C.2 Advertising and Promotion

CASA Academy will conduct a transparent and diverse recruitment campaign, which will begin immediately following CASA Academy's charter authorization. However, informal campaigning will begin in July of 2013. In July of 2013, Jenna Leahy, the Director of Students and Operations, will begin attending community meetings and reaching out to families to discuss CASA Academy as a "proposed school."

Upon authorization, CASA Academy will begin its official recruitment campaign and extensive parent outreach in an effort to fully prepare for the 2014-2015 school year. All advertising materials will be in both Spanish and English.

In its first year of operation, CASA Academy will enroll 125 students. In year two, the school will serve 225 students. In year three, the school will serve 325 students.

A. Advertising and Promotion Plan for Student Recruitment

CASA Academy plans to attract and enroll students at a high rate for its initial year. This means that by the first day of school, when CASA Academy opens its doors, at least 125 students will enter. Figure C.2.1 details enrollment goals for CASA Academy's first three years of operation.

Figure C.2.1: Enrollment Goals for Years One Through Three

Projected Student Count (100%)	Enrollment Target (125%)
125	156
225	281
325	406

Recruitment Campaign

In order to recruit enough students, CASA Academy has tailored its advertising and promotion plan for student recruitment to appeal to community needs. CASA Academy's main message when marketing to parents will be, "This is the first big decision you will make for your child. The road to college starts in kindergarten." CASA Academy will advertise itself as a school that will lead each child to college, will result in a better individual life and career, and will allow each student to give back to his or her community. CASA Academy will further promote its vision and mission by highlighting the following topics:

1. CASA Academy has higher expectations than surrounding schools: students will score an 85% or above on all unit and benchmark tests 85% of the time.
2. As a charter school, CASA Academy offers an individualized learning path for each student.
3. Teachers at CASA Academy are hand-selected well in advance and are strongly dedicated to the school's mission and vision.
4. CASA Academy operates as a family whose members are students, student families, teachers, and administrators.
5. CASA Academy seeks to develop strong character in its students, with an emphasis on hard work and relentless pursuit of achievement.
6. CASA Academy focuses on strong relationships with families. Communication between parents and teachers occurs weekly.

7. CASA Academy offers a unique method of instruction that incorporates the real "authentic" world into every facet of every subject.
8. CASA Academy offers a year-round, 200 day schedule and before- and after-school programs that are designed to meet student and parent needs.
9. CASA Academy will partner with Empower College Preparatory to provide challenging academics to students in grades K-12. Students can attend K-3 at CASA Academy and then will receive a recommendation to attend Empower College Prep for grades 4 – 12.K-12. CASA Academy
10. Unlike schools that focus only on reading and math skills, CASA Academy will also incorporate science and social studies instruction into its daily schedule. Students will be well-rounded when they graduate from CASA Academy.
11. All CASA Academy teachers will be highly qualified and SEI endorsed, meaning that these teachers will understand and apply strategies that best support English Language Learners' language development needs.

2013-2014 Advertising and Promotion Calendar

From February 2013 until July 2014, CASA Academy will advertise and promote the school in the following ways.

February

1) The Director of Students and Operations has met/will meet with the following different types of organizations to create community connections and support within the target area:

   - Faith-Based Community Organizations
   - Advocacy Groups
   - Community Groups
   - Non-Profits
   - Local Law Enforcement
   - Local Publications
   - Local Businesses

2) CASA Academy advertises as a proposed school on its website, Facebook, LinkedIn, and Twitter.
3) CASA Academy will begin a monthly newsletter.
4) CASA Academy will create a database to enter potential new student information.
5) CASA Academy will begin attending community events (parades, festivals, etc.) to generate interest in the proposed school.

Associated Costs:

Social Media Contractor: $500.00 to create website, Twitter and Facebook accounts. Quote from contracted technology services. This will have already been done in 2013.

Copier used to make flyers: $125 per month to rent copy machine according to Fourtech and Fitex Corporation.

Paper used to make flyers: $1158.80 (40 cases of Copy Paper) according to walmart.com.

Advertising table and banner: $65.00 for table and $60.00 for banner. Mid-level cost obtained from various vendor websites including www.officemax.com and www.staples.com. This will have already been done in 2013.

August

1) CASA Academy will begin bi-monthly community meetings to generate interest in the proposed school. These will be held in the home of a local community member.
2) CASA Academy will begin marketing in local public areas, including grocery stores, Wal-Mart parking lots, swap meets, parks, local Spanish markets, and local sports leagues games.

