

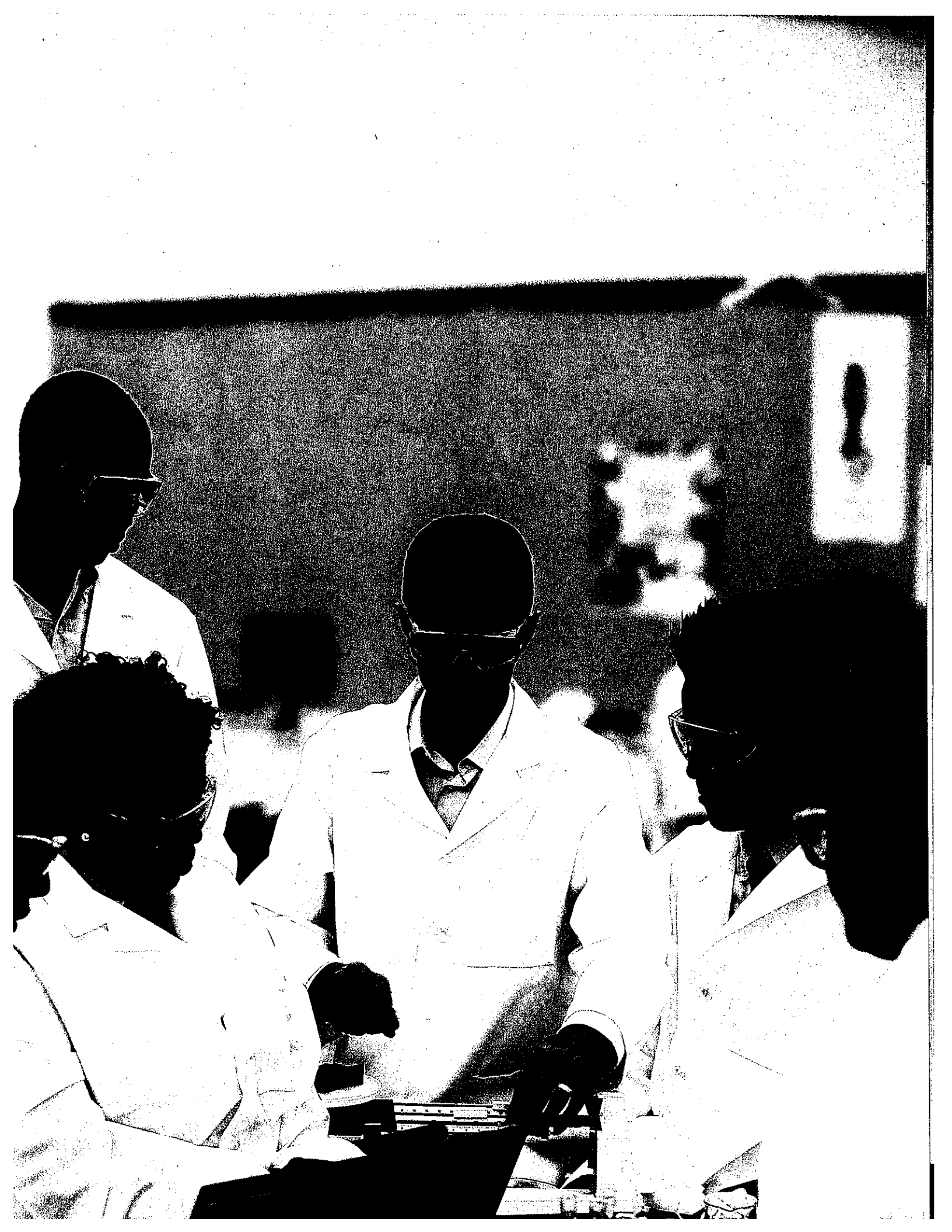


CONCEPT

SCHOOLS

“... Leadership tomorrow depends on how we educate our students today, especially in science, technology, engineering and math.”

— *President Barack Obama*





Our carefully designed school model, selective staff and “whatever it takes” approach translate into success for our students. I invite you to visit one of our schools soon to witness the great work that takes place in them every day.

Thanks for your interest in Concept Schools, one of the highest performing and largest management organizations in the Midwest with successful, STEM-focused charter schools.

Since we opened our first school in 1999, Concept has grown to manage 30 high-performing schools, serving 12,000 students, most of whom come from minority and economically disadvantaged backgrounds. As a result of the hard work of our teachers, students, and administrators, Concept has been able to grow and make significant differences in many communities while increasing the quality of the existing schools within the network.

Concept's school design is a comprehensive one. It is student-centered and evidence-based. We are proud of the results, and we believe they speak for themselves.

Concept's team has extensive experience and expertise in starting and managing high-quality charter schools successfully. Because we manage schools in six states, our team is familiar with the different funding structures, laws and regulations, authorization processes, and learning standards and assessment systems in these states.

Our carefully designed school model, selective staff and "whatever it takes" approach translate into success for our students. I invite you to visit one of our schools soon to witness the great work that takes place in them every day.

Sincerely,



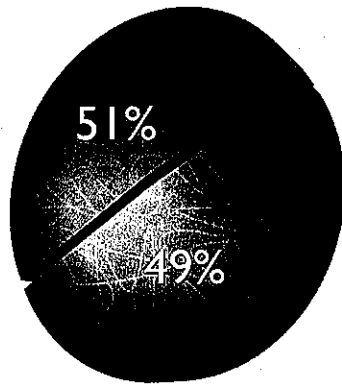
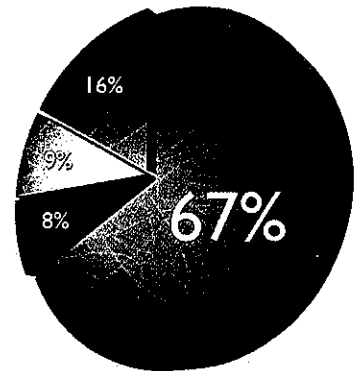
Sedat Duman  
President & CEO



