C.2 Advertising and Promotion Plan

Advertising and Promotion Plan

Desert Star Academy will fill the void of a high quality school in Mohave Valley, Arizona. A successful school must begin with a successful marketing, advertising and promotional plan designed to inform the public and create excitement among the community parents to enroll their children into a quality school. The official marketing plan will begin just following the approval of the charter application in January of 2014 and continue through the opening of the Academy's doors on August 4, 2014. Continued marketing and advertising will be essential to ensure the brand and mission of Desert Star Academy will resonate throughout the community. The marketing plan and advertising will continue until year three of operation or when the school has become established within the community and there is a waiting list of students ready to enroll. In a small community word of mouth and reputation will attract potential students faster than any type of print media. The focus of advertising and promotion is on personal contact and presence at community events followed by a strong digital and social media campaign.

Establishing Desert Star Academy Brand

Desert Star Preschool opened for business in January of 2012 with a small group of three and four year olds. Within a short three months the school is at full capacity. Desert Star Preschool, a feeder program for Desert Star Academy, offers the same high quality education for the early learner as will Desert Star Academy for the elementary aged child. The preschool was founded on the same educational beliefs and values as the proposed Desert Star Academy, offering parents of Mohave Valley a choice for high quality education. Parents have commented about how impressed they are with the learning taking place in the classroom and the progress the young scholars are making. The scholar's academic growth is evident from weekly informal assessments given to each young scholar, thus making the parents very happy and excited about the possibility of a full elementary charter school in the area. Parents have volunteered to serve on the Governing Board to help promote the values and beliefs of the school among the community. Parents also appreciate the personal attention and communication with the teacher and are promoting the program with enthusiasm and anticipation of the elementary charter getting approval. Young scholar success stories have initiated the word of mouth promotion and brand recognition. The satisfaction parents are expressing reinforces the commitment to the values Desert Star will offer the families of Mohave Valley.

Advertising and Promotion Campaigns

The advertising and promotion will be provided by Desert Star Preschool for the first full year of operation. Both schools will be marketed and promoted as one organization. In Mohave Valley, word of mouth and a personal approach is the most effective means of advertising over purchasing radio or print ads. It is a very small community with limited advertising resources

available. The School Director and several board members are very active members in the community and are promoting the school at Little League games, church and community events, as well as throughout the Fort Mojave Indian Tribe events. In addition to word of mouth, the primary means of advertising will be: Booths and displays at local community events, information tables at of Wal-Mart, Safeway and Target, posters and brochures at designated local businesses, and flyers, doorknockers and posters. The local print shop has volunteered to print 3000 flyers and 500 doorknockers as a donation to the school. Aaron's Sales and Lease will donate banners to be used for weekend displays and booths along with youth water bottles for community exposure. The brand recognition began in December, 2011 300 postcards delivered to neighboring housing communities with the intent of recruiting ten young scholars for the preschool. At capacity, the preschool continues to promote the values and beliefs within the community that will expand into Desert Star Academy once approved as a charter school.

Student Enrollment and Budget

The goal is to open Desert Star Academy on August 1, 2014 with 85 scholars and 215 students by year three. The promotion and advertising campaigns will continue each year until the school reaches a capacity of 500 scholars in years four or five. A projected enrollment of 215 scholars in year three calculates to ten percent of the existing students attending the area district and charter schools. Word of mouth and scholar success will build the reputation and the enrollment figures are likely to increase. The amount budgeted for marketing and advertising increases over the first three years to ensure the scholar population will support the three year projected budget. Initially, Desert Star Preschool will include Desert Star Academy in all marketing and advertising through August 1, 2014. After August 1, 2014 when the state equalization money becomes available the projected budget will be $4,000 in year one, $6,000 in year two and $10,000 in year three. The budget will include print advertising, posters, and banners to hang throughout the community as well as digital media to include website and Google ads.

Timeline and expense requirements

Timeline	Strategy	Outcome	Responsible	Cost
January 2014	Meet with community and business members to promote school mission (Valley View Hospital, Pediatricians, Kiwanis Club, 4-H Organization, youth sports	School Director and Board are aware of influential parents and community members to collaborate with in future efforts to promote and advertise the	School Director and Board members	Time and mileage donated

