



Perspectives Charter Schools

Educating for College, Preparing for Life

15 years of living **A Disciplined Life®**

2012 ANNUAL REPORT



Fifteen years ago, Perspectives Charter Schools was operating in a dusty former warehouse on South Michigan Avenue, with 150 students, a handful of teachers and two founders with a dream.

15 years of growth



1997

Founded, Perspectives becomes one of Illinois' first Charters

1999

Focus on college prep & ensuring our students ask "when and where I'm going to college" not "if"



2001

Perspectives invests in recruiting the best and brightest teachers



2003

Groundbreaking Perspectives Rodney D. Joslin Campus



“We had the opportunity and the responsibility to provide students a rigorous and meaningful education,” co-founder, Kim Day said. “We began to prove that the Perspectives model works.”

As class after class of Perspectives graduates went on to college, it was clear that the **A Disciplined Life®** education model was working. By 2004, Perspectives had attracted ample attention and supporters to construct an award-winning building designed by Perkins + Will in the South Loop, known today as Perspectives Rodney D. Joslin Campus, in memory of Perspectives’ first board chair.

In 2005, with eight years of attaining ever higher rates of academic growth and soaring student waiting lists, Perspectives was persuaded by Mayor Richard J. Daley and the then-CEO of Chicago Public Schools, Arne Duncan to open more campuses. With the support of the Bill and Melinda Gates Foundation and others, Perspectives began to open more schools. Upon closure of the failing Calumet High School serving the Auburn Gresham community, Duncan selected Perspectives to open three small schools inside the 350,000 square foot building; Perspectives Middle Academy,

Leadership Academy, and High School of Technology. Their first graduating classes in 2010 more than doubled the graduation rate of the former high school—proving that the model works.

As the transformation unfolded at the Auburn Gresham campus, Perspectives partnered with the Illinois Institute of Technology to open Perspectives/IIT Math & Science Academy in 2008. In the spring of 2012, this school celebrated its first graduating class with 95% of its graduates going on to college—further confirming that the model is working!

Diana Shulla-Cose, co-founder, reflects on Perspectives’ growth from a small school in an old warehouse to five schools, 2,300 students and 300 staff as an important and inspirational journey. “Our young people yearn to be a part of a school community with high expectations. They need and deserve it,” Shulla-Cose said. “For fifteen years we have provided students access to quality classrooms, preparing them for college and life. And, we’re going to open more schools in Chicago, the nation and the globe—we’re just getting started!”



2004
Healthy Lifestyles Initiative launched



2005
Network expansion in Auburn Gresham approved

2006

Open three schools in Auburn Gresham: Perspectives Middle Academy, Leadership Academy, and High School of Technology



2008
Open Perspectives IIT/ Math & Science Academy

2009

Rhonda Hopps joins Perspectives as first CEO



2010
First graduating classes from Perspectives Leadership Academy & High School of Technology



2011
Awarded a dissemination grant by U.S. Department of Education for A Disciplined Life® education model



2012
First graduating class from Perspectives IIT/ Math & Science Academy

“Our young people yearn to be a part of a school community with high expectations. They need and deserve it.”

— Diana Shulla-Cose, Co-founder Perspectives Charter Schools

spreading **A Disciplined Life**[®] beyond our walls

Perspectives Charter Schools was launched in 1997 as one of the first charter schools in Illinois with a simple and powerful idea: a school that combined rigorous academics with social and emotional supports could build a positive and nurturing culture to improve student learning. Co-founders Diana Shulla-Cose and Kim Day created a curriculum called **A Disciplined Life** based on this belief.

Before long, the 26 principles of **A Disciplined Life** could be experienced throughout the hallways and classrooms of each Perspectives campus. The framework of **A Disciplined Life** is built around positive self-perception, healthy relationships and personal productivity.

At the time, it was a radical idea. Today, social emotional learning has gained wide recognition, and Perspectives is leading the way. In the fall of 2011, the U.S. Department of Education awarded Perspectives a \$400,000 grant to refine the **A Disciplined Life** curriculum and craft a leadership guide to share with schools across the country.

Perspectives was among three schools across the country to receive a “dissemination” grant.

“This validates our work over the past fifteen years,” said Shulla-Cose. “Now we’re positioned to spread our practices across the country because we know the positive impact that living **A Disciplined Life** has on our students and professional community.”

The Department of Education grant allows Perspectives to gather **A Disciplined Life** lessons, refine them and create a more comprehensive and aligned social emotional curriculum for grades 6 through 12. With the grant funds, Perspectives will also develop an **A Disciplined Life** Leadership Guide to help school leaders build a strong school culture and develop a compilation of stories that illustrate the positive outcomes of living **A Disciplined Life**.