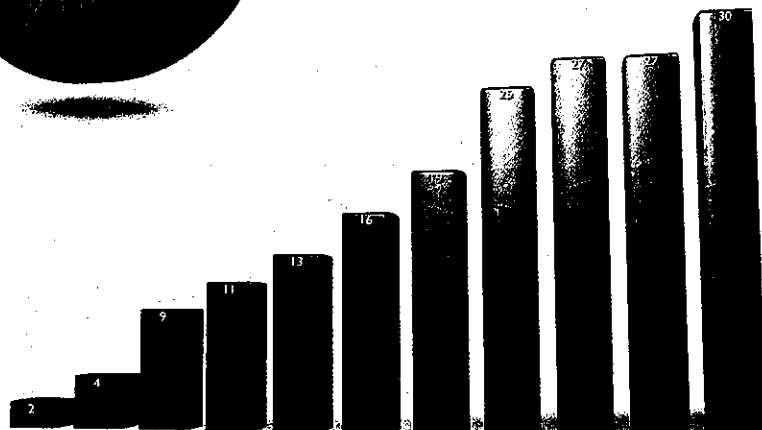
# 12000 Students

# 30 Schools

- 77% African American
- 17% Caucasian
- 8% Latino
- 8% Multi-racial



- 50% Female
- 50% Male



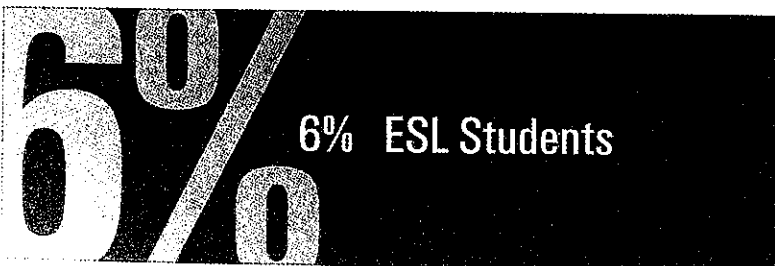
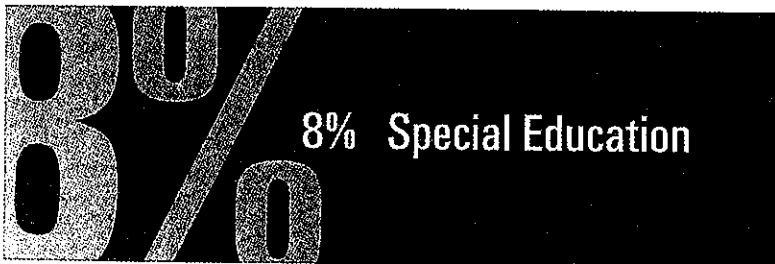
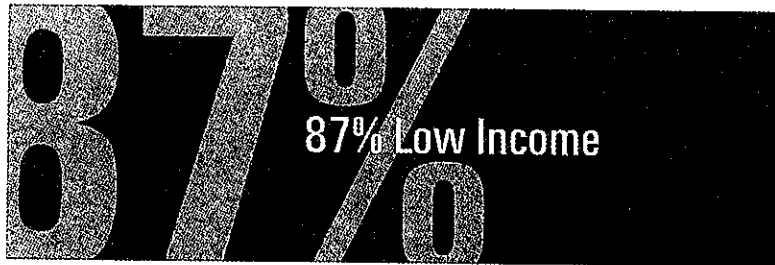


# 14 years of inspiring young generations

Concept-managed schools are all located in urban areas, serving predominantly minority and economically disadvantaged students and families.

Since 1999, Concept has earned a reputation for establishing effective learning environments in communities where they are needed most.

Student growth, graduation and college acceptance rates, attendance, retention rates and parent/student/teacher satisfaction all speak for the success of our schools.





SCHOOL

AUTHORIZER

ILLINOIS

4

- 1 CHICAGO MATH AND SCIENCE ACADEMY
- 2 QUEST CHARTER ACADEMY
- 3 HSA MCKINLEY PARK
- 4 HSA BELMONT

Chicago Public Schools District  
 Peoria School District 150  
 Illinois State Charter School Commission  
 Illinois State Charter School Commission

INDIANA

3

- 5 INDIANA MATH AND SCIENCE ACADEMY -WEST
- 6 INDIANA MATH AND SCIENCE ACADEMY -NORTH
- 7 INDIANA MATH AND SCIENCE ACADEMY-SOUTH

Ball State University  
 Mayor of Indianapolis  
 Mayor of Indianapolis

MICHIGAN

1

- 8 MICHIGAN MATH AND SCIENCE ACADEMY

Grand Valley State University

MISSOURI

2

- 10 GATEWAY SCIENCE ACADEMY
- 11 GATEWAY SCIENCE ACADEMY-SOUTH

Lindenwood University  
 Lindenwood University

OHIO

3

- 12 HSA CLEVELAND ELEMENTARY
- 13 HSA YOUNGSTOWN
- 14 HSA LORAIN
- 15 NOBLE ACADEMY CLEVELAND
- 16 HSA COLUMBUS MIDDLE
- 17 NOBLE ACADEMY COLUMBUS
- 18 HSA TOLEDO DOWNTOWN
- 19 HSA DENISON ELEMENTARY
- 20 HSA COLUMBUS ELEMENTARY
- 21 HSA DAYTON
- 22 HSA DAYTON ELEMENTARY
- 23 HSA DAYTON DOWNTOWN
- 24 HSA DENISON MIDDLE
- 25 HSA CLEVELAND MIDDLE
- 26 HSA SPRINGFIELD
- 27 HSA CINCINNATI
- 28 HSA COLUMBUS HIGH
- 29 HSA TOLEDO
- 30 HSA CLEVELAND HIGH

Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
 Buckeye Community Hope Foundation  
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WISCONSIN

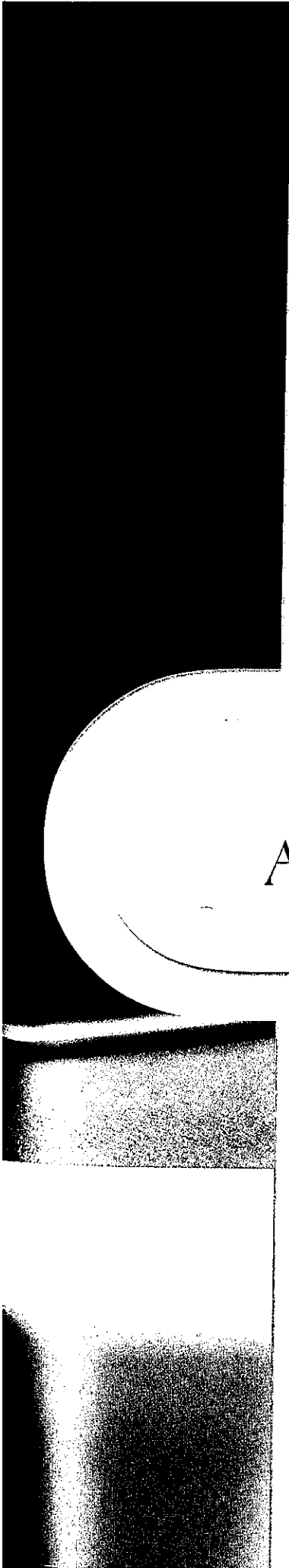
- 31 MILWAUKEE MATH AND SCIENCE ACADEMY

City of Milwaukee



*"All of the schools that I have attended in the past did not have teachers who are as determined as the ones at Horizon. They also keep students engaged and help them get a head start on a successful career. That's why I love Horizon."*

