Business Plan
C.2 Advertising and Promotion

Advertising and Promotion Plan

ECA students will likely come from the targeted population areas found in section A.2. The marketing, communication and recruitment methodologies will be provided by the EMO and will utilize proven methods to attract students. This marketing and recruitment process implemented by the EMO has been used and improved over many years and has demonstrated that it is highly effective. The EMO has approximately 60,000 students as a result of the approach.

At full capacity, the Early Career Academy will have 240 total students, 120 in both eleventh and twelfth grades. The first year will be comprised only of incoming eleventh grade students, or 120 total students.

Grade Level	Year 1	Year 2	Year 3
11th Grade	120	120	120
12th Grade	0	120	120
Total	120	240	240

Table C.2.1: Enrollment Goals for Years 1-3

The marketing department from the EMO will be tasked with developing and executing the advertising/promotion plan. They use a data-driven process that is continually optimized to ensure only the best strategies and methods for recruiting students are used which insures resources are being allocated appropriately.

A variety of media outlets will be utilized to promote the innovative mission of ECA. The key will be to inform the community that ECA will provide a public high school experience with programs of study that blend traditional academic content with applied learning concepts resulting in both a high school diploma and an associate's degree at no additional cost. ECA programs of study are designed to educate students with specific practical skills that are practical and relevant today in a wide variety of employer organizations. This message will be delivered by, but not limited to social media, website, posters, door hangers, pamphlets, surveys, radio ads, e-mail campaigns, telephone campaigns, television ads, press releases, and interviews by the local director.

Local, school based activities, will supplement the process to help reach families that are traditionally less informed about educational opportunities. These include visits to community centers, churches, community leaders, clubs, word of mouth campaign in local neighborhoods and apartment complexes, social service agencies and open houses. Open Houses will be held to allow interested parents and students to tour the school and learn about the programs. In addition, packets of information will be available for interested parents and students at Open Houses and on the school's website.

Associated Costs

The EMO, as part of the services provided, creates and implements the promotional plan which will utilize decades of experience marketing and recruiting students in the Phoenix area. The EMO operates 3 ITT Tech locations in Phoenix and 1 in Tucson and has built strong brand recognition in the target populations for these locations. The Tempe location has been an ITT Tech campus since around 1985 and is well regarded by the community it serves. This goodwill can be leveraged for ECA and assist ECA is recruiting students.

As a result of its experience, the EMO will continue to leverage the best cost-effective strategies based on data-driven research. Funds have been set aside for each year for advertising and promotional purposes:

$24,972 in Year 0, $13,972 in Year 1, and $5,000 in Year 2. The larger sums in Year 0 and 1 are for the start-up costs to develop the website and commercials to inform the community about the new charter school. As the school develops word of mouth and targeted campaigns will drive enrollment in the school. The costs listed below are for information purposes only as they have not been agreed upon by the governing board of the charter school.

Table C.2.2: Marketing Strategies and Associated Costs

Action Item – Year 0 Only	***Cost***
Website Development – One-time cost	$ 11,000.00
Action Item – Year 0 and 1	
Radio Commercial - announcer read to keep cost down (two months)	$ 8,300.00
Cable taggable campaign - 10 sec spot with logo and website	$ 500.00
iHeart Radio (only local stations) (4 weeks 1 spot per station a day)	$ 700.00
Action Item - All	
Collateral - 8.5 x 11 (take-a-ways)	$ 1,105.00
Collateral - Poster	$ 160.00
Newswire Press Release	$ 200.00
Social Media	$ -
EMO faculty, graduates, and employers - email campaign	$ 40.00
Door-to-door canvas marketing (volunteer)	$ -
Interview with local radio/tv	$ -
ITT Technical Institute hosts high school students for tours, events	$ -
Open Houses (as needed)	$ 250.00
Attend meetings for community groups/local business/churches	$ -
Participate in local fairs/festivals (list from Chamber of Commerce)	$ 250.00
Leave school information at Community recreation centers, barber and beauty shops, libraries, restaurants and other local businesses.	$ -
Direct-Mail Campaign	$ 2,347.00
E-mail Campaign - targeted to 2015-2016 10th & 11th graders	$ 120.00
Total	**$ 24,972.00**