Associated Costs:

Copier used to make flyers: see above

Paper used to make flyers: see above

Advertising Table and Banner: see above

Projector and Projector Screen: $550 for projector and $100 for projection screen. Mid-level cost obtained from various vendor websites including www.officemax.com and www.staples.com. This will have already been done in early 2013.

September 2013

1) CASA Academy will meet with preschools and early childhood education providers to generate support for the school.
2) CASA Academy will begin to network with Empower College Prep to meet with its families who have children who are of age to attend CASA Academy.

Associated Costs:

Copier used to make flyers: see above

Paper used to make flyers: see above

Projector and Projector Screen: see above

October 2013

1) CASA Academy's Board will begin monthly door-to-door marketing.
2) CASA Academy will begin its "Pass Along to a Friend" campaign, in which already signed-up parents will be given ten CASA Academy "business cards" to hand out to friends.
3) A community advisory panel will be created and will begin meeting monthly.
4) CASA Academy will hold a Halloween party for prospective students and parents.

Associated Costs:

Business Cards: $20.29 for 500 business cards according to staples.com. This will have already been done in 2013.

Halloween Party food and decorations: $50.00. Average cost for food obtained from similarly sized charter schools.

Copier used to make flyers: see above

Paper used to make flyers: see above

Projector and Projector Screen: see above

November 2013

1) Marketing print materials will be sent out to at least 250 members of the target community informing parents of the proposed school
2) A parent advisory council will be created and will begin meeting monthly. This council will be limited to only future parents of CASA Academy students.
3) CASA Academy will hold a Holiday party for prospective students and parents.

Associated Costs:

Marketing Materials $100.00 for 250 door hangers according to uprinting.com. Cost for canvassers to distribute door-hangers is $20.00 for two hours.

Holiday Party: $50.00. Cost for food obtained from similarly sized charter schools.

Projector and Projector Screen: see above

January 2014

1) "Play dates" will begin to be held once each month. Enrolled families will be invited to participate in get-togethers at local playgrounds, parks, local museums, and festivals to promote bonding within and a strong association with CASA Academy. These families will be encouraged to invite other parents whose students are not yet enrolled.

Associated Costs:

Copier used to make flyers: see above

Paper used to make flyers: see above

February 2014

1) Once the charter is approved and the contract is signed, CASA Academy will begin official enrollment.
2) CASA Academy will hold a Valentine's Day Party for prospective students and parents.

Associated Costs:

Valentine's Day Party: $50.00. Cost for food obtained from similarly sized charter school's costs.

April 2014

1) At least 50% of the target number of students for year 1 will be enrolled.

Associated Costs:

None

May 2014

1) CASA Academy will begin its door-to-door recruitment campaign and obtain signatures and information about potential new students. Contracted recruiters will begin door-to-door canvassing Monday-Friday.
2) At least 75% of the target number of students for year 1 will be enrolled.

Associated Costs:

Assumes $3,000.00 for a contracted recruiter to recruit beginning on May 1st. Amount determined by using an hourly rate of $10.00 for four hours of marketing* 5 days= $200 per week based on mid-level salary from www.salary.com and www.payscale.com. This salary is calculated at $200* 12 weeks= $2400.

June 2014

1) At least 150 students will be enrolled (120% of student target).

Associated Costs:

None

July 2014

1) 156 students (125% of 125 student target) will be enrolled. This factor accounts for 20% of enrolled students to end up not entering school on the first day.

Associated Costs:

None

August 2014

CASA Academy will open its doors with 125 students on August 4, 2014.

Associated Costs:

None

Additional Advertising and Promotion Costs for Years Two and Three

November

1) Marketing print materials are sent out to at least 250 members of the target community.

Associated Costs:

Marketing Materials: $100.00 for 250 door hangers according to uprinting.com. Cost for canvassers to distribute door-hangers is $20.00 for two hours.

December

1) CASA Academy will hold a Holiday party for prospective students and parents.

Associated Costs:

Holiday Party: $50.00. Cost obtained from similarly sized charter schools.

Projector and Projector Screen: see above

January

1) "Play dates" will begin to be held once each month. Enrolled families will be invited to participate in get-togethers at local playgrounds, parks, local museums, and festivals to promote bonding within and a strong association with CASA Academy.
2) Reenrollment forms will be sent out to current students, along with "intent to enroll" forms so that current students' younger siblings can enroll at CASA Academy.

Associated Costs:

Copier used to make enrollment forms: see above

Paper used to make enrollment forms: see above

February

1) CASA Academy will hold a Valentine's Day Party for prospective students and parents.
2) CASA Academy will begin "bring a friend to school day" in which prospective students can spend the day at school and parents can enroll their children.
3) CASA Academy will begin its "Sign-up a Friend" student incentives. For each new enrollee that a student brings in, that student is entered into a raffle for a prize. Drawings will occur at the end of each month.
4) Parents will begin marketing door-to-door each weekend. Dinner is provided for families that partake.