*Teliah Garner, student, Horizon Science Academy*



An Innovative  
And Unique  
Design



### STEM FOCUS

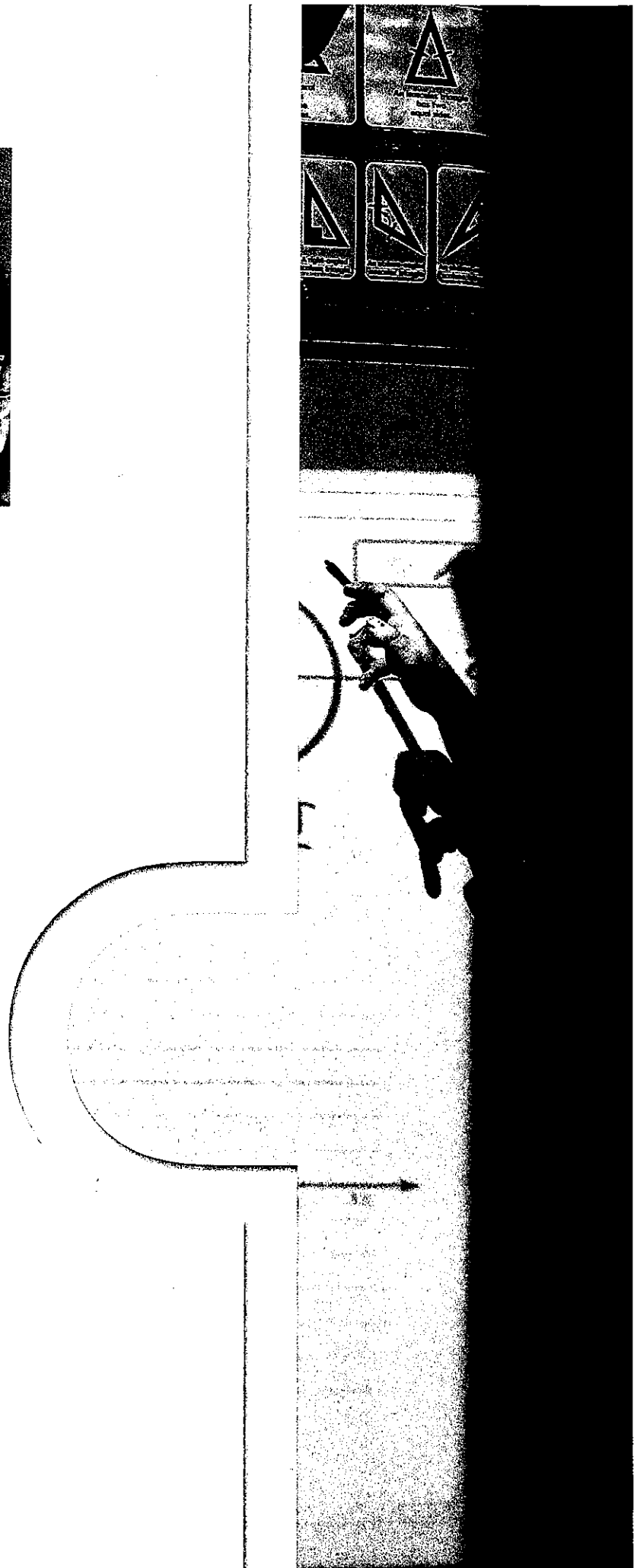
Nationally recognized, application-based programs such as Project Lead the Way and Gateway to Technology are part of the Concept design. Hands-on science classes, science fairs, math competitions, robotics and engineering programs give our students a competitive edge and help them pursue college degrees and careers in STEM fields.


### PERSONALIZED EDUCATION

Our schools have small class sizes and low student-to-teacher ratio. Our talented and committed teaching staff provide a personalized educational experience for our students in an environment where the focus is on the needs of individual students. Using a multitude of data points, the performance of each student is analyzed and effective strategies are developed to ensure learning is mastered.

### ONGOING ASSESSMENT OF LEARNING

It is important that we know what's working in our classrooms, but more importantly, what isn't. Ongoing student assessments help our teachers understand how to adjust their instruction and develop specific strategies to meet the needs of their students.





Local, national, and international recruitment takes place to find the top caliber of talent. Our highly skilled and dedicated staff make a difference in the lives of so many young people every day because of their dedication and hard work.

#### A MOTIVATING CULTURE

Concept-managed schools strategically build a culture that promotes success and focuses on effort. It is a culture that revolves around relationships with students, families, and the larger community, so everyone is involved in student success.

#### STUDENT ENGAGEMENT

Concept-managed schools offer various opportunities that many students may not have otherwise had in traditional public schools. These opportunities keep our students involved beyond the school day and include, but are not limited to clubs, special interest groups, competition teams, sports programs, trips, cultural events, summer and winter programs, and mentorship.

*“Horizon Science Academy is a great school. The teachers are super about encouraging students to do their very best. They guide us down the right path. I am so proud and lucky to go to Horizon.”*

*Jasmine Smith, student, Horizon Science Academy*



Today's world demands a new set of skills from students. Concept is preparing them for success through technology classes, digital portfolios, internships, capstone projects, community services, participation in math and science competitions, and rich extra-curricular activities.

Research shows that a college degree can make all the difference. Our schools provide many resources to prepare students for ACT and SAT, college applications, scholarships, and grant programs.



#### HIGH STANDARDS & EXPECTATIONS

Concept-managed schools have high graduation requirements, strict promotion policies, and strict discipline policies. We believe this culture of high expectations translates into success.

#### LONGER SCHOOL DAYS & YEAR

Our schools have extended school years and longer hours than many traditional public schools. On average, our students spend 20% more instructional time than their counterparts in traditional public schools in any given year.



### RECOGNITION OF PARENTS

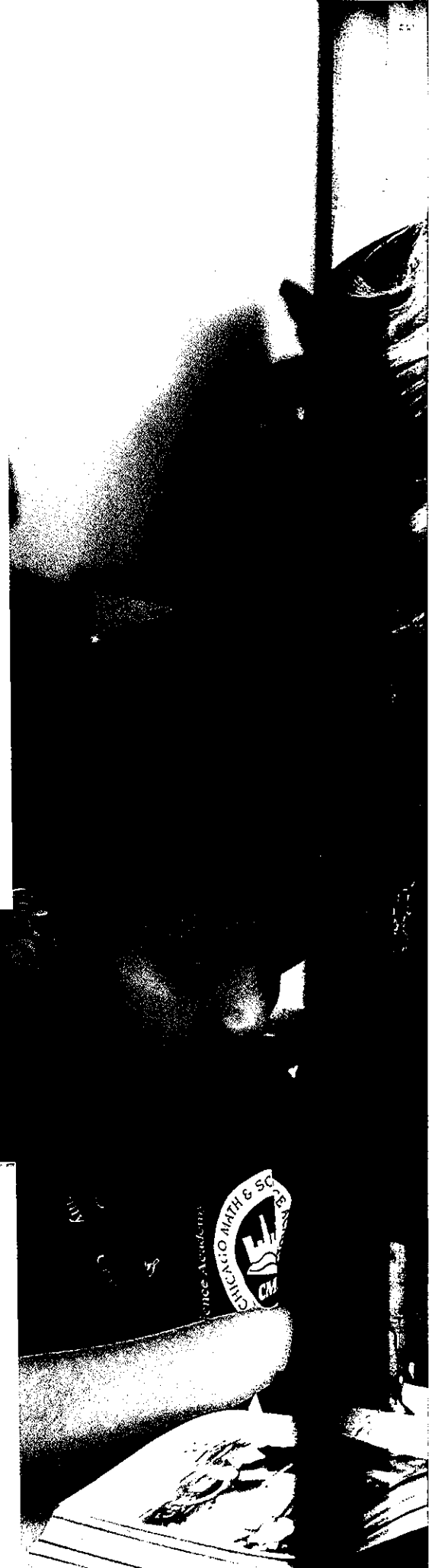
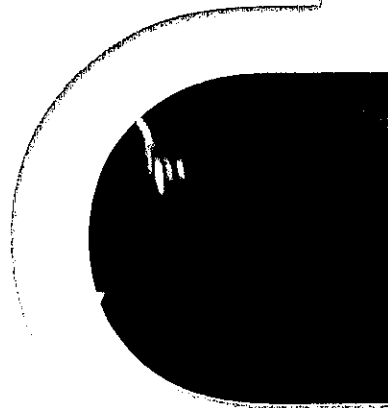
Parents are our partners in their children's education. Events like the Honor Roll parent dinner, parent breakfasts, and award nights celebrate the critical role parents play.

