C.2 Advertising and Promotion

Advertising, marketing and promotion are areas of strength for the AZACS founding team as three of its board members have significant backgrounds in this area and are currently working as professionals in this field. In addition, lead founder Diana Diaz has successfully helped other charter schools with their public relations campaigns securing earned media with local TV and radio outlets.

Promotion for the Arizona Autism Charter Schools would begin as soon as the charter is approved in January of 2013. The AZACS team would write and disseminate a Press Release announcing the approval of the first public charter school in the state of Arizona with a focus on children with autism. The team has extensive contacts with both Spanish and English local media outlets such as Univision TV and Radio, Telemundo, KTVK Channel 3, CBS 5, FOX 10, 12 News, AZ Central, ABC 15, Prensa Hispana and La Voz.

In addition, the founding board members and team have extensive ties in the autism community. The Press Release announcing the approval of the charter would also be released to all Arizona autism service providers, support groups and the AZACS data base of interested families which is already has more than 200 names. Some of the Autism service providers include:

1) Southwest Autism Research and Resource Center (SARRC)
2) Autism Speaks, local and national chapters
3) The Autism Society of America
4) The Arizona Autism Coalition
5) Arizona Autism United
6) Grupo de Apoyo para Latinos con Autismo (GALA), a Spanish language support group
7) Grupo de Apoyo para Niños Especiales (GANE), another Spanish language support group
8) East Valley Autism Network (EVAN)
9) Center for Autism and Related Disorders (CARD)
10) The Melmed Center, Developmental pediatricians specializing in autism

The AZACS team has already secured the domain name, AZ Autism Charter Schools for a website. As soon as the charter is approved, the website will be made live. All press releases, media appearances and presentations will direct interested families to the AZACS website for detailed information and preliminary interest forms that will capture the parties contact information. These families will be added to the data base of interested families. Because many families in our target population may not have internet access, we will also have a dedicated bilingual phone line to receive messages from interested families. All web design work and related web services have been and will continue to be donated by board members who have an expertise in this area.

Plans to Attract Parents and Students to the School

The student enrollment goal in the first year is 81 students by the first week of August, 2013. This number will increase by one class size or nine students each year for years two and three. The dollar amount budgeted for marketing is $4,000 during the start-up phase which will be used primarily for printed collateral materials such as brochures and flyers. This dollar amount is minimal because board

members and the founding team will donate their time, expertise and supplies to promote the school until enrollment goals are met the first year. The following timeline outlines the advertising and promotion plan for the start-up phase to ensure the maximum enrollment of 81 students in year one.

Timeline	Strategy	Outcomes	Responsible	Cost
January 2013 (after Charter approval)	AZACS website goes live with detailed information about school and founding team.	All interested parties and prospective families will have a place to find detailed information on AZACS. Website will capture names of interested families to receive monthly e-newsletter.	Board Member Ron Harrison and School Director	Time and website production will be donated.
January 2013	Launch social media campaign with a Facebook page and YouTube video	Autism community is aware of new educational option for students with autism and a "buzz" is created throughout the online autism community.	Board Member Ron Harrison and School Director	Time to manage social media campaign will be donated by school director and board members. Video production will be donated by Ron Harrison Television.
January 2013	Write and disseminate Press Release announcing approval of First Arizona Charter School with Focus on Children with Autism to all local and national media contacts.	Based on experience in promoting other charter schools and autism services, AZACS anticipates Press Release will generate dozens of media calls. Board members will be "media trained" by lead founder to respond to press and appear in interviews.	Board members/Founding Team/School Director	Donated, time, mileage and supplies.
January-March 2013	Distribute Press Release and brochures to all Autism Service	AZACS will at least double data base of prospective students from 200 to 400. Goal	Board members/Founding Team/School Director	Donated time for brochure design and press release writing and

