

Friends of Monterey Academy of Oceanographic Science



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April/09/2013

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Abstract

This report evaluates the issue The Friends of Monterey Academy of Oceanographic Science is currently undergoing. The report is intended to improve the financial status and future of MAOS. The costs of organization are \$160,000 above the district budget, per year. Failure to raise enough proceeds may result in the program shutting down. Three options will be introduced in order to best deal with the current issue.

Options

- Option 1 – Improve Website
- Option 2 – Assurance Program
- Option 3 – More Fundraising

Four criteria will be used to evaluate each of these options:

Four Criteria

- Cost Efficiency - The money needed to implement each option
- Productivity - The short-term and long-term benefits of each option and the number of individuals who would be affected
- Ease of Implementation - The difficulty each option will be to complete
- Time to Complete - The amount of time needed to complete each option

Executive Summary

The Friends of Monterey Academy of Oceanographic Science (MAOS) provide the community with advanced placement education for local students. MAOS is the advanced placement program at Monterey High School. The program provides students, attending Monterey High School, with the option of participating in the MAOS program. A donation of \$650 is requested per student, in order to cover the costs beyond the district budget; but for some parents, they have no extra money to donate to MAOS. The purpose of this report is to provide MAOS with three options and a recommendation. The recommendation will be the best option; it will improve the financial status of MAOS and provide the greatest productivity for their students.

The three options are:

- Option 1 – Improve Website
- Option 2 – Assurance Program
- Option 3 – More Fundraising

The first option MAOS has to consider is to improve their web site. Improving the MAOS web site will improve exposure of their organization. The web site will give MAOS the opportunity to bring individuals to their state of the art web page. It will give potential students and parents the opportunity for program information, the opportunity to apply, donate and to learn.

The advantages of option one include: productivity and time to complete. Improving the MAOS web site will be an important long-term benefit of the organization; it will increase productivity greatly. Another advantage of re-designing the MAOS web site is that it will be completed quickly. A new web site will have some disadvantages including the cost efficiency. It will cost a large one time fee for a web site designing contracting company to recreate a more functional web site. This option may be fairly difficult to implement as well. The ease of implementation is a wild factor; it may turn out good or bad depending on the individual company, and the company hired to re-design the web site.

The second option MAOS has to consider is to create a guaranteed assurance program. The program would give graduating students the priority choice of universities to attend. The assurance program would motivate students to join the MAOS program. MAOS would increase in popularity, as a result of improving the chances of their students attending four-year universities. Students participating in the MAOS program are the most gifted minds around; it is important to expand these students' minds, rather than keep them behind with everybody else.

The advantages of option two include: cost efficiency and productivity. The cost of implementing this option will be minimal, not much money will be required. The productivity of creating the guaranteed acceptance program will be great; students will be focused on improving their future. The disadvantage of option two is the ease of implementation. It will be difficult to get the full cooperation from all the large universities and may be a lengthy process, once the program is established; it won't need any additional time. The time to complete is a wild factor though. It may take a long time to implement the guaranteed acceptance program, depending on the difficulty of establishing these guarantees with large respectable universities.

The third option MAOS has to consider is to increase the number of fundraising events they host each year. MAOS is currently hosting three fundraising events during the school year. MAOS could not add too many fundraisers each year, or else the fundraisers will become repetitive. The most events MAOS should host are approximately five. Five fundraising events will be recommended in this option.

The advantages of option three include: cost efficiency and ease of implementation. Fundraising will improve the financial situation of the organization; it will not be very productive. MAOS will raise money from successful events and the fundraisers will be simple to set-up for. The disadvantages of option three are productivity and time to complete. Fundraising events will take a lot of labor hours and each event will not be extremely productive.

Criteria Analysis

Cost Efficiency refers to the amount of money needed to implement each option. The options will all cost money to accomplish and each option will cost MAOS a different amount. Cost efficiency analyzes the long-term and short-term expenses of each option. With a limited budget and focused on improving MAOS' financial situation; cost efficiency is an important factor.