### HOME VISITS

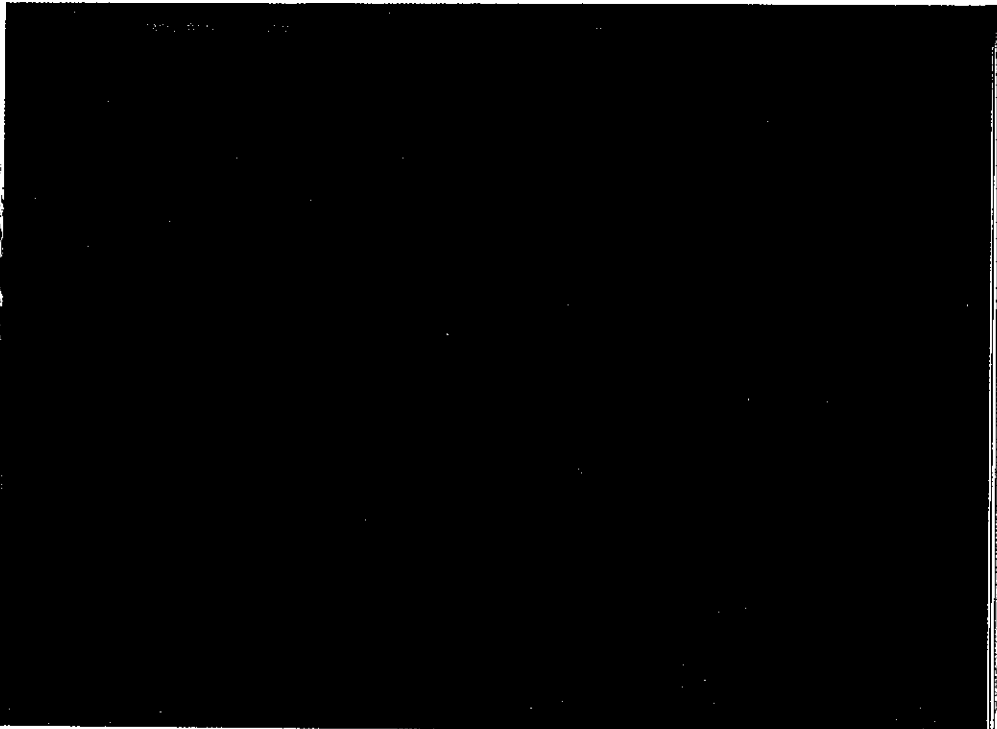
Concept-managed schools organize home visits throughout the school year to enhance communication and strengthen relationships with parents.

### IVY LEAGUE MENTORSHIP

Our students have access to the Ivy League Mentorship Program (IMP), which is designed to prepare a select group of students for top colleges in the country. Beginning in the sixth grade, IMP runs small groups that focus on academics, leadership, character, and developing 21st century skills that will ensure success in college and beyond.







### INTERNATIONAL TRIPS

Your organization's international trips are a great way to build relationships with other organizations and to learn from their experiences. These trips can be a valuable investment in your organization's future.

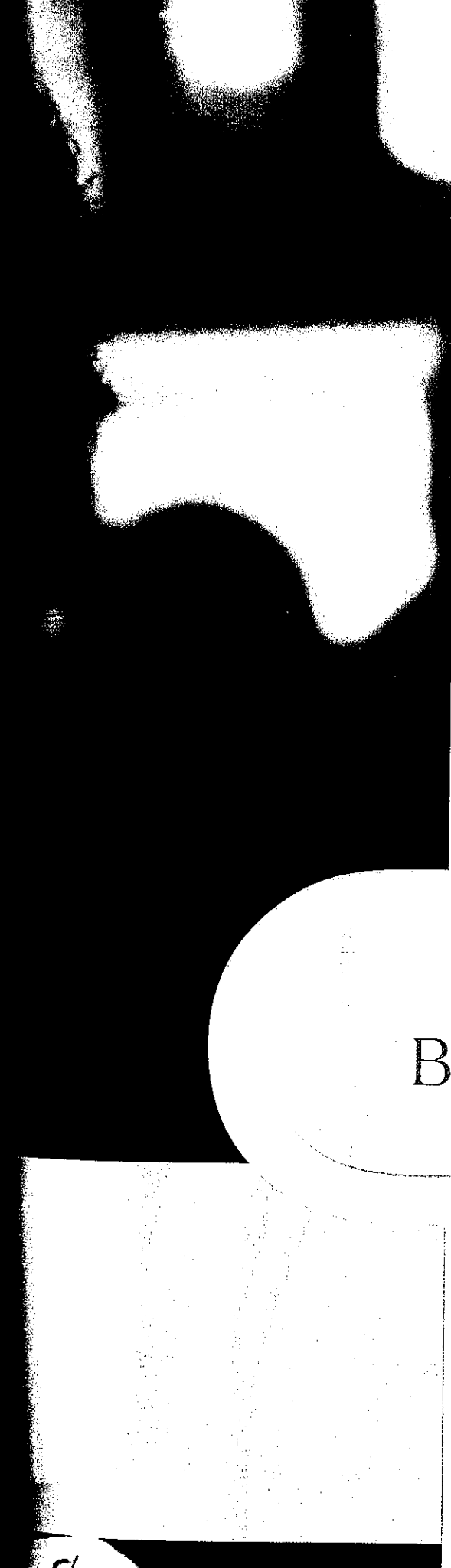
### COMMUNITY PARTNERSHIPS

Building strong community partnerships is essential for the success of your organization. These partnerships can provide you with the resources and support you need to achieve your goals.



*“For me, it is the best feeling to have my children wake in the morning excited about school and then come home ready to do homework. When my children came to me and asked if they could stay at Horizon forever, I knew that is where they belonged.”*

*Angie De Ancla, parent, Horizon Science Academy*



Recognition  
Beyond the  
Classroom

## CONCEPT SPELLING BEE

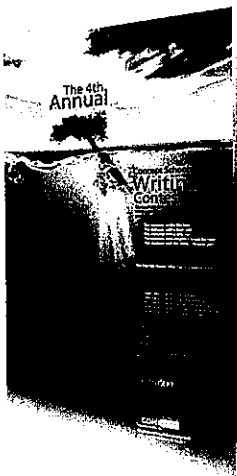
Concept Schools' Spelling Bee Competition is a fun and challenging event for students. It provides a platform for students to showcase their spelling skills and compete against their peers. The competition is held annually and is open to all students in the district. It is a great way for students to improve their spelling and learn from their mistakes. The competition is held in a friendly and supportive atmosphere, and all students are encouraged to participate. The winners of the competition receive a certificate and a trophy. The competition is a great way for students to learn and grow, and it is a fun and exciting event for everyone.

## CONCEPT SPOKEN WORD COMPETITION

Primarily for High School students, the Spoken Word Competition is an annual performance event. Students compete in four categories: freestyle, comedy, spoken word, and slam. They perform at various venues, including schools, community centers, and workshops. They learn from professional artists and experts. The competition is a great way for students to express their creativity and share their thoughts. It is a fun and exciting event for everyone. The winners of the competition receive a certificate and a trophy. The competition is a great way for students to learn and grow, and it is a fun and exciting event for everyone.

