Maricopa Institute of Technology (MIT) will partner with Riverside Elementary School District #2 (RESD2) to advertise and promote MIT. MIT will be responsible for the cost of its own marketing efforts.

A. **Advertising and Promotion Plan for Student Recruitment**

MIT will set enrollment capacity annually. MIT will have 150 students in each grade level 9th - 12th grade. In the first year, MIT will begin the 2016 school year with 150 students in ninth grade, and continue to add a grade level each school year. The following are the enrollment goals for the first three years at MIT.

Grade Level	Year 1	Year 2	Year 3
9th	150	150	150
10th	0	150	150
11th	0	0	150
12th	0	0	0
Total	150	300	450

Table C.2.1: Enrollment Goals for Years 1, 2, and 3

Maricopa Institute of Technology intends to market to students currently enrolled in the RESD#2, surrounding charter schools, and public school districts within a 10 mile radius of the MIT physical location on Jones and 55th Avenue.

First, MIT will begin marketing to serve the Riverside community by providing an option for parents who want to continue sending their children to a Science, Technology, Engineering and Math focused college preparatory school.

The Riverside Elementary School District community survey was conducted amongst parents with children between the school ages of pre-kindergarten and 12th grade within the District and its immediate periphery. The purpose of the survey was to gain a better understanding of public opinion regarding the District's performance: why parents sent their children to other schools; the level of support for a potential Science, Technology, Engineering and Mathematics (STEM) High School; and areas of improvement.

Mario E Diaz and Associates (MED) designed and administered this survey that was conducted in two phases. The first phase was conducted from November 12, 2013 to November 18, 2014 using live calls to residents within the District. In the second phase, MED utilized a door-to-door community effort from December 9, 2013 to December 15, 2013 to conduct surveys. The survey revealed that nine-in-ten people within or around the District would consider sending their child or children to a Science, Technology, Engineering, and Technology High School.

The baseline enrollment goals for 9th grade are based on current enrollment numbers for the RESD#2 and recruitment from surrounding middle schools.

RESD#2 is currently in the process of moving the elementary and middle school into a Partial Immersion Stem Model for the 2015-16 school year. The Partial Immersion Model involves planning and implementing STEM-related experiences that are integrated into the regular curriculum. In 2016-17, the RESD#2 and MIT administration will implement a Full Immersion Model with the development of a comprehensive program of a K-12 STEM pipeline to Higher Education.

Riverside Elementary School District #2 (RESD#2) and Maricopa Institute of Technology (MIT) administration will begin planning a marketing strategy utilizing the school district's current web page, Facebook, internal newspaper, and business advertisements. Any promotion of the district schools will also include MIT charter information.

First, RESD#2 and MIT will work with a marketing firm to develop a logo, coat of arms, and the MIT website by April of 2015. The MIT website will be linked to the RESD#2 website and begin with an introduction of the Headmaster and highlight the construction of the facility that RESD#2 will lease to MIT. MIT's recruitment will initially begin with the Headmaster and a committee of community members interested in promoting and planning recruitment activities for MIT. The Headmaster's enrollment office will be located at the Riverside District office from April 2015 until April of 2016. The enrollment office has the necessary telecommunication to ensure the Headmaster provides responses to information and enrollment information through phone calls or the MIT website.

In May during the Spring Forward program (7th grade begins 8th grade schedule), MIT will begin reaching out to eighth grade students and parents at Kings Ridge (RESD#2 middle school). During the two week Spring Forward Program, the MIT administrator will begin with planning monthly meetings for parents who are interested in sending their children to MIT. MIT will support the RESD#2 Spring Forward program to recruit the students into the MIT STEM orientation program at the end of each school year. The Headmaster will establish an MIT committee of community members to aide in recruiting students and work with the MIT administrator to host and plan the monthly student recruitment meetings.

