



Changemaker  
Education

# MICROSCHOOL FOUNDER

*Invitation  
to Launch*

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You've been invited to join our next cohort,  
here's what you can expect from us —  
and from yourself.

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# Welcome!



You've taken the first courageous step toward building a school that's not just different, but transformative.

At Changemaker Edu, we believe education should be rooted in love, autonomy, creativity, and community. You've been invited into a community of educators and visionaries who are leading the charge in redefining what school can be.

As a founder, you're not alone. You'll have support, coaching, tools, and a network of fellow pioneers walking alongside you. You'll also receive access to powerful systems, branding, curriculum frameworks, and everything you need to launch with confidence, without starting from scratch.

We know this isn't just a business to you. It's a calling. And we're here to honor that with structure, strategy, and soul.

We created this onboarding packet to give you a clear picture of what to expect, what you'll receive, and how to get started. Inside, you'll find the details — the tangible support, the creative freedom, the expectations, and the next steps.

We're so excited to partner with you as you bring your school into the world.

With admiration and gratitude,

**Joy Meserve & David Richards**

Your Dedicated Co-Creators, Changemaker Edu

# Who are your partners?

## About CEO, David K. Richards

With 25+ years in education reform, David is dedicated to elevating human potential and consciousness through transformative educational programs for both children and adults.

**Changemaker Education** is the culmination of his experience launching award-winning unconventional schools (charter, micro, private), serving as a teacher, school principal, charter network executive, and drawing on his expertise in leadership development, life coaching, and mindset teaching.



David's personal healing journey inspired the creation of the Mind, Body, Soul (MBS) program—a core element of Changemaker Education's mission to empower communities and individuals.

David holds degrees from UC Berkeley and Stanford University and lives in Sacramento with his family.

## About COO, Joy Meserve

Joy Meserve is the Chief Operating Officer of Changemaker Education, where she helps reimagine what school can be, partnering with visionary founders to build vibrant microschools rooted in purpose, community, and joy. A passionate advocate for project-based learning, Joy believes that the conditions that help students thrive – ownership, autonomy, and meaningful partnership – are the same ones adults need to lead and work with joy.

Prior to Changemaker, Joy spent 23 years at iD Tech, scaling the operations of the company from startup to global leader in tech education with 190 educational programs worldwide. There, she led through the same human-centered lens she now brings to alternative education – growing people, not just profits.

She is also the founder of Leading with Joy, where she continues to consult and speak on her Partner Leadership framework to create workplaces where people truly thrive.

Joy holds degrees from UC San Diego and lives with her family in Los Angeles.



# Your Changemaker Toolkit

## What You'll Receive as a Cohort Founder

As a member of the Changemaker Edu cohort, you'll gain access to our full suite of resources, coaching, tools, and community designed to help you launch a thriving microschool from the ground up.

### Coaching & Strategic Advising

Bi-weekly 1:1 coaching and advising calls with David or Joy

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On-demand Founder support sessions

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Monthly group gatherings and guest experts

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Optional monthly workshops with topical instruction

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"Board of Directors Style" thought partnership as you build your vision

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Quarterly Mind Body Soul sessions that unlock perceived barriers to your development as a Founder

### Business, Legal & Operational Support

Startup Roadmap + Entity planning guides

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Dozens of operational strategic planning tools and templates for handbooks, enrollment forms, marketing materials, budgeting and finance tools, etc.

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Trusted Partnerships & Discounts for Founders with Facility Brokers, Insurance Brokers, Software, Advertising, Funding, and more

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Knowledge & support on zoning, permitting, compliance, and accreditation navigation

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Comprehensive Checklists, and Accountability Tools



## Curriculum & Day-to-Day School Support

Implementation support and training for our Mind Body Soul Curriculum, our social-emotional framework with an emphasis on self-accountability

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Guidance on academic curriculum models options and pacing plans

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On-demand guidance around operations and the entrepreneurial mindset

## Marketing & Enrollment Resources

Featured page and listing on ChangemakerEducation.com

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Enrollment Pipeline Training with Strategic Planning Tools