## CONCEPT WRITING CONTEST

The Concept Schools' Writing Contest is a fun and challenging event for students. It provides a platform for students to showcase their writing skills and compete against their peers. The competition is held annually and is open to all students in the district. It is a great way for students to improve their writing and learn from their mistakes. The competition is held in a friendly and supportive atmosphere, and all students are encouraged to participate. The winners of the competition receive a certificate and a trophy. The competition is a great way for students to learn and grow, and it is a fun and exciting event for everyone.





# CONCEPT TEACHER OF THE YEAR

Concept has an annual Teacher of the Year recognition program to honor, promote, and encourage outstanding teachers who improve teaching and learning. Administrators, students and parents nominate teachers from their schools for this program. The Teacher of the Year receives a monetary award and network-wide recognition.



2013 - Paige Ziegler,  
Quest Charter Academy



2012 - Christina Pitocco,  
HSA Dayton Downtown



2011 - Natasha Galbraith,  
HSA Youngstown



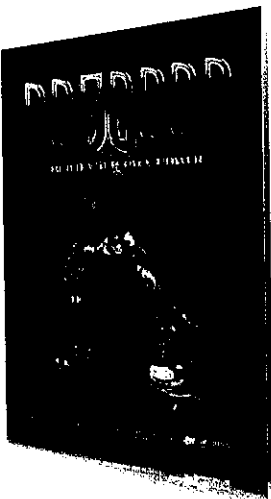


# MATHCON ONLINE MATH COMPETITION



# CONCEPT ART FAIR

The Concept Art Fair is a celebration of creative talent and artistic expression. It features a wide variety of art mediums, including painting, ceramics, drama, and photography. The fair is held at the Convention Center and is open to all ages. It is a great opportunity for artists to showcase their work and for the community to enjoy a day of art and culture.



# ROBOCON ROBOTICS COMPETITION

The Robocon Robotics Competition is a challenging and exciting event for students. It involves building and programming robots to perform various tasks. The competition is held at the Convention Center and is open to all ages. It is a great opportunity for students to learn about robotics and to compete against other teams.

# CONCEPT SCIENCE AND ENGINEERING FAIR

The largest and most comprehensive of our annual educational programs, CONCEPT Science and Engineering Fair offers CONCEPT members, educators, schools and parents a unique opportunity to showcase their students' talents. A wonderful opportunity for students to create a wonderful project, then present their work to a wide range of local scientists, zoologists, and computer scientists. We welcome you to check out our educational and social events and activities for members, teachers and students.



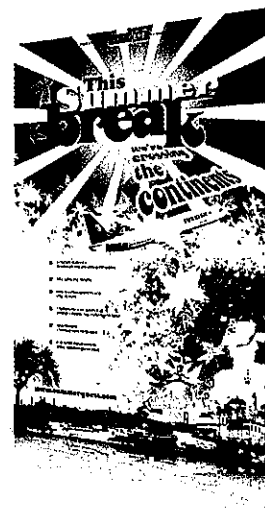
# CONCEPT STEM EXPO

CONCEPT Expo is an event designed to help students showcase the results of their studies and other science work. The purpose of the expo is to apply knowledge and standards of science, technology, engineering and mathematics to the real world. Students and other students also have a chance to improve their communication skills.



# CONCEPT INTERNATIONAL TRIPS

CONCEPT offers international trips and educational programs for our students. These trips are designed to provide students with a unique educational experience. Students will explore the world and learn about different cultures and languages. These trips are a great way for students to gain a global perspective and to learn about the world beyond their own borders.



*"We have a very strong team of teachers that do an impeccable job at bringing out the best in our students. There is no better feeling than to see the children succeed and know that I was a part of the success. These last few years here at Horizon have been some of my favorite years as a teacher."*

*Audra Blazey, teacher, Horizon Science Academy*







**CONCEPT**  **EDUCATIONAL  
CONFERENCE**

The Concept Schools Educational Conference brings together all staff members, teachers, administrators, and paraprofessionals from Concept-managed schools. The two-day conference consists of exciting nationally renowned speakers, invigorating breakout sessions led by experts, recognition of individual teachers and schools, and participation in content area focus groups.

# CONCEPT ALUMNI



*“Concept Schools has made a remarkable impact on public education in Ohio. They manage 19 Horizon Science Academies and Noble Academies that are singularly focused on excelling in math and science. With nearly a 100% high school graduation rate and college acceptance, they are truly making a difference in the lives of thousands of their students. OCQE is proud to represent this outstanding organization.”*

*Ron F. Adler, President, Ohio Coalition for Quality Education*




## Chicago International Conference on Education

Chicago International Conference on Education is the largest international education conference in the United States. It is a unique opportunity for educators, researchers, and policymakers from around the world to share their experiences and insights on the latest trends in education.

With over 100 years of history, the conference has become a premier event for the international education community. It features keynote addresses, plenary sessions, and a variety of workshops and breakout sessions. The conference is held at the McCormick Place Convention Center in Chicago, Illinois, and is open to all who are interested in the field of education.

[www.chicagoice.org](http://www.chicagoice.org)





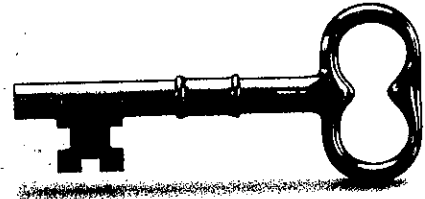
*"HSA is very organized and the staff is extremely friendly and concerned about building character in our children as well as educating them in the major areas of learning. Thank you. I know that enrolling my son here was the best decision I made!"*

*Jody Henry, parent, Horizon Science Academy*

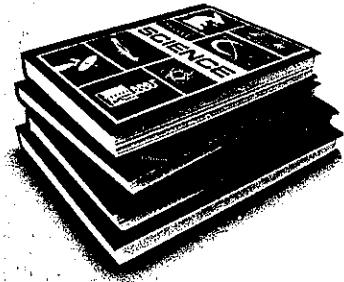


A  
Comprehensive  
Management  
Model

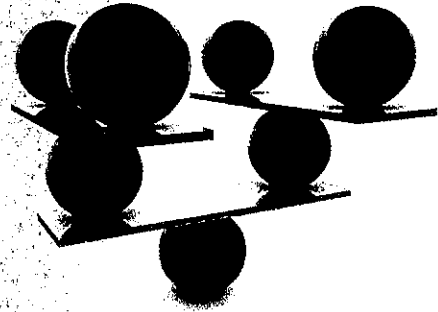
## Start-Up Services



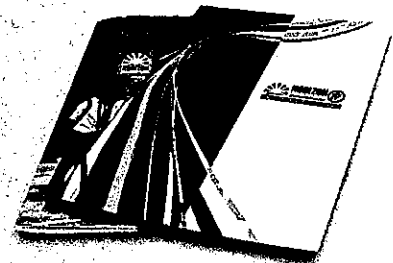
## Curriculum and School Design



## Financial Management

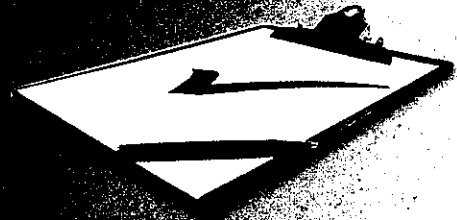


## Marketing



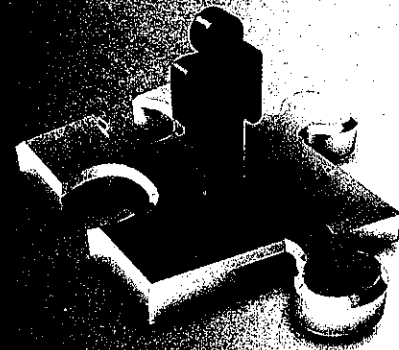
## School Visits And Evaluations

Concept's team of experienced educators regularly visit schools and classrooms, meets with teachers and administrators, evaluates teachers, and provides feedback to schools for improvement by using state-of-the-art comprehensive technology tools.



