The Grande Innovation Academy will conduct a transparent and diverse marketing campaign. The marketing campaign will be based off of the strategies implemented to promote The Odyssey Preparatory Academy. The three years of promotion for that charter gave the marketing team good insight into what worked and what didn't. By far referrals and word of mouth were the most successful ways to gain new scholars. Placing an ad in the movie theater had the poorest results, but cost the most.

Upon authorization, The Grande Innovation Academy will begin its official recruitment campaign and extensive parent outreach as the school makes the transition from The Odyssey Preparatory Academy to The Grande Innovation Academy. The strategy is designed to generate awareness that parents have a right to choose an alternative to traditional public education with one alternative being a charter school.

A. Advertising and Promotion Plan for Scholar Recruitment

The Grande Innovation Academy will likely retain currently enrolled scholars while also enrolling new scholars at a high rate. All scholars, current and new, will have to complete Grande Innovation Academy registration forms.

Recruitment Campaign

Based on analysis of market needs and trends, parent personas and competition, a core strategy will be developed to position The Grand Innovation Academy as the choice for scholars that want the best opportunity for acceptance in the best universities. With this in mind, the campaign with a core message and call to action will be developed: Path to Innovation.

Key inbound marketing tactics will highlight the following:

- The Grande Innovation Academy provides an innovative education that prepares them for college and university rigor.
- The Grande Innovation Academy offers full day, free kindergarten.
- The Grande Innovation Academy offers Path to Potential Gifted Education for those that qualify in the 97% or higher.
- The Grande Innovation Academy offers Fab Lab for digital creation of projects aligned with the curriculum.
- The Grande Innovation Academy offers small classes- capped at 25: 1st-8th and capped at 20 in kindergarten.
- The Grande Innovation Academy offers outdoor education with a full size garden and aquaponics.
- The Grande Innovation Academy offers science and social studies everyday using the Core Knowledge curriculum.

- The Grande Innovation Academy offers the school as a place in the community including events and classes that go beyond the school day such as exercise and yoga classes.

2016-17 Advertising and Promotion Calendar

January-August, 2016

The Grande Innovation Academy plans to recruit in the greater Casa Grande community as well as outlining areas such as Coolidge, Florence, Eloy and Arizona City. Referrals from current scholars and word of mouth bring in the biggest gains. The Odyssey Preparatory Academy has had a 98% re-enrollment rate for the last two years. We anticipate that to remain true as we transition from Odyssey to The Grande Innovation Academy. By attending local events and talking with people about the school and the values it was founded on has worked well for Odyssey. The Executive Director will hold informational nights during January and February. In March the Annual Spring Fling will also be used as an opportunity to discuss the transition. Then in April and May another parent night will be held. The parent nights will focus on the transition from The Odyssey Preparatory Academy to The Grande Innovation Academy. The meetings will include ideas and materials such as:

- Generating community awareness
- Brochures with program information
- Banners with new name and logo
- Newspaper ads that will target enrollment, school culture, teacher employment and up and coming events.

Additionally, website design and regular social media postings will occur to promote the informational nights, spring events held at the school and opportunities to tout the school.

June and July, 2016

The Executive Director and Academic Coach will continue to promote The Grande Innovation Academy and recruit scholars and teachers as needed based on registrations.

August, 2016

The Grande Innovation Academy will open its doors August 15, 2016 with 500 scholars and 21 classroom teachers. Table C.2.1 shows the costs of the advertising and promotional campaign.

Table: C.2.1 Cost of Advertising and Promotional Campaign: Start-Up Phase

Item	Timeline	Cost

Website Design	January 2016	$3,000
Social Media Posting	Beginning January 2016 and continuing monthly through August	$300.00/month For 8 months total $2400
Brochures- 2500, tri-fold	January 2016	$500.00
The Dispatch Newspaper ads- 3 time run, 22", black and white	February, March, April 2016	$1041.81
Event Package- Including: banners, pop-up tent, promo materials	January 2016	$800.00
Business Cards- 1000 for Executive Director, Academic Coach, Business Manager, and Office Manager	January 2016	$18.81/per name Total of $74.24
Corporate Identity Package- Including logos, stationery, email signature lockups, newsletter templates, etc.	April-May 2016	$1050.00
		Total: $ 8866.05

(All prices directly quoted from The Branding Habitat Marketing Company.)

3-Year Plan Advertising and Promotion Calendar

The Grande Innovation Academy will continue to promote and recruit new scholars each year to meet our projected numbers of 575 in Y2 and 650 in Y3. In order to do this we will maintain a strong and cohesive message using our mission statement. We will attend community events as an ongoing endeavor to brand The Grande Innovation Academy in the Casa Grande Community. Ongoing events include:

- December Light Parade
- Casa Grande Home and Garden Show
- Downtown Street Fairs
- Preschool to Kindergarten Transition Events

Table: C.2.2 Cost of Advertising and Promotional Campaign: 3 Year Plan

Item	Timeline	Cost
Website Updates	Monthly starting in September 2016	$300.00/month 10 months of the year total $3000
Social Media Posting	Throughout the month starting in September	$300.00/month 10 months of the year total $3000
Reorder of Brochures, tri-fold	As needed	$500.00
Reorder of Business Cards	As needed	$18.81/per name Total of $74.24
The Dispatch Newspaper ads- 3 time run, 22", black and white	December, January, February of each year to promote enrollment	$1041.81/ each year
		Total: $7616.05/year

(All prices directly quoted from The Branding Habitat Marketing Company.)