	Providers in Arizona.	of 25 enrollment applications by March 2013.		distribution. $3,500 for printing services brochures, enrollment forms and mailing costs (estimate given by Famouspress.net and based on 1,000 brochures and copy fees for 300 enrollment application forms)
April 2013	Produce and distribute a 30 second Public Service Announcement (PSA) for Radio and TV in honor of Autism Awareness Month and introducing the AZACS school.	More traffic to the AZACS website. More names are captured for data base of interested families. Greater awareness of AZACS in autism community.	Board members/Founding Team/School Director	Cost of PSA production donated by Ron Harrison Television. Distribution of PSA donated by board members.
April 2013	Visit autism support groups and service providers to give presentations on school and talk to perspective parents.	Enroll 25 more students by the end of April 2013 for a total of 50.	Board members/Founding Team/School Director	Time and mileage donated by board members and founding team.
May 2013	Hold a press conference at school site to continue to generate media interest. Use press conference to announce an open house event.	Greater community awareness of new education option for students with autism and location of school. At least 100 families and service providers register for open house.	Board members/Founding Team/School Director	Time and mileage donated by board members and founding team.

June 2013	Hold an open house event for enrolled and prospective families.	Open house facilitates 25 new enrollments for a total of 75.	Board members/Founding Team/School Director	$500 for refreshments and signage.
June 2013	Follow up phone calls and letters to enrolled families.	Make sure enrolled students are still committed to attending AZACS.	Board members/Founding Team/School Director	Time donated.
June 2013	Continue outreach to Autism support groups and service providers.	At least 6 new enrollments to fill school to its capacity of 81 students. If more than 81 enrollment applications are received, lottery held at end of June. Any students not selected through lottery get put on a waiting list.	Board members/Founding Team/School Director	Time and mileage donated.
July-August 2013	Continue with follow up phone calls and letters to enrolled families.	Make sure students are still committed to attending school on the first day.	Board members/Founding Team/School Director	Time, mileage and supplies donated by founding team.

Advertising and Promotion in Years Two and Three

AZACS will continue to engage the community in the same fashion for years two and three in order to fill the additional nine spots each year that will be available to students. Throughout the year, at least on a monthly basis, the AZACS leadership team and board members will make presentations to other autism service providers and support groups and continue to acquire names of students for the data base of interested families. In addition, in October of 2013 the AZACS leadership team will promote the school at the Arizona Walk Now for Autism Speaks, the largest autism awareness and fundraising event drawing more than 100,000 families affected by autism in the Phoenix metro area. The event includes a resource fair. AZACS plans to rent a booth at this event at a cost of $300. The goal would be to acquire at least 300 names for our data base of interested families.

AZACS plans to spend approximately $5,000 on marketing in promotion in yr. 1, $6,000 in yr. 2 and $7,000 in yr. 3. A portion of the funds will be spent on collateral materials such as brochures, flyers and

packets to continue to promote the school. This estimate is based on quotes from Famouspress.net, a low-cost online printing source. Yearly budget amounts will also cover expenses for website updates and open house events.

Fair and Equitable Enrollment Procedures

AZACS will enroll all eligible students in grades K-5 who submit a timely application unless the number of applications exceeds the capacity of a program, class, grade level or building per ARS§15-184.

Applications will be accepted starting January 2013 once the charter is approved, through the end of February 2013. If more than 81 applications are received by the end February of 2013, a lottery will be held to select the 81 students who will attend the school. Students who are not selected through the lottery process will be put on a waitlist. If less than 81 students seek enrollment by the end of February 2013, then students will be enrolled on a first come, first serve basis until the number of enrolled students reaches 81. The same procedure will be take place in years two and three with the enrollment period occurring from early January to the end of February. If more applications are received than the available slots, then a lottery will be held to select students who will be admitted.

AZACS shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability per ARS§15-184.

Enrollment Packet Documents

Families wishing to enroll their students shall receive an Enrollment Packet in either English or Spanish. Some of the documents included that parents or guardians will be required to fill out will be:

- Student Registration Form
- Emergency Form
- Health Record Form
- Medical Information Form
- Primary Home Language Other Than English Form
- Authorization Form for Student Records
- Request for Release of Student Records Form
- Attendance Policy
- Dress Code Policy
- Photo and Media Release Form

In addition, parents will be required to provide the school with the student's Immunization Record, Birth Certificate, withdrawal slip form their previous school and a copy of their current Individual Education Plan (IEP) if applicable.