



Organization: Monarch Academy
 Campus/Site: N/A
 Vendor ID: 1871882472

County District:
 ESC Region: 04
 School Year: 2026-2027

SAS#: STEMAA26

2026-2027 Texas Mobile STEM Laboratory Statewide Program Manager Grant App

General Information GS2000 - Certify and Submit

Due: 02/12/2026 11:59 PM
 Application Status: Submitted

Amendment #: 00
 Version #: 01

Description	Required	Status	Last Update
General Information			
GS2100 - Applicant Information	*	Complete	02/10/2026 12:18 PM
GS2300 - Negotiation Comments and Confirmation		New	
Program Description			
PS3013 - Program Plan	*	Complete	02/10/2026 10:47 AM
PS3014 - Program Narrative	*	Complete	02/10/2026 01:34 PM
Program Budget			
BS6001 - Program Budget Summary and Support		New	
BS6101 - Payroll Costs		New	
BS6201 - Professional and Contracted Services		New	
BS6401 - Other Operating Costs		New	
BS6501 - Debt Services		New	
BS6601 - Capital Outlay		New	
Provisions Assurances and Certifications			
CS7000 - Provisions, Assurances and Certifications	*	Complete	02/10/2026 01:03 PM

Certification and Incorporation Statement

I hereby certify that the information contained in this application is, to the best of my knowledge, correct and that the organization named above has authorized me as its representative to obligate this organization in a legally binding contractual agreement. I further certify that any ensuing program and activity will be conducted in accordance with all applicable Federal and State laws and regulations; application guidelines and instructions; the general provisions and assurances, debarment and suspension certification, lobbying certification requirements, special provisions and assurances, and the schedules submitted. It is understood by the applicant that this application constitutes an offer and, if accepted by the Texas Education Agency or renegotiated to acceptance, will form a binding agreement.

Authorized Official		Select Contact: <input type="text" value="Select One"/> or <input type="button" value="Add New Contact"/>	
First Name: Ivy	Initial: L	Last Name: Curtis	Title: Chief Executive Officer
Phone: 281-323-8453	Ext:	E-Mail: icurtis@monarchk12.org	

Submitter Information

First Name: Ivy	Last Name: Curtis
Approval ID: ivy.curtis	Submit Date and Time: 02/10/2026 01:35:37 PM



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General Information GS2300 - Negotiation Comments and Confirmation

Part 1: General Comments

General Comments (TEA Use Only)

Part 2: Negotiation Items

This schedule is for TEA to document any required changes and communications to the applicant in the event this application requires negotiation. It will also require applicants to acknowledge that they have made the changes requested.

Applicants: For all negotiation notes below, please make the requested changes in the grant application itself.

- Please do check the "Change Completed" box.
- Please do not enter information in the "Grantee Comments" section, unless you are specifically instructed to do so.

Negotiation Items	
1.	<div style="display: flex; justify-content: space-between;"> <div>Date: <input type="text"/></div> <div>Schedule: <input type="text" value="Select One"/></div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <p>TEA Negotiation Note:</p> <div style="border: 1px solid black; height: 50px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>Grantee Comments:</div> <div><input type="checkbox"/> LEA Completed Change</div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 5px; background-color: #f0f0f0;"> <div style="border: 1px solid black; height: 40px;"></div> </div>

Add Row

Delete Row



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Program Description PS3013 - Program Plan

A. Statutory/Program Assurances

1. The following assurances apply to this program. In order to meet the requirements of the program, the applicant must comply with these assurances. Selecting all assurances is required.

- The applicant provides assurance that program funds will supplement (increase the level of service), and not supplant (replace) state mandates, State Board of Education rules, and activities previously conducted with state or local funds. The applicant provides assurance that state or local funds may not be decreased or diverted for other purposes merely because of the availability of these funds. The applicant provides assurance that program services and activities to be funded from this LOI will be supplementary to existing services and activities and will not be used for any services or activities required by state law, State Board of Education rules, or local policy.
- The applicant provides assurance that the application does not contain any information that would be protected by the Family Educational Rights and Privacy Act (FERPA) from general release to the public.
- The applicant provides assurance to adhere to all the Statutory and TEA Program requirements as noted in the 2026-2027 Texas Mobile STEM Laboratory Statewide Program Manager Grant Program Guidelines.
- The applicant provides assurance to adhere to all the Performance Measures, as noted in the 2026-2027 Texas Mobile STEM Laboratory Statewide Program Manager Grant Program Guidelines, and shall provide to TEA, upon request, any performance data necessary to assess the success of the program.
- The applicant assures that any Electronic Information Resources (EIR) produced as part of this agreement will comply with the State of Texas Accessibility requirements as specified in 1 Texas Administrative Code (TAC) 206, 1 TAC Chapter 213, Federal Section 508 standards, and the Web Content Accessibility Guidelines (WCAG) 2.0 level AA.