Productivity refers to the long-term and short-term benefits of each option. An option may only have a short-term benefit; another option will have both long-term and short-term benefits. The more productive options will contain greater long-term benefits, along with financial security and stability of the program. Productivity also suggests the more productive option will affect the greatest number of individuals.

Ease of Implementation refers to how difficult each option is to begin operations. Ease will also refer to how difficult each option will be to continue the implementation for many years. Ease of Implementation will also include the number of employees and volunteers needed in order to complete each option. The option which is easiest to complete and require the least participants will be the more desirable option.

Time to Complete refers to the amount of time each option will take to accomplish. It refers to all time from the start to the finish of each option. Time to complete will include; total time, strategy time, employee and volunteer time, implementation time, contracting company time and the time needed to keep the option going for many years. The option which takes the shortest amount of time will be the more desirable option.

Introduction

MAOS overview

In 1994, five teachers at Monterey High School felt they should create a college preparation program, in order to give their students a head start for college. The program offers a rigorous curriculum, for student with the ability and desire to excel. MAOS emphasizes on advanced math, science and English classes for their students. MAOS provides students with challenging assignments, field trips, internships and guest speakers. Students participating in the MAOS program have a better opportunity of being accepted into a university. These teachers were Steve Clark, Susanne Lane, Nancy Harry, John Whistler and one other teacher.

Key Players

Geoffrey Von Saltza is the current director of The Friends of Monterey Academy of Oceanographic Science and he also teaches Biology for the organization. He has been an instructor for the program since 2000. He received his master's in education. Von Saltza has implemented tutoring programs and has also created a program for highly at risk youths.

Current key participants at Monterey Academy of Oceanographic Science (MAOS) include, Therese Mayone, who is currently the Coordinator of MAOS and has been working with the program since 2004. She has been working in the educational field for the past twenty-five years.

Teachers

Dianne Begbie began teaching science at Monterey High School in 2006. She is currently involved in the MAOS program, where she is teaching Chemistry and Biology. Begbie is

extremely qualified. She has received her bachelors in Biology, Mathematics, and Psychology, along with her masters in educational counseling. She has even won the Mildred Willemssen Award for Excellence in teaching and was also a nominee for the Lori Flagg Award of Excellence in Teaching.

Mike Cook is the mathematics teacher for MAOS. Cook has been teaching at Monterey High School for eight years and has taught Pre-calculus, Algebra, Statistics and Geometry. He received his Bachelor's and PHD in Economics. Cook was also assistant professor of Economics at the Naval Postgraduate School for six years.

Michael Hare is the science teacher at MAOS and has been involved in the program since it was created. Hare graduated from the University of Oregon where he received his Master's in History. He also has two credentials, in language arts and social science.

Ron Woods is the English and language Arts teacher for MAOS. He began teacher at Monterey High School in 2005. Prior to teaching at Monterey High School, he taught English at Colton Middle School. Woods received his Bachelor's of Arts and has a multiple subject credential.

Board of Director's

The board of director's consists of twelve individuals, including president Richard Pine, treasurer Julianne Sweeney, and secretary Amy Reed. The Board of Director's also include; Augustus Barkley, Sally Burns, Kelly Gonzalez, Gail Morton, Michele Neuhaus, Kim Reisenbichler, Natalie Webb, Lisa Wichael-Loomis and Marilyn Zetterlund.

Professional Advisory Panel

MAOS also contains a professional advisory panel, which are responsible for facilitating internships, scheduling field trips, guest speakers, in addition to other enriching activities. Kim Reisenbichler is also the professional Advisory Panel Chairperson associated with MAOS in addition to being involved in the board of director's.

Program Details

MAOS has a difficult advanced placement program that requires additional classes beyond UC and CSU's requirements. MAOS requires an extra year of math, two additional years of science, one additional year of foreign language, and two additional years of Social Science. MAOS has eight additional, year-long classes, beyond the high school requirements at the affiliated Monterey High School.