Associated Costs:

Valentine's Day Party: $50.00. Cost obtained from similarly sized charter schools.

Dinner for families: $50.00. Cost obtained from similarly sized charter schools.

Student Incentives: $50.00. Cost obtained from similarly sized charter schools.

April

1) At least 50% of the target number of students for year 2/3 will be enrolled.

Associated Costs:

None

May

1) At least 75% of the target number of students for year 2/3 will be enrolled.
2) CASA Academy will hold a "moving up night" in which parents and students can visit the grade level they will enter in the following year and re-enroll in CASA Academy.

Associated Costs:

None

July

1) For year 2, 281 students (125% of 225 students) will be enrolled. For year 3, 406 students (125% of 325) will be enrolled. These factors account for 20% of enrolled students to end up not entering school on the first day.125% of 125 students will be enrolled.

Associated Costs:

None

August

Open doors with target enrollment of students (225 in year 2 and 325 in year 3) on first day of school.

Associated Costs:

None

B. Fair and Equitable Enrollment Procedures

CASA Academy understands and complies with the law under House Bill 2494 that "a charter school shall enroll all eligible pupils who submit a timely application, unless the number of applications exceeds the capacity of a program, class, and grade level or building."[1] CASA Academy will:

a) Give enrollment preferences to students or siblings of students returning in year two or any subsequent year.
b) Select students through a lottery process if the number of students applying to CASA Academy exceeds the capacity.

CASA Academy will not, in accordance with Arizona law, "limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability."[2] CASA Academy adheres to all provisions of the No Child Left Behind Act by adhering to public school choice, providing an attestation of highly qualified teachers and paraprofessionals, and meeting the needs of at risk students.

Enrollment Procedures

In order to enroll at CASA Academy, families must undergo the following process:

1) Families fill out an application which will include student name, grade level, and contact information during the open enrollment period, which lasts from the first business day after charter authorization through the third Thursday in March in year 1, and during a similar period in years 2 and 3.
2) If there are more students who have completed letters of intent to enroll than openings in a given grade level, the school will hold a random public lottery to determine who can attend. The lottery will occur on the first Thursday of April at 7:00 PM. Once all open seats have been filled, CASA Academy will draw students for the waiting list.
3) All families will be notified of their child's status one week after the lottery occurs.
4) Families must complete enrollment paperwork within two weeks of the lottery date.

Open Enrollment

[1] State of Arizona House of Representatives
[2] Arizona State Legislature

All enrollment packets will be labeled with the date they were received and student's names will be added to a roster to track receipt. If a grade level has exceeded the number of seats available, the school will hold a lottery to determine who will enter that grade level.

Admission Preferences

Enrollment preference will be given to students returning to CASA Academy in Year 2 or afterwards, siblings of currently-enrolled students, children of employees of CASA Academy, and children of members of the Governing Board of CASA Academy.

Required Age for Admission (K-1)

Kindergarten: A child will attend kindergarten if the child is age five. The child is deemed five years old if the child turns five by September 1st of the current school year.

First Grade: A child will attend first grade if the child is age six. The child is deemed six years old if the child turns six by September 1st of the current school year.

Enrollment Packet

If a student has been selected through the above procedure, the student's parent or guardian must complete an enrollment packet that includes the following:

- Enrollment Form
- Copies or originals collected from the parent/guardian:
  - Immunization Records
  - Social Security Card (optional)
  - Birth Certificate
  - Proof of Residency
  - Unofficial Transcripts (if applicable)
  - Withdrawal Slip (from previous school)
  - Attendance History (from previous school)
  - Copy of Custody Paper (if applicable)
  - Copy of Current IEP (if applicable) and Academic Records (or a request for records will be sent to the previous school)
- Forms to be completed by parent/guardian:
  - Arizona Residency Documentation Form
  - Home Language Survey (PHLOTE)
  - McKinney-Vento Eligibility Questionnaire
  - Consent for Medical/Dental Emergency Treatment and Medical Information Form
  - Internet Use Policy
  - Consent for Off Campus Activity
  - Physical Activity Consent Form
  - Request for Release of Student Records Form
  - Records Request for Special Services Form
  - Media Release Form
  - School Rules and Procedures
  - Expected Behaviors
  - Student Compact and Parent/School Compact
  - Customer Satisfaction Questionnaire

Should the above not be received within two weeks of the lottery, the student's spot is automatically withdrawn and the next student on the waiting list is invited to attend the school.