Soon, practices like, “be open-minded”, “demonstrate a strong work ethic”, and “show compassion” will be taught intentionally and purposefully in classrooms throughout Chicago and beyond!



leo burnett breathes new life into Perspectives

What do you think of when you hear the word “perspectives”? Or when you see an eye with the globe inside? Leo Burnett, one of the world’s most prominent advertising agencies, is working to ensure that people in Chicago and beyond (and not just those reading this annual report) begin to associate these words and images with the life-changing impact of Perspectives Charter Schools.

Mandy Manning, an executive vice president at Leo Burnett, joined the Perspectives Charter Schools board in 2012. Since that time, Leo Burnett has taken on a growing role in the branding and marketing of Perspectives.

“We began by meeting with the staff and students to get a sense of what Perspectives means to them,” Manning said. “Now our goal is to get the message out to the larger community.”

In the spring, Leo Burnett producers spent over 40 hours interviewing and filming students and teachers to get to the heart of the Perspectives story. The short video, which premiered at Perspectives’ 15th Annual Benefit, captures a student’s journey to school,

a teacher’s connection with his students, and an alumnus’ long journey back to Perspectives. It ends with a quote from Perspectives CEO Rhonda Hopps.

“Zip code should not determine destiny... you’re entitled to a great education no matter where you live!”

—Rhonda Hopps, CEO

At the same time, Leo Burnett designers worked to refresh the venerable Perspectives logo, opening up the “eye” to better reflect how Perspectives students are exposed to the world around them. On deck, Leo Burnett will help promote the new and improved, soon-to-be-released **A Disciplined Life** curriculum.

“Right now, I feel like Perspectives Charter Schools is one of the best-kept secrets in the education world. We want to change that,” Manning said.

STUDENT SPOTLIGHT:

tech grad tackles challenges

Perspectives High School of Technology graduate Armani Buie is pretty sure he knows the **A Disciplined Life** principles by heart. They roll off his tongue easily as he tells the story of how he went from a misbehaving 7th grader to a freshman at the University of Illinois with grants and scholarships covering his full tuition.

“Accept only quality work from yourself,” he begins. Buie says that the **A Disciplined Life** principles were the first thing he learned about Perspectives, when he enrolled in the very first class at Perspectives Middle Academy in 2006. “At my last school, I didn’t get challenged,” Buie says. “Here, they don’t expect us to fail. They hold us to a higher standard.”

“Demonstrate perseverance,” he continues. Buie was born with a birth defect in his hands, but he hasn’t let that hold him back.

He played varsity football team since his freshman year, and speaks with pride as he notes that he has the highest bench press on the team. “You have to fight for what you want,” he says.

He says he learned at Perspectives to “be reflective” and take into account other people’s thoughts and experiences before judging them too quickly. When he graduates from college, he wants to come back to his Auburn Gresham community to help the next generation “be lifelong learners” in the same way he has become.

Tech principal Tony Pajakowski says that Buie is on track for success because the combination of his personal strength and the lessons he learned at Perspectives. “Armani is a kid with unlimited potential,” Pajakowski says. “He’s going to fulfill his potential because he lives **A Disciplined Life**.”

The last time Buie saw Pajakowski before heading off to college, he told him he would see him at the Feast of Thanks, the annual Thanksgiving celebration at Perspectives. A final principle Buie has taken to heart—show gratitude.



opens doors

Manuel Whitfield enrolled in his dream college this fall. Whitfield earned this opportunity through perseverance, hard work and getting to know Mr. Eric Johnson. "It is Eric's vision and genuine concern for Chicago youth that turns dreams into reality," CEO, Rhonda Hopps shared. Johnson is a special friend of Perspectives and his support is wide-ranging and invaluable.



Whitfield now attends Babson College in Connecticut, thanks to a full four-year scholarship from Baldwin Richardson Foods, where Johnson is the CEO. He is majoring in entrepreneurship and international business, fields that Manuel knows will prepare him to be a successful business owner.

The relationship between Whitfield and Johnson goes beyond the scholarship.

Whitfield views Johnson as a mentor who can teach him how to be successful in business. Johnson said that Whitfield already has the crucial qualities of an entrepreneur.

“Manuel knows how to build relationships,” Johnson said. “He knows how to take advantage of opportunities and make the best of every chance he gets.”

The two met when Whitfield was leading a tour of the Joslin campus. “I wanted to impress, not for myself but to show off my school,” Whitfield said.

The impression paid off when Johnson learned that he was interested in attending Babson College, Johnson's alma mater. Whitfield was taken by the diversity of the school, with students from all over the country and the world. When Whitfield was accepted to Babson, Johnson called Perspectives to offer the full scholarship.