## Human Resources

Concept supports schools by recruiting highly qualified teachers and administrators from national and international pools. Concept also provides the schools with the necessary handbooks, policies, forms, and human resource management protocols.



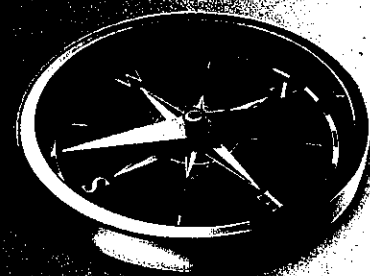
## Student Information System

Concept Schools maintains and provides schools with a student information system. This system is proprietary to Concept schools and includes data tracking, performance reports, grade keeping and online access to parents and students of such records. Training on the student information system for the staff is also provided.



## Professional Development

Concept Schools brings key personnel, school principals, deans, college counselors, and department heads together on a regular basis to collaborate about best practice. In addition, Concept provides school staff with school model training, including expectations, standards, and educational philosophy.

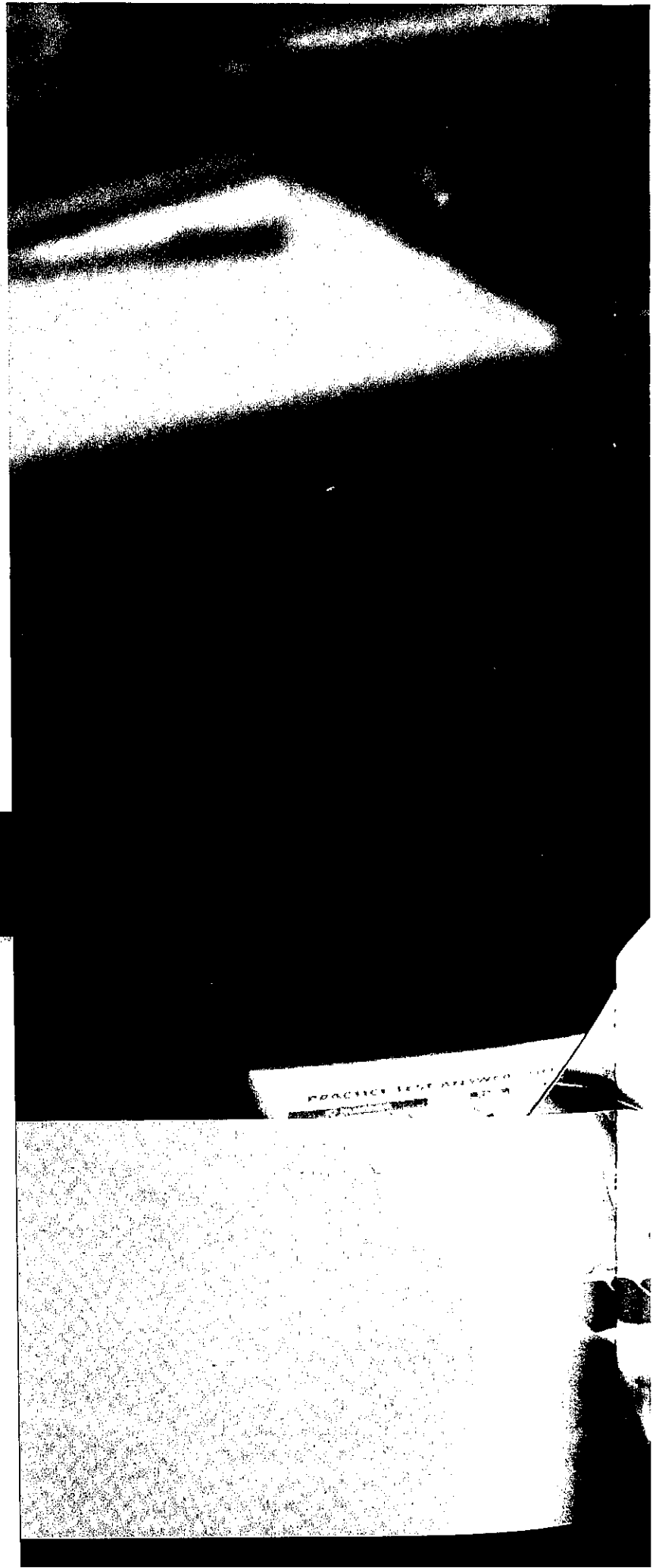




### ONGOING ASSESSMENT OF LEARNING

It is critical to know what's working in our classrooms, but more importantly, what needs to be changed. Student learning at Concept is assessed and monitored on an ongoing basis.

Students take formative assessments every 6-9 weeks. The tests are aligned with common core standards, state standards, and the schools' curricula. Prepared and analyzed by Concept, these tests are utilized by teachers to guide instruction.







2011 - 2012 CONCEPT SCHOOLS  
**ACHIEVEMENT TEST**  
OH

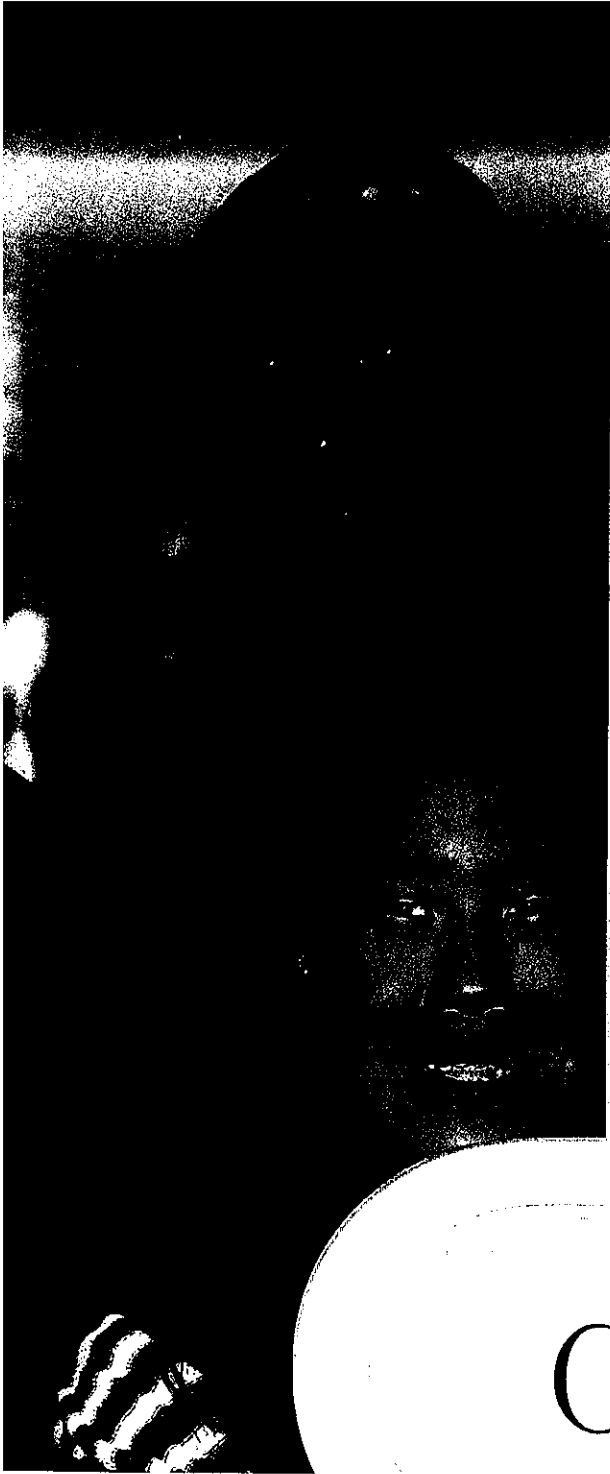
*“With the Concept formative assessments, there is no shooting in the dark because you know how much your students have learned or missed. We use assessments like a GPS, telling us whether we need to reroute, recalculate, or continue on the road to success...”*