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Program Description PS3014 - Program Narrative

Please include complete responses for each question below.

A. Summary of Program

1. Provide an overview of the program management for the statewide program. The summary must describe the project plan, including project activities (5 pts), timelines (5 pts), budgeting (10 pts), management (10 pts), and reports to be generated during the 2026–2027 grant period, and relate them to the stated purposes and specifications of the program requirements. The summary shall include the proposed organizational chart and the responsibilities assigned to each team member related to the implementation of the program. Additionally, the budget should outline grant deliverables, as well as employee insurance and coverage.

Monarch Academy will serve as the Texas Mobile STEM Laboratory Statewide Program Manager, providing centralized leadership, coordination, quality assurance, and accountability for the eight state-owned Mobile STEM Laboratories serving all twenty education service regions. Monarch Academy brings extensive experience in STEM program delivery, multi-site operations, professional development, logistics management, and performance monitoring. Our management approach is designed to ensure equitable statewide access to high-quality STEM experiences, consistent instructional quality aligned to the TEA STEM Framework and TEKS, full operational readiness and safety of the fleet, accurate and timely data reporting to the Texas Education Agency, and sustained support and accountability for Service Area Managers and instructional staff. This approach directly advances TEA's purpose of expanding hands-on, design-based STEM learning, increasing student exposure to high-demand STEM careers, and ensuring consistent implementation across Texas.

The statewide project plan is organized around coordinated leadership, operations, professional learning, marketing, data systems, and continuous improvement. Monarch Academy will serve as the primary liaison to the TEA STEM Coordinator and will oversee all program governance, compliance, and performance management.

2. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

The organization will execute and manage subcontracts for fleet relocation, routine and emergency maintenance, fueling, and parking, and will ensure that all vehicles remain compliant with requirements for titles, registration, inspections, and insurance. Monarch Academy will convene monthly check-in meetings with each Service Area Manager to review implementation progress, resolve operational issues, and monitor performance, and will also conduct monthly briefings with TEA to communicate program status, risks, and support needs. When requested, Monarch Academy will provide ad-hoc operational and data reports to support TEA's oversight responsibilities.

Operationally, Monarch Academy will ensure that each service area completes a minimum of thirty campus visits annually and offers community STEM events as required. Instructional quality and fidelity to TEA-approved curriculum will be monitored through structured site visits, with at least two visits conducted per instructor each year. Monarch Academy will implement a formal evaluation process each semester, using TEA-aligned criteria, to provide written feedback and targeted coaching. Any instructor whose performance falls below the established threshold will be placed on a six-week growth plan with structured support, and replacement will occur if performance does not improve. This system ensures both instructional excellence and accountability across all regions.

3. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

Professional development will be a cornerstone of Monarch Academy's management strategy. During the summer of 2026, Monarch Academy will deliver mandatory in-person training with differentiated pathways for Service Area Managers and instructors. The Service Area Manager pathway will focus on operations, compliance, supervision, logistics, data expectations, and local implementation management, while the instructor pathway will focus on instructional delivery, safety procedures, curriculum implementation, student engagement, and classroom management within the mobile lab environment. In addition, Monarch Academy will deliver virtual professional development sessions in both the fall and spring that provide overviews of K–5 and 6–8 lessons and model high-quality instructional practices. Monarch Academy will also facilitate kickoff webinars with selected districts prior to visits to ensure clarity around logistics, expectations, and data collection requirements.

4. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

Marketing and recruitment will be centrally coordinated to ensure strong statewide participation. Monarch Academy will develop a comprehensive statewide marketing plan and submit it to TEA for approval by March 2026. Once approved, Monarch Academy will support Service Area Managers in implementing the plan from March through May 2026, with targeted outreach to districts and campuses. During the April to May 2026 application window, Monarch Academy will monitor application volume bi-weekly by service area and will adjust strategies as needed to ensure that each region reaches at least thirty eligible campus applications. This approach ensures equitable access and balanced participation across the state.

5. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

Monarch Academy will operate robust data systems to support continuous improvement and full compliance with reporting requirements. The organization will manage statewide systems to collect, validate, and compile campus, student, and teacher participation data; student and teacher survey data; community STEM event attendance; and detailed vehicle data, including mileage, number of trips, fuel costs, maintenance costs, repair costs, and supporting receipts. Monarch Academy will submit monthly program and vehicle reports to TEA, ensuring transparency, accuracy, and timeliness. In December 2026, Monarch Academy will submit a comprehensive mid-year report aggregating service area data, analyzing trends, and identifying any needed corrective actions or professional development adjustments. By May 31, 2027, Monarch Academy will submit an end-of-year report summarizing statewide outcomes, highlighting successes and challenges, and presenting a clear plan for continuous improvement in the following year. Monarch Academy will also prepare the required Rider 54 annual report describing operational activities, expanded opportunities, and educational outcomes.



