



December 3, 2019

Dear Parents and Guardians,

Please allow me to share with you some exciting and important news: We are proud to announce that our administrative teams, community of stakeholders, and our Governing Board has approved the school name changes of Christa McAuliffe Elementary and Oasis Elementary. The rebranding is contingent upon the acceptance of a charter school renewal amendment.

Please understand these name modifications will be part of a slow migration that will take place over the course of this school year and fully implemented by 2020-2021.

Our new elementary school names will be **Oasis Elementary North**, f/k/a Christa McAuliffe Elementary, and **Oasis Elementary South**, f/k/a Oasis Elementary. This means our entire school system will share the same "family" name. For example: Oasis Elementary North, Oasis Elementary South, Oasis Middle School and Oasis High School.

You should know this brand rejuvenation is the result of our school system's positive evolution, and an important mission enumerated in our AdvancED Accreditation Recommendation in 2015, and our Charter School Authority *Strategic Plan 2018-2021*, Goal 3, Strategy 1, of which you tasked me and school administrators with accomplishing.

Frankly, we need a single, public representation of our K-12 system as a *whole*, in order to be able to equitably share in our enormously rich and significant brand awareness. A united Oasis Family is the educational brand of the future; changing our name now gives the public a common way to recognize and speak about us.

I want to assure you that these school name changes were given serious, collaborative thought. Hence, our goal as the stewards of our Oasis brand is excellence beyond what we currently see; we are also interested in sustaining our future.

Together, we can be confident that by rebranding our public identity and communication, our school leadership is committing itself to a proactive strategy for our system's sustainability. Now more than ever, we are *Four Schools, One Vision*.

Respectfully,

Jacquelin Collins  
Superintendent

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