Business Plan

C.2 Advertising and Promotion

One of the main targets of advertising and promotion for Colegio Petite Phoenix will be to inform the 170+ Little Big Mind parents and students about its bilingual charter program and the mission of The Leona Group school community. All LBM students will be issued Colegio Petite t-shirts to wear throughout the year preceding the school's opening. Another demographic target will be the parents and students of the closing FLITE program at Sandpiper Elementary. Finally, Colegio Petite Phoenix will reach out to its geographic community to attract students who have not yet had the opportunity to participate in a dual language program. Despite this significant feeder, the school is allocating $40,000 in marketing funds for its start-up year with a subsequent $25,000 in marketing funds for each of the following three years. We believe that once the school is established in its initial year and builds momentum with our strong parent base, subsequent years will not require such a sizeable investment.

The Leona Group offers a small school of choice where curriculum and teaching standards are closely monitored and expectations are high. To address the need to educate and inform students and parents about public charter schools, The Leona Group has adopted a proactive public relations effort both from a corporate perspective, as well as from the individual school. The estimated costs associated with marketing the school are $40,000. This amount was determined using the marketing costs from 2013-2014 as a cost basis.

The informal marketing plan will commence the day the charter application receives approval. News of the plans for the school will be openly shared with all LBM stakeholders. The formal marketing plan will begin in January 2014 for the upcoming school year. We anticipate three mail drops spaced at 2 month intervals beginning in April. The print campaign will commence with major ads for a local newspaper, *The Arcadia News*, which reaches 20,000+ households each week. Colegio Petite Phoenix will host kindergarten and 1st grade round-ups in February and March of the year preceding the opening in a 'model classroom' designed to give students and parents a strong feel for the instructional capacity and experience of the campus. Local area marketing will also consist of direct mail service and student events.

The public relations/marketing efforts taking place from The Leona Group corporate offices:

- Proactive media relations including building working professional relationships with reporters and editors, letters-to-the–editors when meaningful and appropriate, responding to reporter's calls, releasing news releases when appropriate, etc.
- The Leona Group staff members participating in educational forums and panel discussions
- We anticipate renting a temporary enrollment office spanning from April to June during construction/renovations. **($5,000)**
- A general awareness print advertising campaign **($2,000).**
    - Online advertising ($1,000)
    - Social Media and website ($1,000)

The public relations/marketing efforts taking place locally through Colegio Petite Phoenix:

- Local Area Marketing **($33,000)**
  - ***Arcadia News*** ½ page color advertisements (6 total) ($5000)
  - Student t-shirts ($3500)
  - Direct mail to targeted zip codes flyers ($10,000)
  - Signage ($6,450)
  - Brochures/flyers ($4,000)
  - Car magnets ($750)
  - Welcome nights ($1000)

Enrollment and Lottery Guidelines

Enrollment at Colegio Petite Phoenix is open to all students who are residents of Arizona. Our public charter school will not limit enrollment based on students' race, color, religion, national origin, language spoken, or intellectual ability.

To ensure that children in our community receive fair and equitable opportunities to enroll in and attend public charter schools, we created and abide by the following enrollment and lottery guidelines. Please note that these guidelines will be located in the Parent/Student Compact and posted to the school's website.

Colegio Petite Phoenix will use student re-enrollment counts and school capacity to project the number of available slots. The following information describes our policies regarding the lottery and waiting list procedures.

1. Colegio Petite Phoenix holds open enrollment and accepts applications until July 15th and makes public announcement of enrollment deadlines. After the deadline closes, the school holds a lottery for its spots. Preferences are given to continuing students and siblings of continuing students.
2. The lottery randomly selects applications for enrollment and generates the school's waiting list. During the lottery process, all completed and accepted applications submitted during the enrollment period are publicly drawn in random order until capacity is reached and the remainder is placed on the waiting list.
3. The waiting list ranks applications that were submitted during the enrollment period. These applicants should be identified by number and by grade. As spaces become available at the school, they should be offered to the applicants in the order of placement on the waiting list.
4. The schools will place those applications received by the deadline in order of their submission on a waiting list and then all other applications should be placed after them in order of their submission on that waiting list.