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Program Description PS3014 - Program Narrative

6. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

The implementation timeline begins in spring 2026 with the finalization and launch of the statewide marketing plan and support of the campus application window. During this period, Monarch Academy will also finalize insurance, software, and fleet service contracts. In early summer 2026, Monarch Academy will support TEA in campus selection notifications, develop and publish a statewide service map, and finalize training materials and schedules. During summer 2026, Monarch Academy will conduct the required in-person training for Service Area Managers and instructors and will ensure that all eight mobile laboratories are fully stocked, serviced, and operational by the third week of August 2026. From August 2026 through May 2027, the program will operate at full scale, with ongoing campus visits, community events, monthly reporting, site monitoring, instructor evaluations, and fall and spring virtual professional development. December 2026 will mark the submission of the mid-year report and a formal review meeting with TEA, while May 31, 2027 will mark submission of the end-of-year report. Final budget review and close-out activities will occur between June and August 2027 in advance of the August 31, 2027 grant end date.

7. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

Monarch Academy's budgeting framework is directly aligned to program deliverables and TEA requirements. Personnel costs will support the Statewide Program Director, Deputy Director of Operations, Data and Compliance Manager, Fleet and Logistics Manager, Finance and Grants Manager, Professional Development and Curriculum Lead, Marketing and Communications Manager, IT and Data Systems Support, and administrative support staff. These roles collectively ensure statewide coordination, instructional quality, data integrity, fiscal compliance, and operational readiness. Program operations costs will support data and reporting software systems, digital asset management, website support, marketing materials, communications, training materials, and virtual professional development platforms. Fleet operations costs will support subcontracts for relocation and hauling, routine maintenance and emergency repairs, generator fuel management, and parking and storage solutions. In addition, Monarch Academy will budget for comprehensive insurance coverage, including Commercial General Liability, Automobile Liability (including contracted drivers), Inland Marine coverage for laboratories and contents, Workers' Compensation and Employers' Liability, and Umbrella Liability, ensuring full risk management and compliance. Administrative and indirect costs will be maintained within TEA limits, with direct administrative costs capped at fifteen percent and indirect costs charged only at the approved rate.

8. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

The management structure at Monarch Academy is designed to ensure clarity of roles, strong oversight, and efficient execution. The Executive Director of Monarch Academy will provide executive oversight and fiduciary responsibility. The Statewide Program Director will lead the program, serve as the primary liaison to TEA, and oversee service areas, quality assurance, compliance, and performance. The Deputy Director of Operations will manage day-to-day operations and coordinate service area implementation. The Fleet and Logistics Manager will oversee relocation, maintenance, fueling, parking, inspections, and compliance documentation for the fleet. The Data and Compliance Manager will manage data systems and prepare all monthly, mid-year, and end-of-year reports. The Professional Development and Curriculum Lead will design and deliver training, oversee instructional quality, manage evaluations, and coordinate curriculum updates. The Marketing and Communications Manager will lead the statewide marketing plan and support service areas with recruitment strategies and outreach materials. The Finance and Grants Manager will oversee the budget, contracts, reimbursements, and fiscal compliance. IT and Systems Support will maintain data platforms, software licenses, connectivity, and digital asset systems. The eight Service Area Managers, operating through program grantees, will hire and supervise instructors, schedule campuses and community events, ensure local logistics

9. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

and data collection, and report to Monarch Academy's Statewide Program Director.

Through this comprehensive management approach, Monarch Academy will ensure strong statewide coordination, consistent instructional quality, full fleet safety and readiness, transparent and timely data reporting, and responsible fiscal and risk management. This structure positions Monarch Academy to deliver a reliable, high-impact statewide Mobile STEM Laboratory program that fulfills TEA's vision for equitable, hands-on STEM learning for students across Texas.

10. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

N/A

11. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

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Program Description PS3014 - Program Narrative

12. Please continue the Summary of Program response here if needed. Please enter N/A if the additional space is not needed.

N/A

B. Qualifications and Experience for Key Personnel

1. Outline the required qualifications and experience for the proposed project personnel Statewide Program Manager (10 pts), and other staff who will be critical for supporting the Service Area Managers, logistics running a statewide program, and maintaining the Texas Mobile STEM Laboratory fleet of eight labs (10pts). Include whether staff positions exist currently or if staff will be hired upon award. If staff will be hired in the future, include recruiting and hiring strategies in the project plan.

