C.2 ADVERTISING AND PROMOTION

Create Academy will conduct an ambitious, transparent and diverse recruitment campaign, which will begin immediately following Create Academy's charter authorization. However, informal marketing and outreach efforts have already begun and will continue until authorization. A detailed calendar of these activities, both pre- and post-authorization, is included below.

Upon authorization, Create Academy will begin its official recruitment campaign and extensive parent outreach in an effort to fully prepare for the 2015-2016 school year. All advertising materials will be printed in both Spanish and English.

Create Academy intends to enroll 200 students (40 students each in grades K, 1, 2, 5 and 6) in year one. Kindergarten will have classrooms with one teacher and 20 students each, and all other grades (1-6) will have 40 students with two co-teachers in each classroom. In year two, the school will serve 290 students by adding 40 students in grade 3, and 50 students in grade 7, where there will be 25 students and one lead teacher per classroom (as part of the 7-12 secondary model). In year three, the school will serve 380 students, reaching full capacity as a K-8 school. In years four through seven, Create Academy will grow with its students, adding a subsequent grade level each year until reaching its full student enrollment cap of 580 students, serving Kindergarten through 12th grade.

While Create Academy anticipates a successful initial enrollment of 40 students per grade level cohort in grades K-6 and 50 students per grade level cohort in grades 7-8 during the first three years, the budget assumes a conservative enrollment projection of 90% of the total enrollment capacity for each grade level. Consistent with current state funding formulas, the student count entered for kindergarten was also cut in half. With half funding for kindergarten and with using a 90% enrollment number, the adjusted student count is 162 in Y1, 243 in Y2, and 324 in Y3.

A. Advertising and Promotion Plan for Student Recruitment

Create 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 Create Academy opens its doors, 200 students will enter, and a waiting list will exist as well. Figure C.2.1 details enrollment goals for Create Academy's first three years of operation.

Fig. C.2.1 Target Enrollments for Years One through Three

Grade Level	Year 1 – Target	Year 2 - Target	Year 3 - Target
K	40	40	40
1st	40	40	40
2nd	40	40	40
3rd	n/a	40	40
4th	n/a	n/a	40
5th	40	40	40
6th	40	40	40
7th	n/a	50	50
8th	n/a	n/a	50
TOTALS	200	290	380

Create Academy's recruitment messaging will focus on three principal areas. Please note that the particular language used will be adjusted to the prior knowledge of the audience addressed. The three principal areas are:

- *Engagement/Fun:* Arts integration and project-based learning engage the whole child and make learning fun. Messaging to parents will focus on this engagement: "Your child will be excited to get up and go to school in the morning." Students will be providing developmentally-appropriate feedback to teachers, and parents will be solicited for their feedback in a survey at least once a year, so that the staff at Create Academy can make adjustments as needed in response to the actual experience of students and parents.
- *Achievement*: Significant research points to the arts as a powerful method for improving and encouraging student success, especially for students from disadvantaged backgrounds. Students highly engaged in the arts experience better outcomes in academics, behavior, social engagement, general satisfaction in school, and in pursuing a college education.
- *Community Integration and Social Justice:* Create Academy is designed to be deeply integrated with its community and focused on positive social change. These values are deeply embedded in its curriculum: helping its students understand that they have the

power to change their worlds - not later, but now. It is also part of Create Academy's everyday operations and our mission to serve the community directly, through continuing education courses, community gardens and other efforts.

In order to get this message out, Create Academy's founders, staff, volunteers, and community partners will undertake an ambitious program of events, advertising, communications and outreach in order to accomplish our enrollment goals.

B. Calendar of Advertising and Promotional Activities

Preliminary/Exploratory/Outreach Activities (prior to charter approval)
Prior to charter authorization, all activities related to advertising and promotion are meant to raise awareness, engage the community, and provide opportunities that are meaningful to the community itself. All communications will clearly explain the proposal status of Create Academy and are intended to start laying the groundwork for a more vigorous slate of promotional activity post-approval.

The timeline below includes activities and targets to build our mailing list and letters of interest submitted. The mailing list will be a simple email distribution list, solicited through in-person contact, social media, and the Create Academy website. Letters of interest, for our purposes, are solicited precursors to applications or letters of intent to enroll. They will be solicited from parents in these early stages as a method of catalyzing commitment and as a potential source of volunteers and "seed" families (families who can act as advocates or sources of information for other families in their communities).

All advertising and communications materials will be made available in English and Spanish, as appropriate, depending on the targeted audience.

September 2014 - Community outreach event.