*Tayfur Yildiz, teacher, Michigan Math and Science Academy*



*“ The future of the charter school movement will have to be led by school management companies like Concept Schools. It’s not just their concentration on science, technology, engineering and math, it’s their persistent and determined focus on student achievement and the end goal of career and college-ready graduates. ”*

*William (Bill) J. Sims, President and CEO, Ohio Alliance for Public Charter Schools*



# Outstanding Results





## 2 Two Blue Ribbon Schools

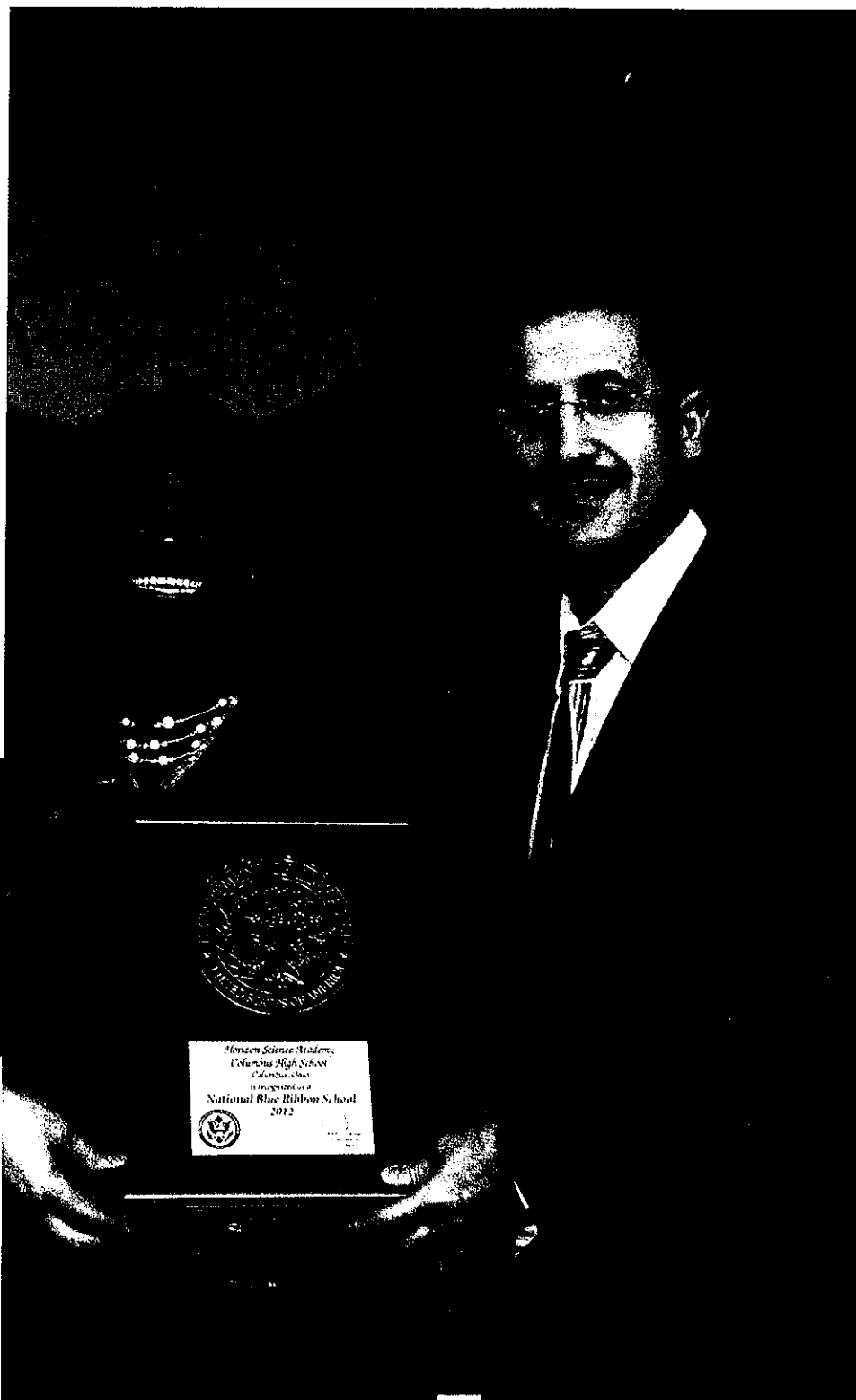
In 2009 and 2012 respectively, Horizon Cleveland High School and Horizon Columbus High School received the National Blue Ribbon School Award, a prestigious award given to successful schools by the U.S. Department of Education.

Horizon Cleveland was one of the 10 charter schools nationwide and the only charter school from Ohio, out of 350, to receive the award.

Horizon Columbus High School is the only charter school in Ohio to receive the 2012 National Blue Ribbon Award too.

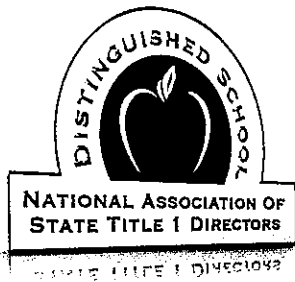
HSA Columbus High School, founded in 1999, serves over 400 students in grades 9 through 12. 81% of the students come from economically disadvantaged families.

HSA Cleveland High School, founded in 1999, serves 475 students in grades 9 through 12. 78% of the students come from economically disadvantaged families.