Monarch Academy will staff the Texas Mobile STEM Laboratory Statewide Program with an experienced leadership and operations team capable of supporting Service Area Managers, coordinating statewide logistics, and maintaining the fleet of eight Mobile STEM Laboratories. The staffing model combines existing senior leadership with strategically hired specialists to ensure strong compliance, operational reliability, instructional quality, and data-driven continuous improvement in alignment with Texas Education Agency requirements.

The Statewide Program Manager will be a senior leader within Monarch Academy and will meet or exceed all program qualifications. This individual will have at least five years of experience managing large-scale STEM or education programs, including supervising multi-site staff, coordinating complex logistics, and overseeing budgets exceeding three million dollars. The Statewide Program Manager will also have demonstrated experience in grant management, compliance, fiscal oversight, reporting, and coordination with state or federal agencies, as well as experience with mobile or distributed programs or comparable multi-site initiatives. This position currently exists within Monarch Academy's executive leadership structure and will be filled by an experienced senior staff member.

2. Please continue the Qualifications and Experience for Key Personnel response here if needed. Please enter N/A if the additional space is not needed.

To support statewide implementation, Monarch Academy will assign a Deputy Director of Operations, who will manage day-to-day execution and coordination with Service Area Managers. This position currently exists within the organization. A Data and Compliance Manager, also an existing role, will oversee statewide data systems and prepare all required monthly, mid-year, and end-of-year reports. A Professional Development and Curriculum Lead, drawn from Monarch Academy's current senior instructional staff, will design and deliver training and oversee instructional quality and evaluations.

Monarch Academy will hire a dedicated Fleet and Logistics Manager upon award to oversee relocation, maintenance, fueling, inspections, and compliance for all eight mobile laboratories. This role requires experience managing vehicle fleets or complex mobile operations and vendor contracts. Marketing and Communications and Finance and Grants functions will be provided by existing Monarch Academy staff with experience in statewide outreach and grant compliance. IT and systems support will be assigned from Monarch Academy's current technology team.

For positions hired upon award, Monarch Academy will recruit through national and regional education and nonprofit job boards, logistics and operations networks, and professional associations, prioritizing candidates with experience in large-scale, compliance-driven programs.

C. Goals, Objectives and Strategies

1. Describe the goals and objectives of the grantee for managing the Statewide Texas Mobile STEM Laboratory Program Management Grant. (5 pts)

Monarch Academy's primary goal in managing the Statewide Texas Mobile STEM Laboratory Program Management Grant is to ensure equitable access to high-quality, hands-on STEM learning for students across all regions of Texas through a coordinated, reliable, and accountable statewide system. Monarch Academy will provide strong leadership and oversight to support Service Area Managers, maintain full readiness of the eight Mobile STEM Laboratories, and ensure consistent implementation aligned to the Texas Education Agency's STEM vision and TEKS.

A central objective is to deliver consistent, high-quality programming in every service area. Monarch Academy will accomplish this through targeted professional development, ongoing instructional monitoring, and data-driven continuous improvement, while ensuring each service area completes at least thirty campus visits and offers community STEM events.

Another key objective is to keep the fleet operating safely and without interruption by overseeing logistics, maintenance, fueling, insurance, and compliance.

Finally, Monarch Academy will maintain a strong data and accountability system by collecting and reporting statewide participation, survey, and vehicle data through timely monthly, mid-year, and end-of-year reports, ensuring transparency, accountability, and continuous program improvement.



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Program Description PS3014 - Program Narrative

D. Performance and Evaluation Measures

1. Describe the performance measures identified for this program which are related to student outcomes and are consistent with the purpose of the program. Include the tools used to measure performance as well as the processes that will be used to ensure the effectiveness of project objectives and strategies.

Monarch Academy will implement a comprehensive performance and evaluation system designed to measure student outcomes, instructional quality, and program effectiveness in direct alignment with the purpose of the Texas Mobile STEM Laboratory program. The core purpose of the program is to increase student access to high-quality, hands-on, design-based STEM learning, strengthen STEM fluency skills, and expand awareness of STEM careers. Accordingly, performance measures will focus on student participation, student learning experiences, engagement in the engineering design process, and growth in STEM-related attitudes and skills.

Primary student outcome measures will include the number of students served, the number of campuses served in each service area, and the frequency of student participation in Mobile STEM Laboratory activities. In addition, Monarch Academy will measure changes in student interest in STEM, confidence in problem-solving, and understanding of STEM concepts through pre- and post-experience student surveys administered on the Mobile STEM Laboratory iPads. These surveys will assess student engagement, perceived learning, interest in STEM careers, and self-reported growth in key STEM fluency skills such as critical thinking, collaboration, creativity, and problem-solving. Teacher surveys will also be collected to measure perceived student engagement, instructional alignment, and the relevance of activities to classroom learning.

2. Please continue the Performance and Evaluation Measures response here if needed. Please enter N/A if the additional space is not needed.