Total Email Mailing List	**30**
Total Letters of Interest	**10**

Events: Hold informational, participatory event at local community center or house of worship. Food provided (by donation). Engage existing "seed" families as organizers. Solicit letters of interest and community feedback. Event will begin a series of free English language / "intercambio" classes meant to promote bilingualism, serve a need in the targeted community, and connect community members to Create Academy's leaders. Additional volunteers with a desire to learn Spanish will be included in these classes so that monolingual English and Spanish speakers can exchange language in a language

"intercambio." These courses will be free to all community members, and will be led and organized by the Director of Secondary Education.

Advertising: Print flyers for distribution at community event, including bi-monthly English language / "intercambio" classes.

Communications: Continue updating social media, website, including material (responses, testimonials, photos) from community event.

Engagement/Outreach Activities: Canvassing and soliciting letters of interest: school directors (2-4hrs/wk) and volunteers as possible. School directors engage in partnership meetings with community organizations, media outlets, arts organizations (2-4hrs/wk).

October 2014 - Halloween event.

Total Email Mailing List	**50**
Total Letters of Interest	**35**

Events: Host Halloween event at local venue: contest for best homemade costume, games and healthy trick or treat snacks (donated by local vendors).

Advertising: Print flyers to promote Halloween event and for distribution at the event.

Communications: Promote Halloween event through social media, website, mailing list, press release to media outlets.

Engagement/Outreach Activities: Canvassing and soliciting letters of interest: school directors (2-4hrs/wk) and volunteers as possible. School directors engage in partnership meetings with community organizations, media outlets, arts organizations (2-4hrs/wk).

November 2014 - Fall Harvest event.

Total Email Mailing List	**70**
Total Letters of Interest	**60**

Events: Host Fall Harvest event featuring traditional Native American and mestizo cuisines from local ingredients donated from local sources. This will be a participatory arts and crafts fair that explores the history of Native American and Indigenous peoples in America. This event is meant to give voice to the experiences of Latin Americans and

Native Americans in the target community in an educational, equitable, and celebratory way. Solicit letters of interest and community feedback.

Advertising: Printed flyers to promote Fall Harvest event and for distribution at event.

Communications: Promote Fall Harvest event through social media, website, mailing list, press release to media outlets.

Engagement/Outreach Activities: Canvassing and soliciting letters of interest: school directors (2-4hrs/wk) and volunteers as possible. School directors engage in partnership meetings with community organizations, media outlets, arts organizations (2-4hrs/wk).

Advertising, Promotional and Engagement Activities Subsequent to Charter Approval
Subsequent to the authorization of our charter in December 2014, Create Academy will begin its recruitment activities in earnest, according to the calendar below.

All advertising and communications materials will be made available in English and Spanish (except in radio format, where Campesina will be in Spanish and NPR in English).

December 2014 - Authorization, holiday events, print materials.

Total Email Mailing List	**90**
Total Letters of Interest	**90***

*Please note that these 90 letters of interest will be transferred into Official Applications during December and January. As soon as the Create Academy charter is officially signed, all parents of interested students (who submitted a letter of interest) will be contacted to roll their letters of interest into Official Applications.

Events: Holiday event with local artisans/artists/craftspeople teaching kids and parents how to make creative gifts with donated materials. Depending on timing of authorization and signing of charter, solicit either letters of interest or applications to enroll.

Advertising: Finalize graphics and copy for print collateral, print advertising, radio advertising, online banner ads and possible TV spots. Purchase printed materials.

Communications: Press release regarding authorization, officially announcing school. Update social media, website to reflect authorized status. Begin Facebook advertising, focused on parents living within two miles of zip code 85034, budgeted for $25/wk. Begin Google AdWords campaign focused on Phoenix area with associated keywords (“arts education,” “charter school,” “elementary school,” etc.) budgeted for $25/wk.

Engagement/Outreach Activities: Canvassing and soliciting letters of

interest/applications: school directors (5hrs/wk or more) and volunteers as possible. School directors engage in partnership meetings with community organizations, media outlets, arts organizations (4hrs/wk). Tabling at holiday arts and crafts fairs/festivals.

January 2015 - Begin paid canvassing, MLK Day event.

Total Email Mailing List	**110**
Total Applications	**120***

*Please note this number represents the previous 90 letters of interest solicited from interested students that the Director of Secondary Education will still be transferring over into Official Applications, plus an additional 30 applications from new students.

The chart above details the number of Letters of Interest that can realistically be transferred into applications in the month of January

Events: Martin Luther King, Jr. Day event focused on people and movements who changed history through the creative application of dreams. At the same event, we will offer a citizenship training, Deferred Action for Childhood Arrivals registration, and voter registration fair with the support of Stand for Children or Mi familia vota such that community members gain necessary information and training about the process for becoming citizens and residents of the United States. Solicit letters of interest and community feedback. Solicit applications to enroll.

