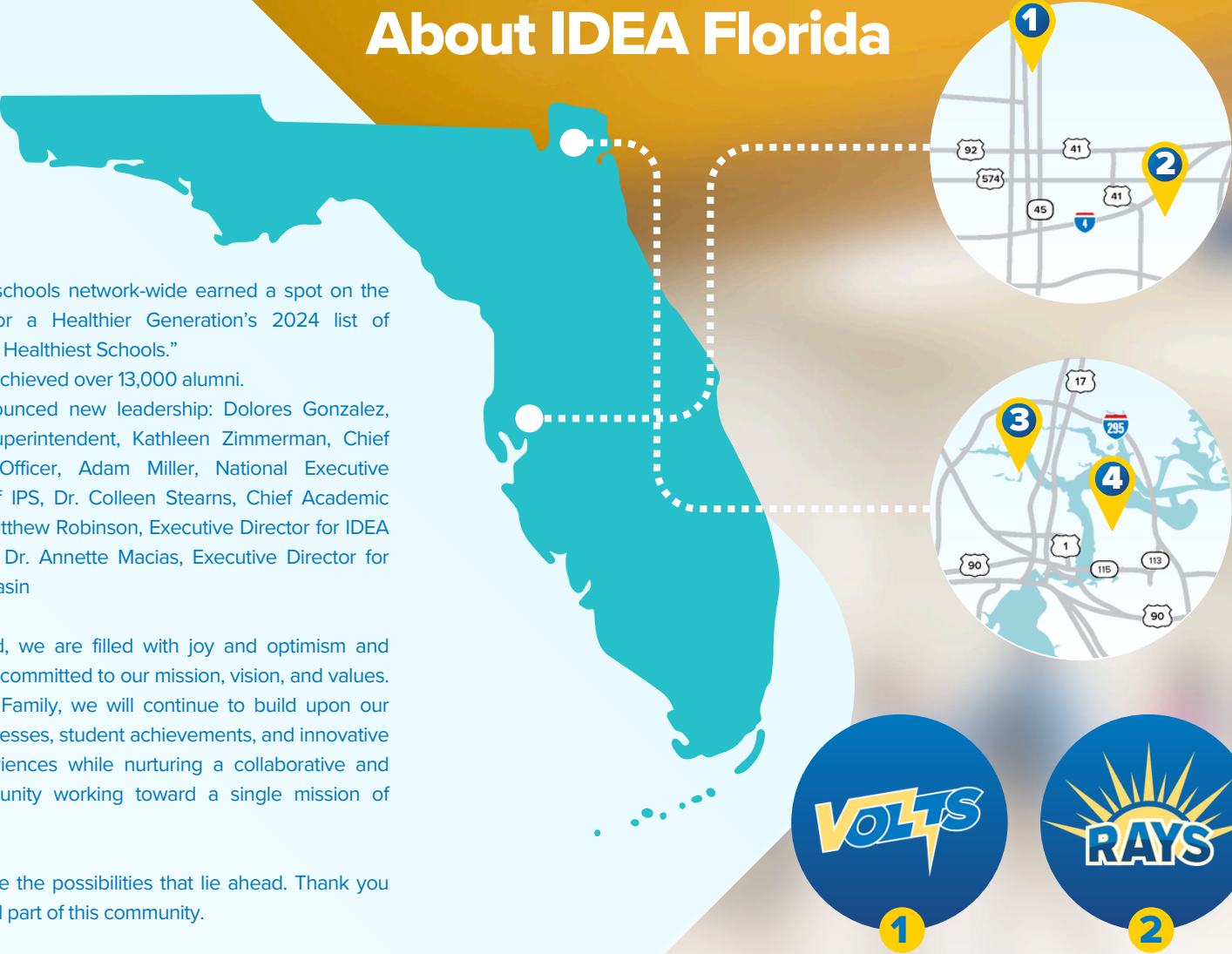
Looking ahead, we are filled with joy and optimism and remain deeply committed to our mission, vision, and values. As a Team & Family, we will continue to build upon our academic successes, student achievements, and innovative learning experiences while nurturing a collaborative and thriving community working toward a single mission of college for all.

Let us embrace the possibilities that lie ahead. Thank you for being a vital part of this community.

Sincerely,

*Jeff Cottrill*  
CEO & Superintendent

## About IDEA Florida



### IDEA Tampa Bay

IDEA Tampa Bay currently has 3 campuses: IDEA Hope, IDEA Lakeland, and IDEA Victory, and serves over 2,600 students.

