C.2 Advertising and Promotion

ALP has been operated as non-profit private school since its inception in 2010, the school founders, board members, and the parents have volunteered their time and resources to advertise for the school. ALP has generated and maintained a list of interested parents with children as our targeted students from the email inquiries, school tours and phone calls. Because the school is starting small and unique in our philosophy and with existing parent support, advertising and promotion expenses can be kept to a minimum. Students who currently enrolled in our private school have mostly come from our existing preschool. ALP will continue to budget adverting and promotion events throughout the year until charter approval. Our current private school marketing budget is approximately $1,000 annually with the marketing strategy listed in table 1. Once charter approval is obtained with an opening date set for August 12, 2013, marketing effort for ALP as the charter school will commence starting in February 2013.

Timeline	Action Steps	Goals	Responsible	Cost
March 2012	ALP Information Session	Recruit for school year 2012-2013	Board members	$0.00 Time donated by board members
April 2012	Direct Mailing Marketing Campaign	Increase community awareness for ALP	School Director and Board members	$674.40
April 2012	One World, Many Cultures foreign languages poem readings	Increase community awareness for ALP unique proposition	School Staff, parents, and students	$0.00 Time donated by staff, students, and parents
June 2012	Magazine advertising (Schools Inc., AZ Parenting, etc.)	Increase community awareness for ALP	Board members	$350.00 Estimated based on year 2011 magazine advertising cost
Oct 2012	ALP fall festival	Increase community awareness and fund raising for ALP	Board members	$500.00 Time donated by staff, students, and parents

Table 1 ALP marketing plan for school year 2012-2013 prior to charter approval. Cost has been budgeted for ALP school year 2012-2013 which is not included in the start-up budget calculation as this is on-going effort for ALP prior to charter approval.

Plans to Attract Parents and Students

The goal for student enrollment in Year 1 is for 46 kindergarteners (budgeted for 42 students), 23 1st graders (budgeted for 23 students), 4 2nd graders, and 4 3rd graders. As most of the 2nd/3rd graders will be retained from pre-charter, our recruiting efforts will be focused on kindergarten and 1st grade. Anticipated start-up marketing and advertising costs of $3,000 include the following: Advertising in Arizona Parenting Magazine and Raising Arizona Kids Magazine,

direct mailing 3,630 postcards to surrounding zip codes targeted 3-6 years old, produce door hangers and postcards to distribute in the nearby neighborhoods and nearby businesses serving families (i.e. Pediatrician offices, Kumon learning centers, grocery stores, ice cream shops, dance studios, Little Gym, Off-Off Broadway, swimming schools, etc.), advertising ALP in local Chinese (e.g. AZ Chinese News) and Hispanic (e.g. Prensa Hispana) newspapers and increase website advertising such as listing in GreatSchools.org, Yelp, Yahoo!Local and Google search, etc.

Timeline	Action Steps	Outcomes	Responsible	Cost
Feb 2013	Develop postcards, brochures, door hangers, marketing packet and press release	Printed marketing materials are ready to be distributed to target families	School Director and Board members	$1025 Estimated based on online printing company www.printplace.com
Feb 2013	Update website & existing school listing on the web	Increase awareness and name recognizing	School founder and board members	$0.00 Time donated by school founder and board members
Feb 2013	Provide school tours & conduct open house events	Increase awareness and recruiting for school year 2013-2014 as charter school	School director and board member	$0.00 Preschool director will be paid by the preschool
Feb 2013	Prepare for open enrollment procedures	Communicate open enrollment process to public	School director and board member	$0.00 Preschool director will be paid by the preschool Time donated by the board member
Feb 2013	Prepare press release and place articles and letters to editors	Increase ALP awareness	School founder and board members	$0.00 Time donated by school founder and board members
Mar 2013	Engage with local Chinese and Hispanic newspaper to advertise	Increase ALP awareness in Asian and Hispanic community	School founder and board members	$300 Estimated $150 advertising cost per newspaper based on prior advertising cost with the vendors
Mar 2013	Engage with local family magazine such as AZ Parenting and Raising AZ Kids	Increase ALP awareness	School founder and board members	$700 Estimated $350 advertising cost per magazine based on prior advertising cost with the vendors

Mar 2013	Director Marketing Campaign – targeted area where bilingual programs have been successful and with waitlist (e.g. Willow Creek Elementary school)	Increase ALP awareness in targeted zip codes and age group	School founder and board members	$675 Estimated from prior quote obtained from Cactus Mailing
Mar 2013	Information Session targeted to BeiBei Amigos Language Preschool parents	Increase ALP awareness and a choice for parents to continue education	School director and board member	$0.00 Preschool director will be paid by the preschool Time donated by the board member
Mar 2013	Information Session for public	Increase ALP awareness	School director and board member	$0.00 Preschool director will be paid by the preschool Time donated by the board member
Apr 2013	Distribute Door Hangers to nearby neighborhood	Increase ALP awareness	Hire "flyer guys"	$300 Estimated based on checking with local hourly labor
May-June 2013	Continue marketing efforts – public tours, phone calls to known interested parents, follow-up calls and letters to enrolled families, website update and broadcast Build email list serve Push for early enrollment	Enroll students and increase ALP awareness	School director and board member	$0.00 Preschool director will be paid by the preschool Time donated by the board member
Aug 2013	School opens as charter school	Operation	All	Charter school operation

Table 2 ALP marketing plan upon receiving charter approval.