Advertising: Begin distributing printed material through canvassing, local businesses, community organizations and "seed" families. Begin radio ad buys on Campesina and NPR. Begin print ad and online ad buys in La Voz.

Communications: Continue Facebook and Google AdWords ads at $50 total per week. Update social media, website, mailing list.

Engagement/Outreach Activities: Begin paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Visit tutoring centers with Cesar Chavez Foundation and other community organizations. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

February 2015 - Valentine's Day, canvassing.

Total Email Mailing List	**130**
Total Applications	**170**

Events: Valentine's Day event. At this same event, a community education forum will be held to cover topics ranging from professional development and employment strategies, education (both K-12 and continuing education), and community safety, to be organized by the Director of Secondary Education. Solicit applications to enroll.

Advertising: Continue distributing printed material through canvassing, local businesses, community organizations and "seed" families. Continue radio ad buys on Campesina and NPR. Begin print ad and online ad buys in La Voz.

Communications: Continue Facebook and Google AdWords ads at $50 total per week. Update social media, website, mailing list.

Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Visit tutoring centers with Cesar Chavez Foundation and other community organizations. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

March 2015 - Spring Break Camp, Cesar Chavez Day.

Total Email Mailing List	**150**
Total Applications	**200**

Events: Host three day Spring Break Camp with ASU and other partners. Host Cesar Chavez Day of service or participate in celebration being hosted by the Cesar Chavez Foundation/Campesina.

Advertising: Continue distributing printed material through canvassing, local businesses, community organizations and "seed" families. Continue radio ad buys on Campesina and NPR. Begin print ad and online ad buys in La Voz.

Communications: Continue Facebook and Google AdWords ads at $50 total per week. Update social media, website, mailing list.

Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Visit tutoring centers

with Cesar Chavez Foundation and other community organizations. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

April 2015 - Lottery, Earth Day event.

Total Email Mailing List	**200**
Total Applications	**215**

Note: The lottery event will determine which of the applied students will be able to officially enroll at Create Academy and which will be added to the wait list. In the event that fewer applications have been received than the available capacity in each grade level, the lottery will not be held.

Events: Lottery event with enrollment forms and resources made available onsite. Earth Day event. Distribute information about school growth plan and solicit applications for enrollment or waiting list as appropriate.

Advertising: Continue distributing printed material through canvassing, local businesses, community organizations and "seed" families. Continue radio ad buys on Campesina and NPR. Begin print ad and online ad buys in La Voz.

Communications: Continue Facebook and Google AdWords ads at $50 total per week. Update social media, website, mailing list.

Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Visit tutoring centers with Cesar Chavez Foundation and other community organizations. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

May 2015 - Schools Out Event, grade level-specific ads.

Total Email Mailing List	**220**
Total Applications	**230**

Events: Schools Out Event at end of public school year. Distribute information about school growth plan and solicit applications for enrollment or waiting list as appropriate.

Advertising: Begin advertising for specific grade levels with additional capacity through appropriate outlets depending on grade (eg. public library children's events, outreach to preschools and schools with outgoing grade levels).

Communications: Continue Facebook and Google AdWords ads at $50 total per week focused on grade levels with remaining capacity. Update social media, website, mailing list. First parent/community newsletter to all enrolled and wait-listed families.

Engagement/Outreach Activities: Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

June 2015 – Parent's and Grandparent's Day event, grade level-specific ads.

Total Email Mailing List	**250**
Total Applications	**240**

Events: Parent's and Grandparent's Day event with family games.

Advertising: Continue advertising for specific grade levels with additional capacity through appropriate outlets depending on grade (eg. public library children's events, outreach to preschools and schools with outgoing grade levels).

Communications: Continue Facebook and Google AdWords ads at $50 total per week focused on grade levels with remaining capacity. Update social media, website, mailing list. Parent/community newsletter to all enrolled and wait-listed families.

Engagement/Outreach Activities: Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

July 2015 - Summer Camp, preparation for opening.

Total Email Mailing List	**270**
Total Applications	**250**

Events: Multi-day Summer Camp hosted at ASU focused on engaging confirmed enrolled students with prospective students.

Advertising: Continue advertising for specific grade levels with additional capacity through appropriate outlets depending on grade (eg. public library children's events,

outreach to preschools and schools with outgoing grade levels).