### IDEA Jacksonville

IDEA Jacksonville serves over 2,000 students at IDEA Bassett and IDEA River Bluff. The region is proud to open a brand new campus, IDEA Compass, in August 2025.

**IDEA Victory**  
Founded 2021  
Serving Grades K-9

**IDEA Hope**  
Founded 2021  
Serving Grades K-8

**IDEA Bassett**  
Founded 2022  
Serving Grades K-8

**IDEA River Bluff**  
Founded 2022  
Serving Grades K-8

**IDEA Lakeland**  
Founded 2024  
Serving Grades K-6

**Coming in August 2025**  
IDEA Compass

### REGIONAL UPDATE

IDEA named Adam Miller as the new National Executive Director of IPS. Adam's passion for serving families and his dedication to ensuring every child has equal opportunity for an excellent education are truly inspiring.

With a proven track record of leadership and a steadfast commitment to excellence, Miller is poised to drive our IPS regions to new heights.



### HIGHLIGHT STORY

## IDEA River Bluff Receives "A" Rating from the Florida Department of Education

IDEA Public Schools is proudly celebrating the “A” rating from one of our Jacksonville, Florida campuses, IDEA River Bluff.

Founded in 2022, IDEA River Bluff serves over 750 students from the grade levels of K-4 and 6-7. In the campus’s second school year, they have received a prestigious “A” rating from the Florida Department of Education. The ratings are based on the Florida Assessment of Student Thinking (FAST) tests, which were conducted last spring in the subjects of English Language Arts and Math.



# 133 IDEA Schools Recognized Among the Healthiest in the Nation

IDEA is proud to announce that **133 of our campuses** across all regions have been honored on the *Alliance for a Healthier Generation's* 2024 list of "America's Healthiest Schools." This recognition celebrates our commitment to fostering environments where quality nutrition, regular physical activity, and robust wellness policies thrive.

We're especially thrilled to share that 15 of our schools have achieved the prestigious All-Star Award, a testament to their excellence in promoting health and wellness.

#### Congratulations to our All-Star Award Schools:

- IDEA Burke Academy
- IDEA Ewing Halsell Academy
- IDEA South Flores College Preparatory
- IDEA Frontier Academy
- IDEA Riverview College Preparatory
- IDEA Robindale College Preparatory
- IDEA Kyle Academy & College Preparatory
- IDEA College Preparatory Donna
- IDEA Los Encinos College Preparatory
- IDEA College Prep North Mission
- IDEA Owassa College Preparatory
- IDEA Palmview College Preparatory
- IDEA College Preparatory Weslaco Pike
- IDEA Achieve Academy

This recognition marks a new milestone for **IDEA's Healthy Kids Here program**, which celebrates its 10th anniversary this year. Launched in 2014, Healthy Kids Here aims to make IDEA one of the healthiest school districts in the country. The program focuses on three key areas: providing nutritious food, promoting physical fitness, and instilling lifelong healthy habits.



#### Chief Financial Officer Profile

## Kathleen Zimmerman



"I am excited to contribute to IDEA's mission of empowering students and transforming education. I am passionate about leveraging financial strategies to ensure IDEA's long-term growth and sustainability. My vision for the future includes expanding opportunities for students while enhancing operational efficiency, ensuring that IDEA continues to provide an exceptional education to more communities across the country. I am committed to driving innovation and fostering partnerships that align with IDEA's core values and goals."

Kathleen brings extensive leadership and financial expertise to IDEA Public Schools. As Executive Director of NYOS Charter School, INC., she achieved financial success, cultivated an inclusive workplace, and championed charter school funding with the state legislature. Previously, she served as Finance Director at Harvard Business School, overseeing financial operations and analytics for Executive Education. Kathleen holds a B.S. in Marketing and International Business from Georgetown University and an MBA from Harvard Business School. She also serves as Board Treasurer for the Texas Public Charter Schools Association.

## IDEA Florida Financial Highlights

### Statement of Financial Position

Assets	
Current Assets	\$9,061,897
Total Noncurrent Assets	\$154,711,801
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Total	\$163,773,698
Liabilities & Net Assets	
Total Liabilities	\$153,818,245
Net Assets	\$9,955,453
Total	\$163,773,698

### Statement of Activities

Revenues	
Grants & Gifts	\$70,705,316
Net assets released from Restrictions	\$1,569,278
Contributions	\$1,026,679
Other	\$318,324
Total	\$73,619,597
Expenses	
Program Services	\$58,579,418
Support Services	\$6,194,051
Total	\$64,773,469