First Year

After start-up phase, ALP will continue to prioritize and fund marketing efforts strategically. The total allocated budget for marketing for first year is $2,000. During the first year, approximately $1,000 will be spent on direct mailing efforts, website upgrades, newsletters and communications directly to families enrolled in the school and interested families in our target market. $1,000 will be spent on printing flyers, door hangers, and door hangers' distribution.

Second and Third Year

The total allocated budget for marketing for the second year is $3,000 and the total allocated budget for marketing for the third year is $5,000. During Year 2 and 3, the amounts for each marketing category will increase by about 30-35% to fine tune the effort. We will also be looking for additional advertising vehicles such as attending events such as AZ Kids Expo, (estimated $300 from previous year attendance) advertising in magazines such as Schools, Etc. (estimated $450 from past advertising cost) and holding booth in local family friendly events to promote the school.

Fair and equitable enrollment procedures

Arizona Language Preparatory Registration, Enrollment and Waitlist Procedures

Arizona Language Preparatory, Inc. operates as an open-enrollment public charter school and does not charge tuition and does not administer entrance examinations. Arizona Language Preparatory, Inc. follows the admissions requirements for charter schools set forth in A.R.S. §15-184 and 20 U.S.C. §722li(1)(H). Enrollment is based on a fair and equitable system which provides for an Open Registration Period, a lottery, if necessary, and a Wait List.

Open Registration Procedures

1. When to Register

The Open Registration Period is the period prior to the start of each school year when parent/guardians can complete and submit a Registration Packet to the school for each child they seek to enroll as a student at the school. The Open Registration Period is typically a minimum of one week.

2. How to Register

During the Open Registration Period, parents/guardians complete and submit a Registration Packet to the school for each student they seek to enroll. The Registration Packet consists of the Student Registration Form, Student Record Transmittal Request, Emergency Contact and Medical Information Form, Media Release Form, Primary Language other than English (PHLOTE) Form, and copies of the student's Birth Certificate and Immunization Records. Parents will also be asked to provide custody information (e.g. court decision regarding sole custody), Medical Alert (e.g. physician's instructions for severe health conditions), and Legal Alert (e.g. restraining order information) if applicable. All forms must be filled out in full, signed, and submitted to the school for the student in order for the student to be registered.

3. Date Registration Complete

The date of pre-registration is the date the school receives all of the completed forms in the Registration Packet for the student. A student is not "pre-registered" until all completed forms have been received.

Enrollment Procedures

1. Procedures When Registration Does Not Exceed Capacity

At the close of the Open Registration Period, the total number of students submitting completed Registration Packets is determined. If the total number of students submitting completed Registration Packets is less than or equal to the total capacity designated for each grade, all students are enrolled in the school.

2. Procedures When Registration Exceeds Capacity

If the total number of students submitting completed Registration Packets exceeds the total capacity in one or more grades, students in the grades that have not reached capacity are enrolled

in the school and a lottery is held to determine which students will be enrolled for the grades that are oversubscribed.

The lottery is an electronic system that randomly identifies students for enrollment. During the lottery process all students who have submitted completed Registration Packets during the Open Registration Period are grouped according to enrollment preference.

In accordance with A.R.S. §15-184, Arizona Language Preparatory , Inc. has developed policies regarding enrollment preferences. In the lottery process, enrollment preference will be given to students who meet the following criteria in the order listed:

- To students re-enrolling at Arizona Language Preparatory, (ALP) after attending the previous school year;
- To students who are children of employees or leased employees of the school, employees of the management organization whose activities are primarily related to the operations of the school, members of the governing body of the school or directors, officers, partners or board members of the charter holder; and
- To students who are siblings of ALP students.

A separate lottery is performed for each of these preference groups.* The first lottery conducted is for students who have employee and Board member preference, the second lottery is for students who have sibling preference, and the third and final lottery is for students who have no preference. Within each preference category, the Registration Packets are sorted and selected in random order.

Students selected before capacity is reached are registered for enrollment. Students selected after capacity is reached are placed on a Wait List based on the order their Registration Packets were selected in the lottery.

** Please note:*

All students who timely elect to re-register at ALP for the subsequent school year will be enrolled.

If two or more siblings submit completed Registration Packets during the Open Registration Period, and one sibling is randomly selected by lottery for enrollment, the other sibling(s) will be given sibling preference in the enrollment process.

Wait List Procedures

Students who submit completed Registration Packets during the Open Registration Period who are not randomly selected for enrollment in the lottery process will be placed on a grade-specific Wait List based on the order their Registration Packets were selected in the lottery.
Students who submit completed Registration Packets after the Open Registration Period will gain enrollment provided there is space available in the grade level of interest. If space is not available, the student will be placed on a Wait List for the grade level based on the date he/she submitted the completed Registration Packet to the school; however, students with enrollment preference will receive Wait List numbers according to their preference type.*

Each time an opening becomes available in a particular grade, the school will contact the parent of the student next on the Wait List for the grade and offer them the open spot for their child. If

the parent declines the spot, it will be offered to the parent of the next student in line on the Wait List for that grade, and so on in accordance with the requirements of A.R.S. §15-184A.

Parents with children on the Wait List are encouraged to advise the school of any change in their contact information so that they may be reached if an opening develops for which their child is eligible. Parents are also asked to notify the school if they no longer wish to have their child included on the Wait List, so that the Wait List can be updated accordingly.

** Please Note:*

If two or more siblings submit completed Registration Packets after the Open Registration Period, and one sibling is granted enrollment, the other sibling(s) will be given sibling preference in the enrollment process.