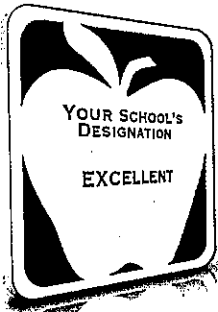


*“Concept is such a dynamic network. Hardwork, dedication, caring, always putting the students first are the norms here. It is great to be surrounded by individuals and leaders whose biggest priority is truly students.”*

*Onder Sechen, principal, Horizon Science Academy Columbus High School*

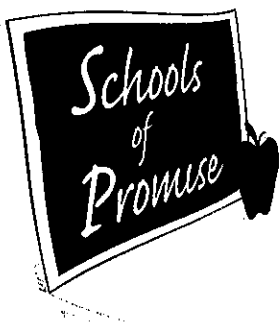


Title 1 Distinguished  
School Award



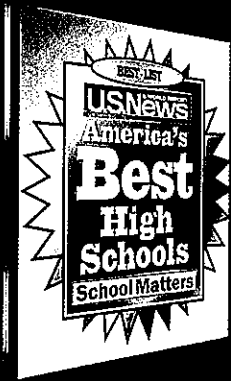
"Excellent" Ratings

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- 
- 



Schools of Promise

- 
- 
-



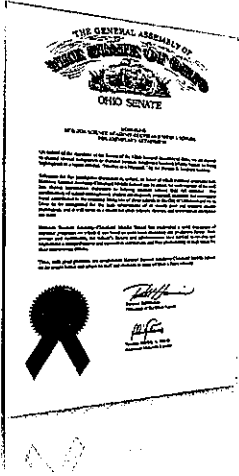
### Best "High Schools" List

Both Horizon Cleveland High School and Horizon Columbus High School have made the "America's Best High Schools" list by US News & World Report multiple years. The report analyzes about 19,000 public schools in the United States to develop the list annually.



*"The excellence at Noble Academy Cleveland extends past the academics and is also apparent in our parents. Everyone is very friendly and willing to share ideas with each other; we are a real community coming together to help our students and children!"*

*Julie Plese, parent, Noble Academy Cleveland*



# THOUSANDS On the WAITING LIST



## Top Rated Schools

Most of the Concept-managed schools such as Chicago Math and Science Academy, Gateway Science Academy, HSA Cleveland High, and HSA Columbus High are amongst the highest performing schools in the cities, in which they are located.

## Thousands of Students on the Waiting Lists

Most Concept-managed schools have waiting lists due to the great reputations that they have built over time.

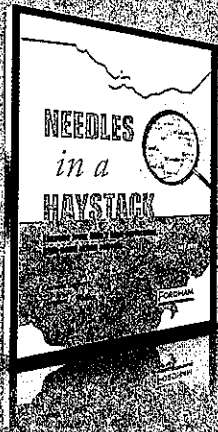
## First Charter Student at INTEL

The first charter school student to compete at the INTEL International Science Fair was an HSA Cleveland High School student.

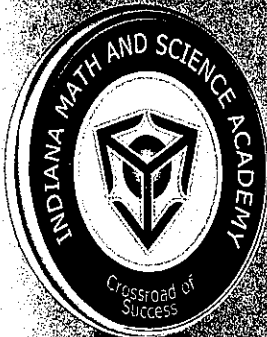


1 Out  
of  
350

"Excellent with  
Distinction" Rate



An Outlier: HSA  
Cleveland Middle  
School



"Exemplary" Progress



*“Due to the motivating culture, academic support systems in place, and high expectations the Concept managed schools have, I have witnessed many of our students transform from “I am not college material” to “I am definitely going to college” in such a short time.”*

*Aydin Kara, principal, Chicago Math and Science Academy*

# Over 95%

College Acceptance



Mikel Graham

*"Without Horizon, I'd have never known the full capacity of my skills or where they would lead me..."*



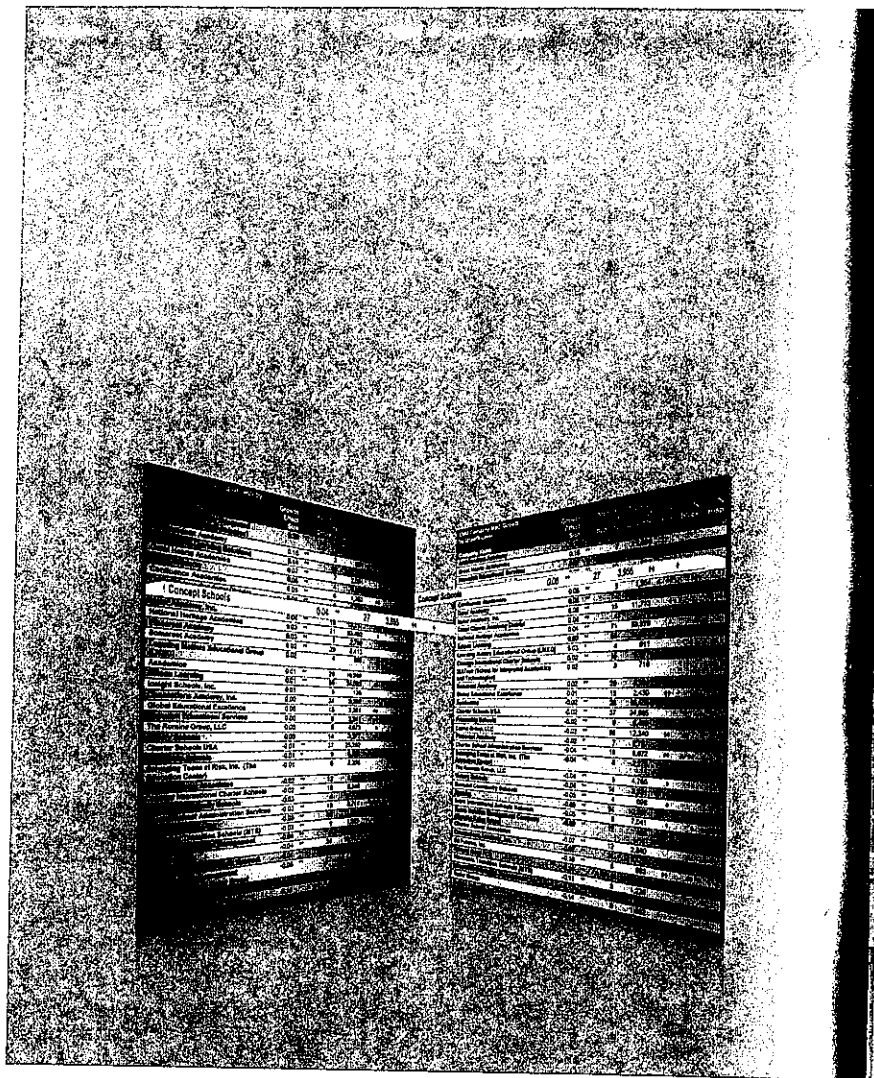
Daboni Dorcas

*"Horizon made me realize dreams that I would have never thought possible."*



Hakkimte Sun

*"This school gave me an opportunity to show what I learned and what I am capable of. I hope newcomers will share the same experience as me."*



### CREDO ENDORSES THE CONCEPT'S PERFORMANCE

Concept was included in an extensive study conducted by the Center for Research on Education Outcomes (CREDO) at Stanford University. The study, released on January 2013, covered longitudinal (5 year) performance of 176 Charter Management Organizations, 38 Education Management Organizations, and individual charter schools.

Concept stands out in the study as one of the highest performing EMO's in the 25 states that the CREDO study covered.

In regards to poverty level, percentage of minority students, and the number of total students, Concept may easily be considered the highest performing EMO in both math and reading.

The CREDO report may be found at  
<http://credo.stanford.edu>

CONCEPT

SCHOOL