The program has a great reputation for their rigorous curriculum. Over 76% of MAOS graduates have been admitted to four-year universities. MAOS participants have been recognized for high achievements in sciences. MAOS has also had several students receiving high honors in Chemistry and Biology. Seven of eight students attending Monterey High School were MAOS students who were recognized in the top 50,000 PSAT scores in the United States.

Current Issue

The main issue the Friends of Monterey Academy of Oceanographic Science are experiencing is the lack of funding for their organization. The current operation costs associated with the program is approximately \$160,000 each year above the district budget. The extra program costs averages to approximately \$650 per student. MAOS requests parents to donate

the funds needed for their children to participate in the advanced placement program. The donation is requested, but because they are a public school, it is not required.

After interviewing Mr. Von Saltza, he stated that the program is currently financially healthy. He said, "The program is currently stable, but as the economy struggles, the program does as well (Von Saltza, 2013)." Von Saltza's statement refers to families income. When families are struggling with their income, they cannot afford to pay for their children's education. MAOS needs other sources of funding other than relying on parents to provide the support.

Fundraising

The Friends of Monterey Academy of Oceanographic Science have many other fundraising options to provide extra finances for the organization. MAOS hosts a welcoming picnic at the beginning of every school year. The event was held last year at the Del Monte Beach. They shared a large array of food including; hamburgers, veggie burgers, hot dogs and homemade chili. The event also provided life jackets and kayak rides.

Another fundraiser that MAOS hosts is the MAOS gala. It is the largest and most popular fundraising event of the year. The MAOS gala has been hosted at the Elks Lodge in Monterey. Tickets are 45 dollars each and it provides a complimentary dinner, dancing, and a silent auction to participate in.

A new event this year was hosted in February, it was called "The Birdies for Charity Campaign". Birdies for charity hosts a tournament at Pebble Beach, where donators can pledge

per birdie or make a flat donation. One hundred percent of the donations go to the Friends of Monterey Academy of Oceanographic Science.

Evaluating Criteria

Option 1

The first option that MAOS needs to consider is to improve their website. Improving the MAOS website will improve the exposure of their program. An important aspect of every organization is to have a reputable website for interested potential customers to visit. As organizations advertise their program and urge people to visit their website, they will want to have a functional, attractive website. The website will have multiple advantages;

- Draw new parents (Students)
- Increase donations/donors

After analyzing the website of the Friends of Monterey Academy of Oceanographic Science, it became apparent that they spelled, “Algebra” wrong in a description of Mike Cook, the mathematics teacher. Spelling errors may discredit the reputation of an advanced placement program. It is possible, that a single spelling error could change a parent’s decision to have their child attend the organization. Another issue with their website was the section describing their science teacher. The description is filled with incomplete sentences, grammar errors, and it is very difficult to understand. The MAOS program could lose credibility of their program, with grammar errors on their web site.

The website also makes donating money to the organization difficult. There are many different amounts of money dedicated for donations, but it has multiple reasons for donations.

Parents and other caring donors may be confused by the process of donating. One simple page dedicated to accepting donations would be more affective, in addition to simplifying it.

Advantages

- Productivity
- Time to complete

Disadvantages

- Cost efficiency
- Ease of Implementation

Option 2

The second option MAOS has to consider is to initiate an assurance guarantee for students with completion of the program. The advanced placement program was created for the students and brings students a brighter future, teaches students knowledge, and motivates the students to continue growing their education. The program could offer requirement to their students based on UC requirements; such as completion of the program with a minimum GPA. Few universities offer college acceptance programs, and those that do, make the process difficult and still require an application for the acceptance program. (UC Riverside)

In addition, the assurance program would offer a scholarship program to the top students in the program. Large universities scout athletes to recruit to their university. The assurance program can offer these large universities easier access to recruiting the brightest students, who excel in Biology, Chemistry and sciences. The program would offer unexpected proceeds to bright students who may not be able to afford going to college.