Available Sources for Promotion Plan

The EMO utilizes the buying power of a larger company with over 130 postsecondary schools to obtain quotes from various vendors including Metropolitan Printing Service, Office Max, Exact Target, Targus, and an ad agency, Communications Group, Inc. The charter school will receive the best pricing for quality services that otherwise would not be available to a smaller organization. Marketing materials, web design, and advertising costs in radio and television are just a few of pricing benefits the ECA will receive. This allows for a greater initial penetration in the market and the ECA message will be directed to more of its targeted population.

Table C.2.2: Start-Up Marketing Time Line

Month	Action Item
Nov-14	Open Enrollment Begins
	Website Development – One-time cost
	Community Surveys
	Social Media
	ITT Tech graduates, students, faculty, staff - email campaign
	Social Media
Month	**Action Item**
Dec-14	Community Surveys
	Social Media
	ITT Tech graduates, students, faculty, staff - email campaign
	Social Media
Month	**Action Item**
Jan-15	Collateral - 8.5 x 11 (take-a-ways)
	Collateral - Poster
	Leave school information at Community recreation centers, barber and beauty shops, libraries, restaurants and other local businesses.
	Social Media
	Attend meetings for community groups/local business/churches
	Participate in local fairs/festivals (list from Chamber of Commerce)
	ITT Tech hosts high school students for tours, events
	Social Media
	E-mail Campaign - targeted to 2015-2016 10th & 11th graders
	Direct-Mail Campaign
	Leave school information at Community recreation centers, barber and beauty shops, libraries, restaurants and other local businesses.
	Interview with local radio/tv
	Newswire Press Release
	Open House / School tours
	Door-to-door canvas marketing
	Advertise in church, high school and other community newsletters
	Attend meetings for community groups/local business/churches
	Participate in local fairs/festivals (list from Chamber of Commerce)
	Have a photo contest with Instagram or Vine
	ITT Technical Institute hosts high school students for tours, events
	Social Media
Month	**Action Item**
Feb-15	E-mail Campaign - targeted to 2015-2016 10th & 11th graders
	Cable taggable campaign - 10 sec spot with logo and website

	iHeart Radio (only Q95 and X103) (4 weeks 1 spot per station a day)
	Radio Commercial - announcer reads to keep cost down
	Door-to-door canvas marketing
	Advertise in church, high school and other community newsletters
	Attend meetings for community groups/local business/churches
	Participate in local fairs/festivals (list from Chamber of Commerce)
	Have a photo contest with Instagram or Vine
	ITT Technical Institute hosts high school students for tours, events
	Social Media
Month	**Action Item**
Mar-15	E-mail Campaign - targeted to 2015-2016 10th & 11th graders
	Radio Commercial - announcer read to keep cost down
	Door-to-door canvas marketing
	Advertise in church, high school and other community newsletters
	Attend meetings for community groups/local business/churches
	Participate in local fairs/festivals (list from Chamber of Commerce)
	Have a photo contest with Instagram or Vine
	ITT Technical Institute hosts high school students for tours, events
	Social Media
Month	**Action Item**
Apr-15	Door-to-door canvas marketing
	Advertise in church, high school and other community newsletters
	Attend meetings for community groups/local business/churches
	Participate in local fairs/festivals (list from Chamber of Commerce)
	Have a photo contest with Instagram or Vine
	ITT Technical Institute hosts high school students for tours, events
	Social Media
	Lottery draw if needed for any grade level with excessive qualified applicants
Month	**Action Item**
Aug-15	First Day of School Aug 17, 2015

The Start-Up costs described in the above narrative have been included as the Year 0 budget. The same budget is used for Year 1 with the exception of the website development. The promotional plan after budget year one will convert to that of maintaining the presence of the ECA as the quality of the school and the opportunity being delivered will be passed along by word of mouth in the community.