

Attachment #5 Market Analysis

a. Target Demographics:

As an online school, FPVA plans to extend enrollment opportunities statewide while strategically focusing on attracting students from the geographic areas surrounding our established schools in Utah County and Saint George. Leveraging our extensive experience with the diverse demographics of these regions, we aim to create a unique advantage by offering opportunities for in-person engagement, including extracurricular classes and tutoring sessions. Anticipating a demographic alignment with our existing schools, we envision economic and racial diversity in our online enrollment, reflecting our current school community. This consistent approach allows us to draw on our years of experience in effectively meeting the needs of a varied student population.

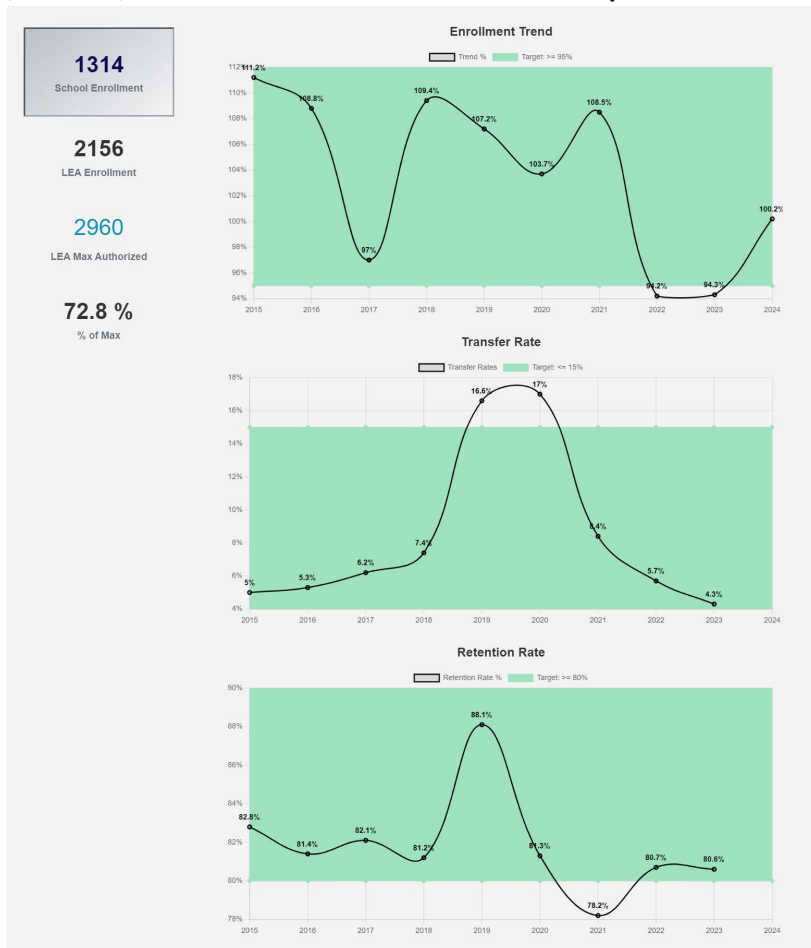
For reference, this is the demographics of our current schools as of FY2024:

FPA Campus	Total	Kindergarten	1-6	7-8	9-12	EL	EM	ED	SWD
Provo	1314	101	620	317	276	22%	55.3%	47.1%	15.3%
Vineyard	552	133	401	0	0	12.5%	37.1%	25.4%	13.8%
St. George	290	70	220	0	0	.3%	19.3%	22.4%	14.8%

(EL = English Learner, EM – Ethnic Minority, ED = Economically Disadvantaged, SWD = Students with a Disability)

The target population of the Freedom Preparatory Virtual Academy would likely mirror that of our Provo Campuses as that is our largest population of students.

b. Enrollment, Transfer, and Retention trends of our Provo Campuses:



Population Trends in Utah County: Utah county's population has increased an average of 2.5% per year over the past 14 years.

- c. Nearby competing public schools:
 - Alpine Online
 - Mountain Heights Academy: Utah Online School
 - Utah Connections Academy
 - Utah Virtual Academy
 - Jordan Virtual Learning Academy
 - Ascent Academies of Utah
 - Lumen Scholar Institute
- d. Freedom Preparatory Virtual Academy's (FPVA's) enrollment forecast and supporting data:
 - Based on FPVA's pilot enrollment during FY2020 and FY2021 we expect to enroll around 100 students the first year we start, and increase yearly enrollment until we hit our current overall LEA authorized enrollment cap of 2960. Our current total LEA enrollment is 2156.
- e. Risks, barriers, or regulations that may impact FPVA's success:
 - The success of FPVA is subject to various risks, barriers, and regulatory considerations. Technological challenges, such as connectivity issues may hinder students' participation and engagement.
 - Meeting individualized education needs for special education students in an online setting may pose unique challenges, demanding careful planning and implementation of inclusive practices.