To ensure instructional quality and fidelity of implementation, Monarch Academy will use structured observation tools during site visits to evaluate the extent to which instructors are implementing TEA-approved curriculum, modeling the engineering design process, and actively engaging students in hands-on learning. These observation tools will include rubrics aligned to program expectations for instructional practice, student engagement, safety procedures, and classroom management. Instructors will receive written feedback after each observation, and these data will be incorporated into semester-based performance evaluations.

Program implementation and access will be monitored through operational performance measures, including the number of campus visits completed per service area, the number of community STEM events delivered, and the percentage of service areas meeting or exceeding the minimum requirement of thirty campuses served annually. Vehicle performance measures, including on-time deployments, mileage, maintenance cycles, and downtime, will be tracked to ensure that logistics do not disrupt student services.

3. Please continue the Performance and Evaluation Measures response here if needed. Please enter N/A if the additional space is not needed.

Monarch Academy will use a centralized data system to collect, validate, and analyze all participation, survey, instructional, and vehicle data. Monthly reports will be generated to track progress toward targets, identify trends, and flag any service areas or indicators that require intervention. A mid-year analysis will be conducted in December to review statewide performance, compare results across service areas, and determine whether adjustments to training, scheduling, or instructional support are needed. An end-of-year analysis will summarize student outcomes, implementation quality, and overall program effectiveness, and will be used to inform planning and improvements for the following year.

To ensure the effectiveness of project objectives and strategies, Monarch Academy will use a continuous improvement cycle that includes regular data review meetings with Service Area Managers, targeted coaching and professional development for instructors, and corrective action plans when performance falls below established thresholds. Instructors or service areas showing performance concerns will receive additional support, follow-up observations, and, when necessary, formal growth plans. Through this structured system of performance measurement, data-driven decision-making, and ongoing support, Monarch Academy will ensure that the Texas Mobile STEM Laboratory program consistently delivers high-quality, student-centered STEM learning experiences and achieves its intended impact.

4. Please continue the Performance and Evaluation Measures response here if needed. Please enter N/A if the additional space is not needed.

N/A

5. Please continue the Performance and Evaluation Measures response here if needed. Please enter N/A if the additional space is not needed.

N/A



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Program Description PS3014 - Program Narrative

6. Please continue the Performance and Evaluation Measures response here if needed. Please enter N/A if the additional space is not needed.

N/A

E. Budget Narrative

1. Describe the proposed statewide budget for the 2026-2027 grant year including staff, insurance, program management requirements, and performance requirements. (15 pts)

Monarch Academy's proposed statewide budget of \$1,450,000 for the 2026–2027 grant year is designed to ensure high-quality, compliant, and uninterrupted management of the Texas Mobile STEM Laboratory program across all eight service areas. The budget is structured around five core functions: personnel, program management and operations, fleet operations and insurance, data and performance systems, and administrative oversight. All expenditures are directly tied to required deliverables and are aligned with Texas Education Agency guidelines, including limits on administrative and indirect costs.

Approximately \$725,000 of the budget is allocated to personnel to support the leadership and operational capacity required to manage a complex, multi-region program. Funded positions include the Statewide Program Director, Deputy Director of Operations, Fleet and Logistics Manager, Data and Compliance Manager, Professional Development and Curriculum Lead, Marketing and Communications Manager, Finance and Grants Manager, IT/Data Systems Support, and administrative support. These staff are responsible for statewide coordination, support to Service Area Managers, instructor training and evaluation, marketing oversight, data collection and reporting, fiscal compliance, and continuous quality improvement. Personnel time is directly linked to required activities such as monthly reporting, site visits, professional development delivery, marketing implementation, fleet coordination, and TEA co

2. Please continue the Budget Narrative response here if needed. Please enter N/A if the additional space is not needed.

and TEA compliance.

Approximately \$260,000 is dedicated to program management and operations, including data and reporting software systems and licenses, digital asset management and website support, marketing materials and outreach tools, training materials, virtual professional development platforms, and communication systems. These investments ensure consistent statewide implementation, reliable communication with districts and Service Area Managers, and the infrastructure needed to collect, analyze, and report performance data.

Approximately \$315,000 is allocated to fleet operations and insurance, which are critical to maintaining uninterrupted student services. These funds cover contracted services for relocation and hauling of the eight Mobile STEM Laboratories, routine maintenance and emergency repairs, generator fuel management, and parking and storage. This category also includes comprehensive insurance coverage required for program operation, including Commercial General Liability, Automobile Liability (including contracted drivers), Inland Marine coverage for the laboratories and contents, Workers' Compensation and Employers' Liability, and Umbrella Liability. These costs ensure safety, regulatory compliance, and protection of state assets.

