C.2 ADVERTISING AND PROMOTION

This section will describe the advertising and promotion plan to attract parents and students to the school that will support the number of students and state equalization assistance included in the Three Year Operational Budget. It will provide a clear description of a viable plan with associated costs and a time frame to reach FES' targeted enrollment figures.

ADVERTISING AND PROMOTION PLAN

Focus Education Services will use various marketing mediums to attract high school students and reach the projected enrollment numbers found in the 3 year financial forecast. The target enrollment for year 1 is 85 students, year 2 is 255 students, and year 3 is 425 students.

	Year 1	Year 2	Year 3
Total Enrollment	**85**	**255**	**425**

Table C.2.1: Focus High Projected Enrollment

To reach projected enrollment, FHS will use the following advertising and promotion efforts:

- Community Outreach Programs
- Web and Social Media
- Direct Mail
- Flyer Delivery
- Open House Events
- Print, Radio, Billboard

FHS will begin by focusing efforts on low-cost marketing campaigns such as leveraging existing business and community relationships while simultaneously targeting parents and students via social media outlets (Facebook, Twitter, Pinterest), direct mail, and flyer distribution. As our student population grows, we will allocate 3-4% of our annual revenue (approximately $250/student/year) toward future marketing and advertising efforts. As we expand beyond our three year goal of 425 students, we will continue to market and strengthen our educational brand by incorporating additional methods that are more efficient in an economy of scale such as radio, billboard, and print advertising.

The images below illustrate a progression and timeline of FES' intended marketing plan in addition to ongoing web, word of mouth, and social media promotions:

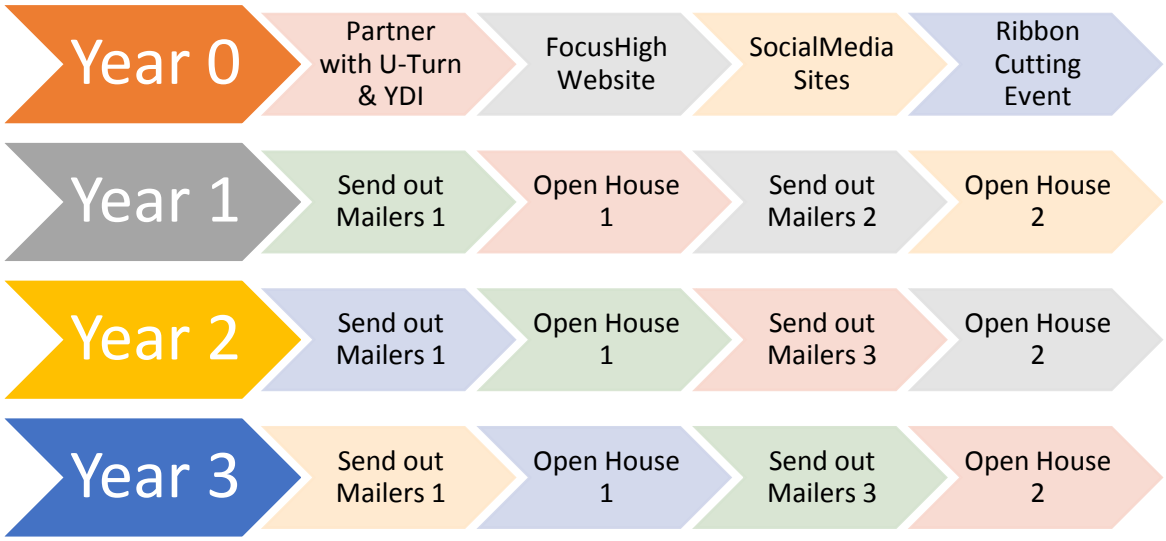

Image C.2.1: Marketing Progression

The following table further details the timeframe and action plan illustrated above:

Timeframe	Details and Action Steps	Responsible Party & Cost
August 2015	Reach out to the U-Turn Foundation (U-Turn provides housing and counseling services to 30 high school aged youth, and outpatient counseling services to an additional 40 high school aged youth)	Principal and Board $0
November 2015	Reach out to Youth Development Institute (YDI provides housing and counseling services to 177 high school aged youth)	Principal and Board $0
February 2016	Launch Social Media Sites Create FB and Twitter Accounts for Focus High	Principal and Board $0
March 2016	Launch Website (Launch website with relevant enrollment	Principal and Board $2,000

	information)	
May 2016	Flyer Delivery #1 Deliver 9,000 door to door post-card flyers in the area directly surrounding the community – Announce School Opening and Invite to Ribbon Cutting Ceremony	Principal and Board $1,530
May 2016	Ribbon Cutting Ceremony (Host a Ribbon Cutting Ceremony with a notable representative from the community)	Principal and Board $150
June 2016	Flyer Delivery #2 Deliver 9,000 door to door post-card flyers in the area directly surrounding the community - – Announce Special Guest Speaker and invite to attend	Principal and Board $1,530
June 2016	Host an Open House with a Special Guest from the Community. Contact a community member who relates to and connects with our target population and also possesses relevant STEM skills and/or achievements	Principal and Board $150
July 2016	General Open House Host an on-campus Open House to welcome the community, currently enrolled students and their families, and prospective students and their families	Principal and Board $150