Now, Whitfield has the opportunity to follow in Johnson's footsteps at Babson College, on his way to becoming a successful entrepreneur. "All the doors are open for me," Whitfield said. "I just have to walk through them and that's exactly what I plan to do!"

One of the three pillars of **A Disciplined Life** is “relationships”. Few relationships have meant more to Perspectives than the partnership with the Elev8 program at Perspectives Middle Academy (PMA).

Perspectives
and Elev8
a model
in Auburn Gresham

Elev8 is a national program that brings together schools, families and other community partners to help students succeed in middle school and beyond. At PMA, the Elev8 program is run with the Greater Auburn Gresham Development Corporation (GADC). It provides enrichment activities during the school day, after-school activities, comprehensive health services through an in-school health center, and mentoring and other

supports for students and families. This year, 100% of students at PMA participate in Elev8 programming.

"Perspectives and Elev8 share a common goal of preparing students to succeed in school and in life," says Sauda Porter, PMA principal. "Elev8 helps our students reach that goal by providing an array of supports and services, all in line with **A Disciplined Life.**"

Perhaps the most profound impact of Elev8 has been on one **A Disciplined Life** principle in particular—Live a healthy lifestyle. The in-school health center has provided preventive care and more to hundreds of students and families. Elev8 has brought vision screening, diabetes testing, and dental care to Perspectives—services that would otherwise not be easily available to many students.

The Elev8 program was launched at Perspectives four years ago, with generous funding support

from Atlantic Philanthropies. Now, the partnership is serving as a model for other programs; GADC received a grant from the MacArthur Foundation to replicate Elev8 at four other schools in Auburn Gresham.

“The success of Elev8 at Perspectives Middle Academy shows the potential when families, a school, and a neighborhood all work together,” says Carlos Nelson, GADC Executive Director. “The partnership is helping transform Auburn Gresham.”



Support.
Learn.
Achieve.
Chicago

TONY ANDERSON

The 1st A Disciplined Life® Award Winner

A Disciplined Life isn't just for kids. At Perspectives' 15th Annual Benefit, Tony Anderson received the first-ever A Disciplined Life Award for embodying the 26 principles in his support of Perspectives students, especially at Perspectives Leadership Academy (PLA).

As the Midwest managing partner for Ernst & Young, Anderson built a partnership with PLA over seven years that will be a model for corporations and schools across the country. It wasn't just a financial partnership, though Anderson and Ernst & Young raised and donated more than \$2 million for Perspectives students. On top of that, Ernst & Young employees volunteered directly with PLA students, helped paint classrooms, and brought books, music and other resources into the school. Anderson made support for Perspectives a part of the fabric of the Ernst & Young office in Chicago.

"We did all this because we knew students would take full advantage," Anderson said. "We were presenting students with opportunities, and they always grabbed them with both hands. That's what A Disciplined Life is all about."

At the Benefit, PLA junior Aja Beckham spoke of the depth of Ernst & Young's support. "Because of Mr. Anderson, Perspectives students have been given the opportunity to experience career mentorship and college guidance, academic tutoring, a partnership with the Field Museum, community service days, and etiquette classes," Beckham said. "We have benefited from holiday giving drives, a college bridge fund, the opportunity to attend trips abroad in Africa and more."

Beckham, who will graduate this May, thanked Anderson for seeing the potential in students at PLA. "Thank you for seeing me—for seeing my classmates—and making the decision to open a world of opportunities to us," she said.

Anderson, who retired from Ernst & Young in 2012, credited the efforts of everyone in the Chicago office of Ernst & Young for the success of the partnership. "They saw a school that was doing things differently, that was providing students with the values that had made us all successful in our careers," Anderson said. "And they did all they could to help out."



PERSPECTIVES/IIT MATH & SCIENCE ACADEMY **1st** celebrates grads

Perspectives/IIT Math & Science Academy (MSA) is the newest campus of Perspectives Charter Schools building on more than 100 years of expertise in science education from the Illinois Institute of Technology. Accordingly, the school held its first graduation ceremony at IIT's Hermann Hall, just blocks north of the MSA campus in Chicago's historic Bronzeville neighborhood.

"Our partnership with IIT continues to grow—it supports teacher development and provides multiple opportunities for student learning," said Julie Puzon, MSA principal.

The impact of the IIT partnership shows in the results. Ninety-eight percent of seniors at MSA graduated, and 95% enrolled in college. Graduates earned more than \$3 million in scholarships, and are now attending schools including Depaul University, Howard University, University of Illinois, and, of course, IIT.