3. Please continue the Budget Narrative response here if needed. Please enter N/A if the additional space is not needed.

Approximately \$110,000 supports data, performance monitoring, and accountability, including survey tools, evaluation systems, reporting platforms, and staff time dedicated to site visits, instructor evaluations, data validation, and preparation of monthly, mid-year, and end-of-year reports. These resources ensure Monarch Academy can measure student outcomes, monitor instructional quality, and implement continuous improvement strategies aligned to program goals.

The remaining \$40,000 supports administrative and fiscal oversight, including grant management, contract administration, reimbursement processing, and audit-ready documentation, while remaining within TEA limits for direct and indirect administrative costs.

In total, the \$1,450,000 budget is strategically aligned to ensure strong statewide leadership, reliable fleet operations, high-quality instruction, transparent reporting, and measurable impact on students' STEM learning experiences across Texas.

4. Please continue the Budget Narrative response here if needed. Please enter N/A if the additional space is not needed.

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Program Description PS3014 - Program Narrative

F. Marketing Plan for Service Area

1. Describe the marketing materials, marketing timeline, and strategies that will be developed to support the Service Area Managers with recruiting school systems in the targeted service area(s) to apply for a mobile STEM Laboratory visit during the application window of April and May 2026. (10 pts) Include ways to promote the community STEM nights and strategies for getting STEM-related community members to attend the events to promote STEM careers in the local areas. (5 pts)

Monarch Academy will implement a coordinated, statewide marketing and outreach strategy designed to ensure strong, equitable participation across all service areas during the April–May 2026 application window for Mobile STEM Laboratory visits. The primary goal of this effort is to support Service Area Managers in recruiting at least thirty eligible campuses per region while also promoting community STEM nights that expand awareness of STEM careers among students, families, and local stakeholders.

Marketing materials will include a standardized, TEA-aligned digital and print toolkit that can be customized by each service area. This toolkit will include a program overview flyer, campus recruitment one-pager, application guide, sample campus announcement, social media graphics, email templates for district and campus leaders, a short promotional video, and a community STEM night promotion package. Materials will clearly communicate program benefits, eligibility, timelines, expectations, and the application process, and will highlight the hands-on, design-based nature of the Mobile STEM Laboratory experience and its alignment to classroom instruction and career pathways.

2. Please continue the Marketing Plan for Service Area response here if needed. Please enter N/A if the additional space is not needed.

The marketing timeline will begin in March 2026 with TEA approval of the statewide plan and finalization of materials. In late March, Monarch Academy will conduct virtual briefings with Service Area Managers to review materials, timelines, and outreach strategies. From April 1 through May 29, 2026, Monarch Academy will lead and support a coordinated outreach campaign that includes targeted email campaigns to superintendents, principals, and STEM coordinators; distribution through Education Service Center and district communication channels; social media promotion using both statewide and local accounts; and direct outreach by Service Area Managers to priority districts and campuses. Application volume will be monitored bi-weekly by service area, and outreach strategies will be adjusted in real time to ensure balanced participation across regions.

To promote community STEM nights, Monarch Academy will provide a dedicated set of promotional materials, including event flyers, social media templates, press release drafts, and family-facing invitations that Service Area Managers can localize. Outreach will target not only schools and families, but also local STEM-related partners such as higher education institutions, workforce boards, industry partners, chambers of commerce, museums, libraries, and nonprofit STEM organizations. Service Area Managers will be encouraged to leverage existing community partnerships and invite local STEM professionals, college faculty,

3. Please continue the Marketing Plan for Service Area response here if needed. Please enter N/A if the additional space is not needed.

and industry representatives to participate as guest speakers, activity facilitators, or exhibitors, helping students and families make direct connections between classroom learning and real-world STEM careers.

To increase attendance and community engagement, Monarch Academy will support strategies such as co-branding events with local partners, coordinating with district and campus communication teams, promoting events through community calendars and local media outlets, and encouraging schools to integrate events into existing family engagement efforts. Attendance and participation data from community STEM nights will be included in monthly reports and reviewed during statewide check-ins to continuously refine outreach strategies.

Through this structured, data-informed marketing approach, Monarch Academy will ensure strong campus participation during the application window and vibrant, well-attended community STEM nights that elevate awareness of STEM opportunities and careers across all regions of Texas.

4. Please continue the Marketing Plan for Service Area response here if needed. Please enter N/A if the additional space is not needed.

N/A

5. Please continue the Marketing Plan for Service Area response here if needed. Please enter N/A if the additional space is not needed.

N/A



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6. Please continue the Marketing Plan for Service Area response here if needed. Please enter N/A if the additional space is not needed.