	events)	school.		
January 2014	Create a website promoting school mission, values, program offerings, preschool scholars success stories and parent endorsements	Influence community and target population to enroll in Desert Star Academy	School Director	$150.00 to reserve the URL address. Paid for by Desert Star Preschool Quote from Awesome Printing
January 2014 ongoing monthly	Update website with new information, pictures or interesting facts	Invest interested families and foster the school / family relationship as a committed value of the school	School Director	Time and labor will be donated
January 2014	Create a Facebook page and solicit friend requests	Build relationships with potential families to enroll	School director	Time and labor will be donated
February 2014	Create an email newsletter to be sent to potential students	Build awareness of Desert Star Academy's mission and values Foster relationship with community families	School director	Time and labor will be donated
April 2014	Distribute 5000 mailers to area homes advertising kindergarten sign-ups	Screen students and enroll for the upcoming school year after the charter contract is signed	School director Board Members	Mailer $624.00 Bulk postage $535.00. Paid for by Desert Star Preschool. Quote from Awesome Printing
April 2014	Canvass Mohave Valley and Fort Mohave	Invite parents to enroll students for the fall	School Director Board Members	50 Color posters $101.50 Quote from

	businesses to hang 50 posters	opening		Awesome Printing
April 2014	Hang three 4 x 8 foot banners in strategic community locations to attract new students	Community awareness of Desert Star Academy and mission	School director	$500.00 Quote from Ryan's signs Desert Star Preschool Ad budget
April – July 2014	Set up display tables with brochures, flyers, pictures of preschool students, site map of Desert Star Academy (Safeway Ft. Mohave, Target –Bullhead City, Wal-Mart-Bullhead City, Valley View Hospital –Fort Mohave, Post	Enroll students, compile email addresses and begin investing enrolled families into the school	School Director Board Members	250 trifold brochures $250.00 250 flyers $25.00 Display board $50.00. Desert Star Preschool Advertising budget
June 2014	Contact "Our Town Magazine" for a feature cover and story	Ensure community is aware of mission and values. Recruit and enroll	School Director	$500.00 Ad space and complimentary cover picture with ad purchase Desert Star Preschool budget
June 2014 – August 2014	Place an ad in "Ads Pay" circular	Recruitment of new scholars	School Director	$300.00 for 1/6 page ad Desert Star Preschool budget

July 2014	Deliver 5,000 door hangers to community houses	Continue enrolling students and investing families	School Director and children. Board Members and children.	$450.00 quote from Awesome printing Desert Star Preschool budget
July 2014	Host an open house for enrolled families with a BBQ. Give school tours Invite local newspaper and have a ribbon cutting.	Introduce school to community. Enroll students. Goal is to have 75 enrolled students.	School director Board members Hired teachers	$200.00 for food and drinks. Sponsored by a local business or businesses.
August 2014	School Opens for the first day	Met enrollment goal, all scholars report on first day	Desert Star Academy Staff	No additional cost

Marketing, promotion and fundraising will continue on past year three as the enrollment cap is not anticipated to be complete until years four or five. $8,000 was budgeted for year three to continue promoting the school within the community and reinforcing the mission and vision of Desert Star Academy.

Enrollment Procedures

Desert Star Academy will adopt the following enrollment procedures complying with ARS 15-184

All families interested in enrolling their child(ren) at Desert Star Academy will be required to complete the following steps and participate in the following enrollment process:

- Families submit an application during the Open Enrollment Period. This period lasts from the first business day after charter authorization and after the charter contract is signed through the third Thursday of March at 5:00 PM (Y1 – March 21, 2014).
- If application exceeds the number of available spaces, Desert Star Academy students, the school will hold a random, public lottery. All prospective students must participate in the lottery.
- Lottery occurs on the first Thursday of April at 7:00 PM (Y1 – April 4, 2014).
- Once all of the open seats in a grade level have been filled, Desert Star Academy will draw for the order of the waiting list.

- All families are notified in writing within one week of the lottery of their child's status.
- Families complete and submit Intent to Enroll paperwork within two weeks of the lottery date, including a signed acceptance letter and enrollment packet.
- Families attend two parent and student orientation: April 30, 2014 and July 30, 2014.
- Preference will be given to children of Board members, faculty and staff of the school and siblings of already enrolled scholars.
- Desert Star Academy will limit the enrollment of scholars per class as follows:
    - 20 kindergarten and first grade students per class
    - 25 students in grades 2 through 6 grade

Desert Star Enrollment Packet

The following forms will be compiled to create an enrollment packet to be given to all interested families.

- Cover page welcoming and thanking families for their interest in Desert Star Academy. The mission statement and brief education philosophy will be included.
- Information and demographic page. (Name, address, contact numbers, email address, place of employment or contact information of parents).
- Emergency and medical release form
- Application for free and reduced lunch
- Request for Release of Student Records
- Student immunization records
- Home Language Survey
- Waiver allowing Desert Star Academy to release pictures of scholars for advertisement, website or Facebook page
- Desert Star Academy's school hours and yearly calendar
- Parent volunteer form listing annual events or celebrations in which a parent or family Member can volunteer and a sign up for the Parent Advisory Panel to be created in year two.