The Friends of Monterey Academy of Oceanographic Science would need to make a substantial effort to initiate the assurance guarantee for their students. Contacting the universities and implementing the program will be the most difficult part of this option. The UC's will need to approve the program and the requirements for students to be automatically accepted. Currently the only UC which offers a guaranteed acceptance program is UC Riverside. UC Riverside offers the "GAP", Guaranteed Admission Program, for all high school students. The program requires a 3.9 GPA; completion of UC required classes and at least a 1600 score on the SAT's (UC Riverside).

Advantages

- Cost efficiency
- Productivity
- Time to complete

Disadvantages

- Ease of Implementation

Option 3

The third option MAOS has to consider is increasing the number of fundraising events. The more fundraising events will create an increased opportunity for more donations. Parents will contribute donations for attendance to the fundraising event for their child. The main contributors of fundraising events are donated by parents and family members. Parents only have so much money they can afford to donate to school for fundraising events though. Some parents may not be able to donate anything at all.

Fundraising events are simple to implement, yet would require a large volunteer and staff time. Cost efficiency of fundraising will improve after successful events, but it will cost money to set up each fundraising event. Productivity of each fundraising event would be minimal, compared to the effort put into raising the money. Time to complete the fundraising events will be extensive. The fundraising events will require volunteers, time to schedule the fundraising events, in addition to the time it will take to set up the event, host the event, and clean up after each event.

Advantages

- Cost efficiency
- Ease of Implementation

Disadvantages

- Productivity
- Time to complete

Option Matrix

	Cost Efficiency	Productivity	Ease of Implementation	Time to Complete
Option 1	XX	XXX	XX	XXX
Option 2	XXXX	XXXX	XX	XXX
Option 3	XXXXX	XX	XXX	X

- **Cost Efficiency** – More X's mean lower cost
- **Productivity** – More X's mean higher productivity
- **Ease of Implementation** – More X's mean an easier implementation
- **Time to Complete** – More X's mean shorter time to complete

Recommendation

Option 2

After analyzing each option with the four criteria, the best option for MAOS to implement is a guaranteed acceptance program for their students. Option two, seems to be consistent, considering the four criteria. This option will boost attendance of the students and increase popularity of Monterey High School and MAOS. This program will help recruit the greatest minds in the area to attend the school. The school is not the only benefactor; the students will be growing their minds at a greater rate.

Cost efficiency is a great advantage of the guaranteed assurance program. There wouldn't be any large expenses associated with establishing this option. The only possible fee would be if universities charged a fee for guaranteeing the students a priority choice of enrollment. The assurance guarantee provides the greatest cost efficiency margin of the three options. It provides a great benefit at minimal costs. MAOS has little to spend, so the guaranteed assurance program would not require MAOS to spend beyond their budget.

Productivity would be another advantage of the guaranteed assurance program. While this program would be beneficial for MAOS, it will also be beneficial for universities to recruit the best and brightest students. MAOS students are attending numerous additional year-long classes beyond UC and CSU requirements. MAOS students are more prepared for college, major

universities will want these students to attend their university. The guaranteed assurance program will give the students the power to choose whether they are accepted or denied; eliminating responses in the mail.

Time to complete is a wild factor. The process would begin by speaking with the University presidents along with board of director's at these universities. Once the major supporters are gathered, we can begin constructing a process to complete the assurance guarantee. We will need to create a simple process for students to select the university of their choice. The final step would be to receive approval from the government. After approval of from the government and universities, MAOS will be the most successful and popular advanced placement program in the country.

MAOS could begin providing scholarships in addition to enrollment of the student's choice. The students would be able to choose from some of the most respectable medical and science universities in the world, including; Duke, Harvard, Yale, Stanford, Oregon, Berkley, San Francisco and many more. The scholarships would give the students a way to make it through the school year, without working two or three jobs, in addition to schoolwork and attending classes.

As a result of implementing option two, MAOS would create word-of-mouth marketing. Positive word-of-mouth marketing is an important factor for any non-profit organization. Word-of-mouth marketing will create more parents to enroll their students. The program will become larger. The larger organization will create more donors providing donations to the program. More donors will lead to more funding. The organization may continue to grow, requiring an

expansion of the MAOS program. Expanding the program will lead to a greater financial budget for the program.