Communications: Press release about opening of school Continue Facebook and Google AdWords ads at $50 total per week focused on grade levels with remaining capacity. Update social media, website, mailing list. Parent/community newsletter to all enrolled and wait-listed families.

Engagement/Outreach Activities: Engagement/Outreach Activities: Continue paid canvassing at 2 canvassers at $10/hr for 8hrs/wk each. Continue school director and volunteer canvassing. Tabling outside Ranch Market, downtown Public Market, others. Outreach to local pre-schools, daycares.

August 2015 - Opening.

Events: Opening Event at facility with assistance provided with enrollment forms, giveaways of donated supplies, student/family orientations.

Advertising: Hold all paid advertising.

Communications: Parent/community newsletter to all enrolled and wait-listed families. Update social media, website, mailing list.

Engagement/Outreach Activities: Table at Stand for Children Back to School event. Hold all other activities if enrollment is met, continue canvassing if not.

C. Costs for Advertising and Promotional Activities

Figure C.2.2 enumerates the detailed costs of all planned advertising and promotion activities through August 2015. Expenditures are planned to maximize exposure to targeted populations in identified geographic regions and interests. Please note that the costs listed are full retail prices and therefore represent the highest possible cost, as many of these items may be discounted or donated to a non-profit school with an arts focus. All advertising and promotion, with the exception of radio ads, will be bilingual. All budgeted amounts are taken directly from vendor/provider estimates and posted rates.

Figure C.2.2 Advertising and Promotion Expenditures

TYPE	ITEM	VENDOR	QTY.	EACH	TOTAL
Events	September Community outreach event, rental & Informational event, supplies, flyers.				$100.00
	October Halloween event supplies, flyers.				$100.00
	November Fall Harvest event, supplies, flyers.				$100.00
	December Holiday gift making event, supplies, flyers				$100.00
	January MLK Day event, supplies, flyers				$100.00
	Valentine's Day event, supplies, flyers.				$100.00
	Spring Break Camp, supplies, flyers.				$300.00
	Cesar Chavez Day event supplies, flyers				$100.00
	Lottery event, supplies.				$200.00
	Earth Day event				$100.00
	Schools Out event, supplies, flyers				$100.00
	Parent's and Grandparent's Day event, supplies				$100.00
	Opening Event, supplies				$400.00
	Contingency supplies				$150.00
Printed Materials	Basic postcard with information about school.	PrintRunner[1]	2000	$0.09	$180.00
	Post-authorization postcards, two sided color	PrintRunner	4000	$0.04	$160.00
	Door hangers, two-sided color	PrintRunner	3000	$0.09	$270.00

[1] Obtained from an online quote from the company, PrintRunner.

	Car door magnets for canvassers/directors	VistaPrint[2]	8	$18.50	$148.00
	Custom stamps with logo	Staples[3]	4	$13.75	$55.00
	Banners for tabling, signage, 2.5' x 6'	VistaPrint	4	$45.00	$180.00
	Embroidered table cloth	4Imprint	1	$150.00	$150.00
Advertising	Facebook advertising (Dec 2014-Apr 2015), $25/wk	Facebook[4]	16	$25.00	$400.00
	Facebook advertising (May 2015- July 2015), $10/wk	Facebook	12	$10.00	$120.00
	Google AdWords (Dec 2014-Apr 2015), $25/wk	Google[5]	20	$25.00	$500.00
	Google AdWords (May 2015-July 2015), $10/wk	Google	12	$10.00	$120.00
	Radio Campesina ads (plus free late night), Jan 2015-Apr 2015	Campesina[6]	40	$50.00	$2,000.00
	NPR sponsor ads, Jan 2015-Apr 2015	NPR[7]	30	$10.00	$300.00
	Print ads in La Voz, Jan 2015-Apr 2015	La Voz[8]	8	$270.00	$2,160.00
	Online ads in La Voz, Jan 2015-Apr 2015	La Voz	monthly	$500.00	$2,000.00
	Grade level specific ads contingency	various	various	various	$257.00
Outreach	Canvassers, 2 @ 8hrs/week		480hrs	$10.00	$4,800.00

Total for Canvassers: $4,800

Total for Events: $2,050

Total for Printed Materials and Advertising: $9,000

[2] Obtained from an online quote from the company, VistaPrint.
[3] Obtained from an online quote from the company, Staples.
[4] Obtained from an online quote from the company, Facebook.
[5] Obtained from an online quote from the company, Google.
[6] Quote obtained from Rachel Sherman, Community Outreach Coordinator at the Cesar Chavez/Campesina Foundation.
[7] Obtained in an online quote from NPR.
[8] Obtained from an online quote from La Voz.