The monthly RESD#2 newsletter will have information regarding dates and locations for the MIT monthly informational meetings. Informational meetings will be held beginning in August, September, October, November, December of 2015 and January through May of 2016. MIT administration will encourage families to bring friends, family, and neighbors to the community meetings. The meetings will serve to inform the community regarding the MIT academic pre-advanced placement (AP), AP, Science, Technology, Engineering and Math (STEM) facility, and full immersion STEM Program and parents will fill out an intent to enroll so we may contact them during the course of the year.

Secondly, in order to reach our enrollment goals, MIT will begin to build relationships with middle schools within a ten mile radius of the MIT College Preparatory to recruit ninth graders

from charter and public middle schools. MIT will request names and addresses of eighth grade students from the middles schools and contact parents to provide them with information about MIT. Parents who would like their child (children) at MIT will be asked to fill out an MIT intent to enroll through the MIT website or at a community meeting. Also, MIT Headmaster will develop relationships with the middle schools to establish monthly school visits and attendance at school events to share information regarding the MIT academic pre-advanced placement (AP), AP, facility, and full immersion STEM Program, and internship programs through community partnerships. The meetings will serve to inform the community about MIT and parents will fill out an intent to enroll so that we may continue to contact them during the school year.

Next, MIT will contact community partners, businesses, and other stakeholders in the community to schedule meetings to share information about MIT, recruit partnerships for the development of an internship program and our MIT website. MIT administration will attend events in the Riverside community to hand out information about MIT and establish relationships in the community such as churches, community centers, and organizations who provide social services. The MIT committee and MIT administration will hand out informational flyers to neighboring communities around Kings Ridge, Riverside Elementary businesses, and the neighborhood around the future MIT facility. MIT Headmaster will use the MIT website to update enrollment information and construction pictures of the facility, and include pictures from monthly meetings. MIT will also use the website to run promotions and contests about MIT for students with intent to enroll forms. Students will be given MIT prizes; pens, pencils, and other marketing promotions. The promotions and informational meetings will continue until school begins in July of 2016 or until the enrollment goal is met, whichever comes first.

Lastly, MIT will run a “bring a friend” to fill out an intent to enroll at one of our open houses, May, June, and July of 2016 to meet the enrollment goal of 150 ninth grade students. The promotions and enrollment meetings will continue until school begins in July or the student enrollment goal is met.

MIT will survey parents by putting a questionnaire in the enrollment packet to obtain information about how they heard about MIT. This will be recorded as we continue our marketing efforts. MIT will update the monthly marketing calendar using the results from the questionnaire. These four basic methods of enrollment will continue, with roughly the same monthly timeframe, during Years 2 and 3, although they will be adjusted to reflect successful practices for advertising and promotion discovered in Year 1. Enrollment will be adjusted yearly at each grade level to reach the enrollment capacity goal of 600 students.

Promotional Materials

Estrella Educational Foundation (EEF) will provide MIT with marketing, advertising, and promotional services. MIT and Riverside will obtain the services of a marketing firm to develop marketing materials and develop the website for each school as part of a year-long marketing

plan. Advertising and promotion will be done utilizing the school District's current web page, Facebook, Billboards, internal newspaper, mailers, and business advertisement. The local newspaper and Arizona Republic will also be utilized to showcase the school. Any promotion of the school district schools will also include charter information.

The marketing firm will develop for MIT:

School logo and the coat of arms---Partnership with Riverside Elementary District #2 (Partnership with RESD#2)

Marketing materials such as brochures, signage, folding informational materials (Partnership with RESD#2)

Promotional materials for usage on school visits

Website (Partnership with RESD#2)

Newsletter (Partnership with RESD#2)

Marketing materials will be ready for distribution in April of 2015. Materials will be available for all of the community meetings listed and the community outreach. Estrella Educational Foundation will provide advertising and promotion support at no cost to Maricopa Institute of Technology as part of its support services.