Professors, Drs. Norm and Judith Lederman helped create the science curriculum for MSA, taking an inquiry-based approach they call STEM Synergy (for Science, Technology, Engineering and Mathematics) and provided professional development for teachers over the years. Graduate students from IIT helped tutor

students and support our Robotics team. Corporate partners including the Motorola Solutions Foundation and Lundbeck, Inc., helped provide state-of-the-art labs and STEM after-school programming.

Because of this partnership, MSA students have excelled in science and math. The average science ACT score at MSA is the highest in the Perspectives network and among the highest for any open-enrollment school in the city.

MSA graduates have more than just a strong academic background—they are guided by the 26 principles of **A Disciplined Life**. Steve Pemberton, chief diversity officer at Walgreen Co., spoke of the power of social emotional learning after his commencement speech.

"Teaching the value of the struggle matters—adversity, hard work and perseverance will help shape you and build your personal success," Pemberton said. "The principles of **A Disciplined Life** will take MSA graduates far, and they should be taught in schools everywhere."



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Mr. Ed Daswani
Ms. Tammy M. Decker
Mr. Joseph Denaro
Ms. Karishma Desouza
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Mr. and Mrs. Esser
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Ms. Lindsey Knost
Ms. Linda Kovathana
Mr. Demetria Kranikoglou
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Ms. Jill Kretschmar
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Chikako Kurihara
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Mr. Brian Lisek
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Lindsey Michelini
Ms. Jen Miller
Mr. Alex Miller
Moiz Mohammed
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Mr. Simbarashe Musuka
Ms. Angela Myers
Mr. Nikhil Nanda
Mr. Chris Negrelli
Mr. Rich Newman
Mr. Matthew Noffke
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Mr. Tommy O'Connor
Ms. Megan O'Kelly-Brennan
Mr. Nicholas Olson
Ms. Kelsey O'Neal
Mr. Michael Paddock
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Ms. Emily Panici
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Mr. Michael Poderiski
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Ms. Danielle Protexter
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Mr. Daniel Rezek

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Mr. Joe Rouse
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Mr. Robert Wilker
Mr. Nicholas Wilkins
Ms. Jill Williams
Mr. Brandon M. Wright
Aileen Wright Bacon
Ms. Celeste E. Wright Harris
Yen C. Yeh
Mrs. and Mr. Amanda H. Young
Ms. Laura Zacher
Mr. Scott Zastonpil
Mr. Jake Zehnder
Ms. Katharine Zeller
Ms. Raisa Zerklin
Yaou Zhou
Mr. Alan Zimmerman

Gifts-in-Kind

Mr. and Mrs. Anthony K. Anderson
Beijing International Education Exchange
J Brown Photography
Café Bionda
Chicago Housing Authority
Club Colors
Crain's Chicago Business
Ernst & Young LLP
Essannay Shot It
Extra Mile PR
The Field Museum
Global DateBooks
Michael and Lisa Kornick
Minasian Rug Company
rnk The Restaurant
Monroestar, Inc.
Ostrow Reisin Berk & Abrams
Perillo BMW
PlumThree Marketing & Design
Sarpino's Pizzeria
Sodexo
Mr. and Mrs. Craige L. Stout
Tablescapes
Barb Wright/WrightFit Uniforms



2012 audited financials

Statement of Financial Position

Assets	Year Ended June 30, 2012
Cash	\$ 1,437,063
Pledges/other accounts receivable, prepaid expenses and deposits	2,173,336
Property and equipment, net	8,089,621
Total Assets	\$ 11,700,020
Liabilities	
Accounts payable, accrued salaries and related liabilities	\$ 2,367,766
Capital lease obligations/deferred rent and revenue liability	1,039,379
Notes payable	2,358,269
Bond payable	4,900,000
Total liabilities	\$10,665,414
Total net assets	\$ 1,034,606
Total Liabilities and Net Assets	\$ 11,700,020

Statement of Activities

Revenues	Year Ended June 30, 2012
All government sources	\$27,842,343
Contributions:	
Individuals	347,415
Corporations/Foundations	652,103
Other	1,533,093
Total Revenues	\$ 30,374,954
Expenses	
Program services	\$25,540,693
Management and general	2,392,081
Fundraising	397,242
Depreciation and amortization	\$ 1,059,847
Interest	266,709
Total Expenses	\$29,656,572
Change in Net Assets	(718,382)
Net Assets, beginning of year	\$ 316,224
Net Assets, end of year	1,034,606

governance

Board of Directors

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Hall Adams, Board Vice Chairman
Deborah Stevens, Board Treasurer
Loren A. Weil, Board Secretary

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David Baker, Amber Bobin, Rick Callahan,
Trevor Clark, Jennie Huang, Cara Hughes,
Michelle Hughes, Mandy Manning,
Paul B. O'Kelly, Tony Robinson

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John Musachia, Rebeca Nieves Huffman,
Nick Rosa, Steven Turckes,
Steven L. Washington, Stephen Willis

dear friends of perspectives,

After 15 years, there are countless success stories at Perspectives. Stories that remind us of the impact that living **A Disciplined Life**® makes. We want to share one in particular.