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**Program Budget
 BS6001 - Program Budget Summary and Support**

Statutory Authority: by General Appropriations Act (GAA), Article III, Rider 54, 89th Texas Legislature

Part 1: Available Funding

Available Funding	
Description	26-27 TMSL Statewide Manager
1. Fund/SSA Code	489
2. Planning Amount	
3. Final Amount	\$1,450,000
4. Carryover	
5. Reallocation	
Total Funds Available	\$1,450,000

Part 2: Budget Summary

A. Budgeted Costs		
Description	Class/ Object Code	26-27 TMSL Statewide Manager
1. Consolidated Administrative Funds		<input type="radio"/> Yes <input type="radio"/> No
2. Payroll Costs	6100	
3. Professional and Contracted Services	6200	
4. Supplies and Material	6300	
5. Other Operating Costs	6400	
6. Debt Services	6500	
7. Capital Outlay	6600	
8. Operating Transfers Out	8911	
Total Direct Costs		
9. Indirect Costs		
Total Budgeted Costs		
Total Funds Available Minus Total Costs		\$1,450,000
10. Payments to Member Districts of SSA	6493	



Organization: Monarch Academy
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**Program Budget
 BS6001 - Program Budget Summary and Support**

B. Pre-Award Costs		
Description	Class/ Object Code	26-27 TMSL Statewide Manager
1. Payroll Costs	6100	
2. Professional and Contracted Services	6200	
3. Supplies and Material	6300	
4. Other Operating Costs	6400	
5. Debt Services	6500	
6. Capital Outlay	6600	
7. Operating Transfers Out	8911	
Total Direct Costs		
8. Indirect Costs		
Total Pre-Award Costs		

C. Breakout of Direct Admin Costs				
Enter amounts in Direct Admin Costs fields if applicable.				
Description	Class/ Object Code	26-27 TMSL Statewide Manager		
		Program Costs	Direct Admin Costs	Total Costs
1. Payroll Costs	6100			
2. Professional and Contracted Services	6200			
3. Supplies and Material	6300			
4. Other Operating Costs	6400			
5. Debt Services	6500			
6. Capital Outlay	6600			
7. Operating Transfers Out	8911			
Total				



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**Program Budget
 BS6101 - Payroll Costs**

Part 1: Total Payroll Costs

Payroll costs entered on BS6001	
Total Payroll Costs	26-27 TMSL Statewide Manager

Part 2: Number and Type of Positions

A. Administrative Support or Clerical Staff	
Position Type	26-27 TMSL Statewide Manager
1. Administrative support or clerical staff (integral to program)	

B. LEA Positions	
Position Type	26-27 TMSL Statewide Manager
1. Professional staff	<input type="checkbox"/>
2. Paraprofessionals	<input type="checkbox"/>
3. Administrative support or clerical staff (paid by LEA indirect cost)	<input type="checkbox"/>

C. Campus Positions	
Position Type	26-27 TMSL Statewide Manager
1. Professional staff	<input type="checkbox"/>
2. Paraprofessionals	<input type="checkbox"/>
3. Administrative support or clerical staff (paid by LEA indirect cost)	<input type="checkbox"/>

Part 3: Substitute, Extra-Duty, Benefits

Substitute, Extra-Duty, Benefits	
1. For schoolwide personnel (includes staff salary, extra-duty pay/beyond normal hours, and substitutes for staff positions at schoolwide campuses)	<input type="checkbox"/>
2. Extra duty pay/beyond normal hours for positions not indicated above	<input type="checkbox"/>
3. Substitutes for public and charter school teachers not indicated above	<input type="checkbox"/>
4. Stipends for positions not indicated above	<input type="checkbox"/>

Part 4: Confirmation of Payroll Requirements

Confirmation of Payroll Requirements	
1. <input type="checkbox"/> The grantee certifies the federally funded portion of this position and duties are reasonable, necessary, allowable and allocable under the applicable federal fund source. The grantee further certifies that it is in compliance with the federal supplement, not supplant provision applicable to each federal fund source. The grantee assures the grant-funded portion of this position and duties meet the purpose, goals, and objectives of the federal fund source. Documentation must be maintained locally by the grantee that clearly demonstrates the allowable and supplemental nature of the position, as required by each federal fund source, and will provide such documentation to TEA upon request.	



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**Program Budget
 BS6201 - Professional and Contracted Services**

Part 1: Professional and Contracted Services

Budgeted Costs		
Description	Class/Object Code	26-27 TMSL Statewide Manager
1. Rental or Lease of Buildings, Space in Buildings, or Land	6269	
2. Professional and Consulting Services	6219 6239 6291	
Subtotal Professional and Contracted Services Costs		
Remaining 6200 Costs That Do Not Require Specific Approval		
Total Professional and Contracted Services Costs		

Part 2: Direct Administrative Costs

Part 2 Breakout of Direct Administrative Costs is hidden because it does not apply to the funding source(s) for this grant application.

