Business Plan

C.2 Advertising and Promotion

The advertising and recruitment process will start in February 2012 and will be ongoing until 235 students are enrolled in 2015. The families who enroll their children in the school early will assist in recruiting more students. The most powerful marketing tool is a great reputation. The second most powerful marketing tool is great word-of-mouth networking. American Indian Model Schools will use its excellent academic track record with minority, low-income students in Oakland as a recruiting tool for enrolling students in Tucson AIM. When students and families begin to experience the stellar education environment of Tucson AIM, they will spread the word about it to their relatives and friends. This is what has happened in Oakland. Families tell other families about the school, which leads to additional student enrollment, which leads to more word of mouth.

Tucson AIM Middle School will focus on recruiting students who live in the surrounding community of the school located at 200 E. Yavapai Road in Tucson, Arizona. This area has a high density of apartment rentals, low-income housing, and economically disadvantaged families. The first year Tucson AIM will enroll 90 sixth-grade and 30 seventh-grade students for a total of 120 students. In 2013-2014, the families, students, and staff will work together (in the ways mentioned above and below) to enroll 90 sixth graders, 83 seventh graders, and 27 eighth graders for an enrollment of 200 students. These same methods will be used for 2014-2015 to enroll 90 sixth graders, 87 seventh graders and 58 eighth graders for a total enrollment of 235 students the third year.

a) Family nights will be held in the school auditorium informing parents, aunts, uncles, grandparents, extended family and students of the academic success the education model has produced for economically disadvantaged students in Oakland, California.

b) The American Indian Model website will be used as an advertising and promotional tool for the school.

c) Television specials by ABC, FOX, MSNBC and NBC on public education have featured the American Indian Model Schools as examples of high academic achievement and excellence in the United States. Segments from the specials on public education will be promoted to local businesses, in homes, churches, schools and other nonprofits to recruit students.

d) Brochures and half-sheet flyers documenting the academic success of the American Indian Model of Education will be distributed at local supermarkets, businesses, homes, sporting events, churches and local elementary schools.

e) Parents, students, extended family and friends will be able to explore the Internet to read existing newspaper articles, magazines, books, and education websites such as

www.greatschools.net to learn about AIMS. They can also check out from the public library the book *Crazy Like a Fox: One Principal's Triumph In The Inner City* by Dr. Ben Chavis with Carey Blakely, published in 2009.

f) The students, families and governance board members will attend community events such as Tucson Meet Your Self in the fall and the Yaqui Tribal Easter Ceremonies held each spring at the Old Yaqui Village by West Grant Road in Tucson. These are just some of the events that will be attended to advertise and promote the opening of the school.

g) Press releases will be written and released to media outlets about the launching and progress of the school. We will leverage our excellent academic reputation and extensive media coverage to attempt to secure more media appearances in the way of newspaper articles, radio interviews, TV appearances, etc.

h) Tucson AIM will post directory listings on www.greatschool.net and other education-focused websites. A Facebook fan page will be created to market the school and announce events, news, accomplishments, etc.

i) We will send information regarding Family Nights and other open-house type events to local newspapers and other media outlets to announce for free in their community sections.

j) Information tables will be set up in front of neighboring apartment complexes and other locations, such as Walmart, that have a high volume of people going in and out. Representatives from the school will have flyers and will discuss, promote, and answer questions about the American Indian Model of Education.

k) We will seek to build good relationships with local churches, daycare centers, elementary schools, businesses, etc., in order to identify people who support and advocate the work we are doing to educate children.

l) We will hang a banner on the front of the school building to announce enrollment yearly. (See below.)

These are all ways by which we will advertise and recruit students in order to accomplish our yearly enrollment goals. Most importantly, we will work hard to provide students with an incredible education. That is the best advertisement of all, and the best way to get community attention and support.

Cost and Timeline for Advertising/Promotion/Recruitment

The cost will be very little because the video featured on the American Indian Model Schools website and the television specials on public education that highlight the success of AIM schools have already been created. This means minor adjustments will be made to the recruitment material that can be used for the Tucson AIM Middle School (6th-8th grades) advertisement and promotion.

We will print a large banner to hang off the school building to announce new enrollment. The banner cost estimate is $290 and is based on a FastSigns quote.

The cost to print two thousand half-sheet flyers in bright colors is $35. Since they are half sheets, we would make 1,000 copies at FedEx Office at the discounted price for bulk printing of 3.5 cents per copy done on bright paper. The half-sheet flyers will announce enrollment at Tucson AIM, provide contact information, and give statistics on American Indian Model Schools. They will be distributed in the February-July enrollment period prior to starting the school year. We will create other half-sheet flyers to announce open houses or other student recruitment events throughout the year. We estimate we will print an additional two thousand half-sheet flyers and would therefore incur the same cost of $35. We will also create tri-fold brochures with more detailed information about Tucson AIM. The brochures will be made in house and copied at FedEx Office for the estimated cost of $140 for 1,000 copies.

Combined the brochures, half-sheet flyers, and banner are estimated to cost $500.00. That cost is noted in the Start-Up Budget.

We plan to apply for the Arizona Charter Schools Program start-up grant. If awarded the $230,000 grant, we could use a portion of those funds on advertising and recruitment if necessary.

The **timeline** for the advertising/promotion/recruitment process is as follows: From *February-July 2012*, we will hang the banner on the school building; distribute flyers announcing enrollment to local supermarkets, businesses, homes, sporting events, churches and local elementary schools; set up information tables as described in j) above; we will write press releases and attempt to publish information in locals newspapers about the launching of the school and how to enroll; we will network with church leaders and other community figures as describe in k) above in order to get the word out among people with vast networking capabilities among our student/family demographic; we will have staff, family members, and board members attend community events to promote the school as described in f) above.

Once Tucson AIM has launched, we will host family nights, as described in a) above, in the first semester and use the resources mentioned above in b-e) to disseminate information about the American Indian Model and its success; we will continue to network with local media and community leaders and to attend community events that our students/families and their relatives and friends would attend and distribute flyers or set up an information table.

In the second semester of Year One, we will use the same tactics described above for the February-July enrollment recruitment period. At this point, too, we hope that knowledge of the existence of our school and the proven success record of American Indian Model Schools will have spread and that the word-of-mouth phenomenon will have kicked in. If we need to adjust our strategy or increase our recruitment efforts, we will. We will use

the same strategies and timeline described above for Year Two in order to meet our enrollment goals for Year Three.