Conclusion

The Friends of Monterey Academy of Oceanographic Science have been running for nearly twenty years. The organization is currently financially stable but in order to ensure the programs illustrious future; option two will need to be implemented. Option two will improve the MAOS program, in addition to building their student's education for a bright future. Option two will provide students with simple assurance and acceptance into their choice of universities. The difficulty for students is completing one of the most difficult, advanced placement programs for high school students. The motivation of possible scholarships and the power over universities, will drive students to complete the rigorous program.

References

3, Student. (2011). *Marine mammal center*. Informally published manuscript, CSUMB English Department, .

A, Student. (2011). *The Monterey County Workforce Investment Board*. Informally published manuscript, CSUMB English Department,.

B, Student. (2011). *Sun street centers*. Informally published manuscript, CSUMB English Department, .

MAOS. *Monterey academy of oceanographic science*. Retrieved from <http://www.maosmontereyhigh.org/index.html>

Riverside, UC. (n.d.). *Our guarentee*. Retrieved from <http://vcsaweb.ucr.edu/admissions/whyucr/ourguarantee>

Salinas, C. (2010, August 24). Buoyed by research. *Monterey County: The Herald*. Retrieved from <http://www.maosmontereyhigh.org/maos-in-the-news.html>

Sutliff, J. (2010, October 22). Family stencils warnings on storm drains. *Monterey County: The Herald*. Retrieved from <http://www.maosmontereyhigh.org/maos-in-the-news-2.html>

Von Saltza, G. (2013, February 21). Interview by Josh Kern [Audio Tape Recording].

Annotated Bibliography

3, Student. (2011). *Marine Mammal Center*. Informally published manuscript, CSUMB English Department,

The Marine Mammal Center was an informative example similar to the project we will be creating. The example showed a great foundation of a quality paper. It was helpful to give ideas of the structure of my project.

A, Student. (2011). *The Monterey County Workforce Investment Board*. Informally published manuscript, CSUMB English Department,.

The Monterey County Workforce Investment Board was also a great example project to look at. Student A provided some great ideas and gave me a couple criteria to base my project on. There aren't too many criteria to choose from, but I found helpful ones in this project.

B, Student. (2011). *Sun street centers*. Informally published manuscript, CSUMB English Department, .

MAOS. *Monterey academy of oceanographic science*. Retrieved from

<http://www.maosmontereyhigh.org/index.html>

Sun Street Centers had a wonderful cover page and brought out the most color. The example was helpful to improve my paper, but my non-profit organization was much different from this organization.

Riverside, UC. (n.d.). *Our guarantee*. Retrieved from

<http://vcsaweb.ucr.edu/admissions/whyucr/ourguarantee>

UC Riverside has one of the only guaranteed acceptance programs in the country. After recommending this option, it was apparent that UC Riverside has a similar program to my idea. There are few acceptance programs, the first organizations to create similar programs will be the leader in the schooling industry.

Salinas, C. (2010, August 24). *Buoyed by research. Monterey County: The Herald*. Retrieved

from <http://www.maosmontereyhigh.org/maos-in-the-news.html>

The Monterey County Herald, published an article about the students attending a researching field trip. The students deployed a buoy transmitter, which is designed to transmit information of water temperatures. Hands on learning experiences for the students.

Sutliff, J. (2010, October 22). *Family stencils warnings on storm drains. Monterey County: The*

Herald. Retrieved from <http://www.maosmontereyhigh.org/maos-in-the-news-2.html>

The Monterey County Herald published another article about a students interested in helping her community. She created warning signs for storm drains to provide a cleaner environment. The project was geared to warning individuals to prevent cigarette buds, trash, paint, pet waste etc.

Von Saltza, G. (2013, February 21). Interview by Josh Kern [Audio Tape Recording].

An interview over the phone with Geoffrey Von Saltza was held on February, 21st. The conversation lasted approximately five or ten minutes. Mr. Von Saltza was very helpful with answering any questions. He gave me insightful information about their financial status.