Part 3 : Itemized Professional and Consulting Services

Itemized Professional and Consulting Service (6219, 6239, 6291)	
Description	26-27 TMSL Statewide Manager
1. Service: <input type="text"/>	
Specify Purpose: <input type="text"/>	
<input type="button" value="Add Item"/> <input type="button" value="Delete Item"/>	
Total Professional and Consulting Services Costs	



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**Program Budget
 BS6401 - Other Operating Costs**

Part 1: Other Operating Costs

Budgeted Costs		
Description	Class/ Object Code	26-27 TMSL Statewide Manager
1. Out-of-State Travel for Employees LEA must keep documentation locally.	6411	
2. Travel for Students to Conferences (does not include field trips) LEA must keep documentation locally.	6412	
3. Educational Field Trips LEA must keep documentation locally.	6412 6494	
4. Stipends for Non-employees other than those included in 6419 LEA must keep documentation locally.	6413	
5. Travel Costs for Officials such as Executive Director, Superintendent, or Board Members Allowable only when such costs are directly related to the grant. If Out-of-State Travel, LEA must keep documentation locally.	6411 6419	
6. Non-Employee Costs for Conference LEA must keep documentation locally.	6419	
7. Hosting Conferences for Non-Employees LEA must keep documentation locally.	64xx	
Subtotal Other Operating Costs		
Remaining 6400 Costs That Do Not Require Specific Approval		
Total Other Operating Costs		

Part 2: Direct Administrative Costs

Part 2 Breakout of Direct Admin Costs is hidden because it does not apply to the funding source(s) for this grant application.



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**Program Budget
 BS6501 - Debt Services**

Part 1: Subscription-Based Information Technology Arrangement (SBITA) and Capital Lease Liability Costs

Budgeted Costs		
Description	Class/ Object Code	26-27 TMSL Statewide Manager
1. SBITA Liability - Principal	6514	
2. SBITA Liability - Interest	6526	
3. Capital Lease Liability - Principal	6512	
4. Capital Lease Liability - Interest	6522	
5. Interest on Debt	6523	
Total Debt Service Costs		

Part 2: Description of SBITA

Subscription

1. SBITA Description:

Subscription Cost:

Fund Source: Select One Contract Start Date: Contract End Date:

Part 3: Description of Property

Property

1. Property Description:

Property Value:

Fund Source: Select One Contract Start Date: Contract End Date:



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Program Budget
BS6601 - Capital Outlay

Part 1: Capital Expenditures

Budgeted Costs	
Description	26-27 TMSL Statewide Manager
1. Library Books and Media (Capitalized and Controlled by Library)	
2. Capital Expenditures for Additions, Improvements, or Modifications to Capital Assets Which Materially Increase Their Value for Useful Life (not ordinary repairs and maintenance)	
3. Furniture, Equipment, Vehicles or Software Costs for Items in Part 2	
Total Capital Outlay Costs	

Part 2: Furniture, Equipment, Vehicles or Software

Items	
<input type="checkbox"/> 1. Generic Description: <input type="text"/>	Number of Units: <input type="text"/>
Fund Source: <input type="text" value="Select One"/>	Total Costs: <input type="text"/>
Describe how the item will be used to accomplish the objective of the program: <input type="text"/>	

Add Item

Delete Item



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Provisions Assurances CS7000 - Provisions, Assurances and Certifications

Provisions, Assurances and Certifications	
1. <input checked="" type="checkbox"/> I certify my acceptance and compliance with all General and Fiscal Guidelines.	General and Fiscal Guidelines
2. <input checked="" type="checkbox"/> I certify my acceptance and compliance with all Program Guidelines.	Program Guidelines
3. <input checked="" type="checkbox"/> I certify my acceptance and compliance with all General Provisions and Assurances requirements.	General Provisions and Assurances
4. <input checked="" type="checkbox"/> I also certify my acceptance and compliance with all Debarment and Suspension Certification requirements. I certify I am not debarred or suspended.	Debarment and Suspension Certification
5. Choose the appropriate response for Lobbying Certification:	
a. <input checked="" type="checkbox"/> I certify this organization does not spend federal appropriated funds for lobbying activities and certify my acceptance and compliance with all Lobbying Certification requirements.	Lobbying Certification
b. <input type="checkbox"/> This organization spends non-federal funds on lobbying activities and has attached the required OMB Disclosure of Lobbying Activities form, as described below.	
Instructions for completing and attaching the Disclosure of Lobbying Activities form. <ul style="list-style-type: none"> Print and sign the form. Scan the signed form and save it to your desktop. Click the Attach Files icon on the Table of Contents page to attach your signed form to this eGrants application. 	

SSA Funding Report

Region	County District	Organization	ADC Submitted Date								
				R:	R:	R:	R:	R:	R:	R:	R:
Total:				R:	\$0	R:	\$0	R:	\$0	R:	\$0