B. Plan Costs

Marketing development of school identity: logo, coat of arms, (Partnership with RESD#2)

Marketing development of the MIT website (Partnership with RESD#2)

$5,000 for the development of school identity and website

Brochures (Partnership with RESD#2) $1,000.00

Flyers (Partnership with RESD#2) $400.00

Mailers or Postcards (Partnership with RESD#2) $900.00

Stationary: letterhead, envelopes, business cards (Partnership with RESD#2) $1200

$3,500 for partnership with Riverside Elementary School District #2

Signage: Banners, vinyl signs (Partnership with RESD#2) $500.00

Mass mailings with brochures, door hangers, flyers about MIT Programs

Advertising in newspapers, websites, and local businesses—$1,500

Advertising and promoting MIT at surrounding middle schools—No Cost

Open Houses, Enrollment Evenings, Student and Parent Tours once the facility is built ---No Cost

Total Cost $10,500

C. Determining Plan Costs

The costs for the above marketing costs are the responsibility of Estrella Educational Foundation/Maricopa Institute of Technology. Costs are provided by various vendors.

D. Timeframe for Advertising and Promotion Plan

The marketing calendar for advertising and promotion is based on the narrative above.

Month	Marketing Action Steps	Person Responsible
April 2015	RESD#2 and MIT will work with marketing company to assist in developing an MIT logo, Coat of Arms, website and a marketing plan	Headmaster and RESD#2 administrative team
May 2015	**Spring Forward**-meetings with parents and students who are interested in attending MIT Parents begin signing letters of intent to enroll RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. **Establish MIT marketing committee**—Develop a committee of community members to work with Headmaster to host and plan future monthly MIT informational meetings Local Newspaper and Arizona Republic	Headmaster
June 2015	**Monthly MIT informational meetings with stakeholders in the community** Marketing and promotional materials available.	Headmaster
July 2015	**Monthly MIT informational meetings stakeholders in the community**	Headmaster

August 2015	**Host Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Establish contacts with middle schools within a ten mile radius of MIT Enrollment office located at the Riverside District office August –April of 2016. **Monthly MIT informational meetings with stakeholders in the community** Website promotions Local Newspaper and Arizona Republic	Headmaster
September 2015	**Host Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. **Monthly MIT informational meetings with stakeholders in the community** Website promotions	Headmaster
October 2015	**Host Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. **Monthly MIT informational meetings with stakeholders in the community** Website promotions	Headmaster
November 2015	**Host Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc.	Headmaster

	Monthly MIT informational meetings with stakeholders in the community Website Promotions	
December 2015	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Monthly MIT informational meetings with stakeholders in the community Website promotions Goal of 50 students with intent to enroll	Headmaster
January 2016	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Website promotions Monthly MIT informational meetings with stakeholders in the community Middle School Visits	Headmaster
January	Charter Application Approved **Local Newspaper and Arizona Republic**	Arizona State Board for Charter Schools
February 2016	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc.	Headmaster

	Monthly MIT informational meetings with stakeholders in the community Middle School Visits	
March 2016	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Website promotions Monthly MIT informational meetings with stakeholders in the community Middle School Visits	Headmaster
March	Charter Contract signed RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Website promotions **Local Newspaper and Arizona Republic**	Arizona State Board for Charter Schools, Estrella Educational Foundation, Authorized Representative
	Families contacted to complete enrollment paperwork School Information and Enrollment Packets Goal of 100 students with intent to enroll	Families, Office Manager/Registrar
April 2016	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll.** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Website promotions Monthly MIT informational meetings with stakeholders in the community Middle School Visits Open House at new facility	Headmaster

May 2016	**Monthly MIT informational meetings for students and parents, parents sign intent to enroll.** RESD#2 Newsletter with information regarding STEM/ MIT Construction/etc. Website promotions Monthly MIT informational meetings with stakeholders in the community Middle School Visits Open House—"Bring a friend" at the MIT facility **Local Newspaper and Arizona Republic** Goal of 150 students with intent to enroll
June 2016	**MIT informational meetings for students and parents, parents sign intent to enroll.** **Local Newspaper and Arizona Republic** **Open House at New Facility**
July 2016	School begins on July 18, 2016 **Local Newspaper and Arizona Republic** Enroll 10 students before school begins **Total Enrollment 160** **Goal of 150 students attending**

Table C.2.2: Marketing Timeframe for Advertising and Promotion Plan