Table C.2.2: Marketing Timeline and Cost Estimates

COMMUNITY PARTNERSHIPS

The first method mentioned is to leverage existing business and community relationships. Mr. Kellis has an existing relationship with the U-Turn Foundation. This organization provides

housing and inpatient counseling services to 30 teenagers in Maricopa County and outpatient counseling services to an additional 40 high school aged teenagers. While these students currently attend Mesa High School and East Valley Institute of Technology (EVIT), the owner has expressed interest and willingness to relocate them to a school that offers a more focused approach to their specific needs. There are 30 students grades 9-12 that are currently housed and serviced by The U-Turn Foundation. By fostering a relationship that benefits both the U-Turn Foundation and Focus High, we can potentially meet much of our campus enrollment needs before a single dollar is spent on any marketing efforts. In addition to U-Turn, there are other group homes such as Youth Development Institute (YDI) that operate homes and provide similar services within our service radius that could benefit from our high school model. In addition to these community outreach efforts we will also employ traditional advertising efforts such as those described below.

COMMUNITY OUTREACH AND PUBLIC EVENTS

In addition to fostering community relationships, we will also host events that promote awareness and foster enthusiasm for our school within our target communities. Here is a specific plan for three possible events that we will host before opening our first site:

The first event will be a ribbon cutting ceremony with a prominent member of the community. One potential candidate would be AZ Congressman Matt Salmon. Congressman Salmon was instrumental in establishing legislation to create and expand charter schools in the state of AZ.[1] He is a strong advocate of choice and specialization when it comes to education. As a returning Congressman and a family friend of Sterling Kellis, Matt Salmon will be invited to speak to prospective students, parents, and organizational stakeholders on the importance of quality education and choice.

The second community event will seek to promote our technology rich learning environment. Community guest speakers and entrepreneurs will share their experience of how education and technology have impacted their careers. The board will leverage their community contacts to find appropriate guests. One prospective guest speaker may be Rob Gardner, who has had success creating and animating video. He was a grand prize, million-dollar winner for Amazon's best original movie contest and has also written, composed, and scored music for Hollywood.[2]

The final event will be an open house that will showcase our educational philosophy. Parents and prospective students will be invited to tour our site to meet with teachers and

[1] Education Flexibility Partnership Act (H.R. 800). Retrieved from: http://www.gpo.gov/fdsys/pkg/CREC-1999-03-11/pdf/CREC-1999-03-11-pt1-PgE424.pdf
[2] http://www.azcentral.com/community/mesa/articles/2012/03/01/20120301residents-princesses-named-best-test-movie.html

administrators and tour our facilities. We will offer a brief presentation and complimentary refreshments.

FES believes it is important to involve the local community and share successes from within the community. Community activities such as these involve community members that have accomplished things our students will aspire to achieve. Marketing towards events such as these will garner attention and support for the type of education our school will offer.

The cost for these events is minimal. The guest speakers will volunteer their time, and we will offer refreshments following the event that will cost approximately $150 per event. In an effort to promote these events and Focus High School's features and benefits, we will distribute direct to door flyers. The cost to print each postcard sized flyer is $0.065.[3] These are full color on the front and black and white on the back. The cost to deliver each flyer door to door is $0.105.[4] The total cost to deliver a full color, post card to each home is $0.17. According to U.S. census data, there are approximately 1,000 homes or apartments per square mile within our target demographic. We will deliver to 9 square miles with our site location located at the center. With an average of 9,000 homes, the total cost per delivery will be $1,530. From past flyer delivery experience, the conversion ratio for attracting new high school students via flyers is 1 student per 1,500 flyers, with diminishing returns occurring after 2 deliveries to the same geographic area. Therefore, if we target an area of 9 square miles twice, we would expect to acquire 12 prospective new students at a cost of $3,060, or $255/student. This number is equal to our marketing allocation of 3-4% per student per year as sited above.

In addition to hosting open houses ($150/event), establishing community partners ($0), and direct flyer distribution ($1,530/9,000 homes); our marketing efforts will also include building a website estimated at $2,000 (Ally Web) and establishing and promoting social media accounts through Facebook and Twitter ($0). It should be noted that establishing community partners and developing and maintaining social media accounts are shown as $0 marketing expense because, although they do have a labor cost, these responsibilities will be part of the job description of the administrator and role of a volunteer board member for the first 3 years of operations and therefore not allocated to marketing.

[3] Quote from Alphagraphics
[4] Quote from Jet Flyer Delivery