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Ad Agency and Lead Gen Platform Provided for Meta & Google Spend

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Sales & Lead Conversion Training

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Marketing Collateral Templates Provided (Flyers, Social Posts, Emails)

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Discounted Targeted Campaign Lists & Postcard Mailing

## Community & Belonging

A powerful Cohort of like-hearted Founders

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What's App Community Channel for Peer Support & Idea-Sharing

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Mentorship Connections with previous Microschool Founders

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Shared celebrations and resilience experiences as we build together



# Mind Body Soul Curriculum

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**Our Mind Body Soul (MBS) Curriculum** is rooted in the belief that true learning begins with deep self-awareness and inner alignment. Each week, students engage in guided practices—such as meditation, breathwork, intuitive listening, mindful movement, and reflection—that nurture their emotional intelligence, connection to self, and sense of inner knowing.

This curriculum invites both students and educators to slow down, get present, and explore the rich inner landscape of the body, mind, and spirit. This is not an academic add-on...it is a transformative journey inward, designed for those who are willing to model vulnerability, authenticity, and radical self-care.

## Includes Lessons On

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- *Self-awareness: Minding the Mind*
- *Self-management: Finding Inner Peace*
- *Responsible Decision Making: Making Decisions with Your Heart*
- *Relationship Skills: Communicating Effectively*
- *Social Awareness*
- *Mindful Living*
- *Discovering Our Brains*
- *Body Awareness*
- *Navigating Conflict*
- *Thoughts/Feelings/Actions*
- *Practicing Gratitude*
- *Nourishment*
- *Building Strong Communities with Collective Care*



# Our Commitments to Each Other

## Reciprocal Norms for a Thriving Partnership

Successful partnerships are rooted in mutual respect, consistent communication, and shared purpose. As we walk alongside you with tools, strategy, and soul, we ask for your full engagement and integrity in return.

This is not just a business. It's a calling. And like all transformative work, it takes all of us. By honoring these shared behaviors, we create a foundation of trust, courage, and momentum. This is how we build something extraordinary—together.

## What You Can Expect From Us

- **Thought Partnership:** Strategic advising, individualized coaching, practical tools, and a reliable rhythm of communication to keep you grounded and moving forward as an entrepreneur.
- **Timely Responses:** We commit to being responsive and present in our work with you.
- **Clarity & Transparency:** We'll be honest about what we know (and don't), and work quickly to provide solutions.
- **Encouragement & Accountability:** We'll celebrate your progress and lovingly challenge you to grow.
- **Authentic Presence:** Every call and session is a chance to go deeper. We'll show up ready to do meaningful work.

## What We Ask of You

- **Show up Fully:** Set aside the time and intention to attend all coaching sessions, workshops, and cohort calls on time. Reschedule sessions within 2 business days.
- **Respond Promptly:** Reply to emails, texts, and messages within 2 business days so we can keep building momentum.
- **Communicate Openly:** Keep us updated on your progress, needs, and challenges. Stay vocal. We can't support what we can't see.
- **Engage Proactively:** We highly recommend that you save time and use the tools provided, ask for help when stuck, and take initiative when opportunities arise.
- **Follow Through:** Honor deadlines you set, complete action items, and take ownership of your journey. When things slip (and they sometimes will), reach out—don't disappear.
- **Respect the Agreement:** Honor the financial and brand licensing commitments we've mutually agreed upon.
- **Stay Aligned:** Be in integrity with our values—love, autonomy, creativity, and community—and the goal of launching your microschool next fall.

*We are ALL in - Are you?*



# Next Steps



- ☐ Sign the Licensing Agreement
- ☐ Submit References & Background Check Info
- ☐ Submit Program Fee or Setup Payment Plan
- ☐ Schedule your Onboarding Call, your School Vision Session & your Financial Sustainability Workshop
- ☐ Receive & Begin Your Founder Workbooks
- ☐ Receive Access to the Resource Portal
- ☐ Meet Your Cohort and Launch!

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As you start to walk on the way, the way appears.  
Clarity doesn't come before action.  
It comes from action. - Rumi

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