This fall, a student from the very first graduating class at Perspectives/IIT Math & Science Academy walked into her freshman literature class at the University of Illinois and met Professor Miguel Jimenez, a 2002 graduate of Perspectives. Years apart, a college freshman and a college professor both strive to live the principles of **A Disciplined Life** beyond high school.

That is what happens when you have 15 years of success in helping students develop positive self-perception, healthy relationships, and personal productivity. This is the result when students enter Perspectives as much as three years below grade level and leave Perspectives persisting in college at a rate above the national average.

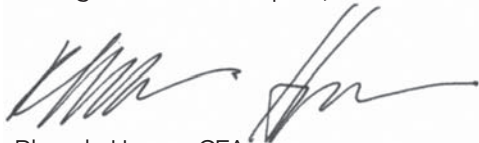
In our 15th year, we began to tell the story of **A Disciplined Life** to a wider audience than ever before. We held our first annual **A Disciplined Life** Expo, inviting hundreds of guests to learn first-hand from our students what it means to live the 26 principles. At our 15th Annual Benefit, we presented the first-ever **A Disciplined Life** Award to Tony Anderson, for the way he developed a partnership between Ernst & Young and Perspectives that will serve as a model for corporations and schools across the country. Leo Burnett, one of the most respected advertising agencies in the world, helped us re-think the way we present **A Disciplined Life** to the world.

Most significantly, we began the process for sharing the **A Disciplined Life** curriculum with other schools, thanks to a \$400,000 grant from the U.S. Department of Education. After a year of hard work in refining the curriculum, we are now approved as a vendor to provide support in social-emotional learning to schools in the Chicago Public Schools system. We are an education model for our city, country, and beyond!

All of this has been happening as our teachers, principals, staff and students continue to work relentlessly every single day to prepare for success in college and in life. This year, 99% of our graduates were accepted to college, earning more than \$10 million in scholarships. They are creating new stories of success—every day.

Thank you for supporting our students and teachers on this journey. Please continue to share our story—far and wide—as we work together to provide our students with the high-quality education they deserve.

With gratitude and respect,



Rhonda Hopps, CFA
Chief Executive Officer



Larry Ashkin
Board President



Cofounder and President Diana Shulla-Cose, Chief Executive Officer Rhonda Hopps, and Cofounder and Chief Education Officer Kimberlie Day, attend the first graduating class commencement ceremony at Perspectives/IIT Math and Science Academy.

OUR MISSION

All Perspectives
Charter Schools
will provide
students with a
rigorous and
relevant education,
based on
A Disciplined Life®,
that prepares
them for life in a
changing world
and helps them
further become
intellectually reflective,
caring and ethical
people engaged in
a meaningful life.



Perspectives campuses living A Disciplined Life:

Rodney D. Joslin Campus

1930 South Archer
Chicago, IL 60616
312.225.7400

Perspectives Middle Academy

8131 South May Street
Chicago, IL 60620
773.358.6300

Perspectives Leadership Academy

8131 South May Street
Chicago, IL 60620
773.358.6100

Perspectives High School of Technology

8131 South May Street
Chicago, IL 60620
773.358.6120

Perspectives/IIT Math & Science Academy

3663 South Wabash
Chicago, IL 60653
773.358.6800

For more information or to learn
more about our schools, please
visit www.pcsedu.org
or call 312.604.2150.

THE 26 PRINCIPLES OF A DISCIPLINED LIFE®

Listen actively

Accept only quality work from yourself

Be positive and supportive of each other

Seek wisdom

Solve conflicts peacefully

Be generous

Be reliable

Take initiative

Challenge each other

Be reflective

Think critically and be inquisitive

Use your time wisely

Love who you are

Respect each other's differences

Demonstrate a strong work ethic

Be open-minded

Communicate effectively

Show gratitude

Demonstrate honesty, integrity, and decency

Show compassion

Be punctual and prepared

Be organized

Take responsibility for your actions

Demonstrate perseverance

Be a life-long learner

PRODUCTIVITY

RELATIONSHIPS

SELF-PERCEPTION



Perspectives Charter Schools

Educating for College, Preparing for Life

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