Advertising/promotion plan

Sierra Preparatory Academy targets to enroll 150 students in Year 1 to attend the school on August 13, 2014. By Year 3, the goal for enrollment is 210 students.

Sierra Preparatory Academy is not designed to be neighborhood school and the marketing/advertising efforts will reflect a larger market outreach. The Advertising and Promotion Plan of Sierra Preparatory Academy will focus on the following activities and initiatives:

Grass roots word of mouth advertising and promotion:

- The main objective of the advertising campaign is to promote the school's mission in the target area and to identify potential teachers and staffs who share the same core beliefs and values as Sierra Preparatory Academy to apply for positions there. Edward Denny, the founder of Sierra Preparatory Academy will use the extensive relationships and broad network with former students and colleagues he has developed for over 20 years of experience in the education field to spread the news about the opening of the school. He has already made outreach efforts in Arizona and nationally to recruit the teachers and staff for the start-up of the school.

- Parent leadership groups – Parents at Sierra Preparatory Academy are a truly integral part of the "community of learners" at the school. Starting with the marketing and promotion campaign for the school, Sierra Preparatory Academy will establish parent leadership groups, which will focus efforts on communicating with other parents about the quality of the educational program and choices, which the school brings to the community. In subsequent years, the parent leadership groups will play a very important role in the school's community - all new applicant families will be called by an existing family and welcomed into the larger Sierra Preparatory community. This sort of one-on-one relationship is especially important when encouraging enrollment by underrepresented student groups.

  At Sierra Preparatory Academy, parents will have the opportunity to be involved in the educational process beyond helping with homework, volunteering, and attending conferences. All parents will be interviewed before submitting applications to the lottery in order that they are fully informed of the style, purpose, method, and spirit of the school's mission. They will be invited to participate in regular discussions and symposia over great works so that they practice – right along with their children – the act of learning through the Socratic method. These events will be initially coordinated by the Headmaster, but will later become part of a broader habit of academic life through the efforts of the Parent Organization in partnership with the Faculty.

  Those parent leadership groups will establish the core of the Parent Organization (PO) at Sierra Preparatory Academy, where they will have the opportunity to participate in the governance of the school. Not only will the Headmaster serve as an ex officio member of the PO Board and the PO Board president serve as an ex officio member of the SPA Board of Directors, but the Headmaster will host weekly coffees/desserts in order to give parents dedicated time for informal conversation.

Inform the community about the school:

- Develop a clear, succinct brochure that describes the program.
- Develop marketing materials, which will clearly direct prospective parents how to follow-up and get in touch with a live person at the school.
- Run two direct mail pieces in the spring, sent to every family with children within a 10-mile radius of the school
- Contact key community leaders in the area. Members of the Board of Directors will meet with these leaders to formally introduce them to Sierra Preparatory Academy, answer their questions regarding

the school, and share with them the potential community benefits.
- Market the school in the target area through home owners associations, parenting publications, local and greater Phoenix Chambers of Commerce, various trade shows and events in the targeted area, and other community events held in local subdivisions;
- Business Awareness Program in the target area – Join the local chamber of commerce, and attend meetings in order to build ties to the business community. Distribute the school's brochure to major businesses in the target area. Contact directly major employers and work their executive staff and PR departments to promote the school to their employees. Schedule events there to explain the educational choice and quality of the Sierra Preparatory program and promote the school.
- Inform about the opening of Sierra Preparatory Academy and reach out to elementary and middle schools and guidance counselors within the target area – Visit elementary and middle schools, distribute informational materials about the program;
- Enter into communication and reach out to realtor offices and title companies in a 10-mile area with an idea for collaborative marketing efforts;
- Presentations and print materials to local churches and bulletin boards at local area shopping malls and other local businesses (pediatrician offices, orthodontists offices, and other businesses);
- Distribute door hangers and fliers in the immediate community;
- Reach out to home-school families through a targeted mail list;
- Announce school events through public service listings – the school will use the local newspapers calendars where the school grand opening or open house for prospective students and parents will be listed.
- Attend meetings of community groups to talk about the school program. This will include block clubs, community councils, tenants' organizations, cultural organizations, or places of worship.
- Arrange community open houses in the area at which the school culture and academic programs are promoted and material and applications are distributed.

Use traditional advertising in local media:
- Arizona Republic ads
- East Valley Tribune Ads
- News releases in local media

Develop interactive online, mobile and social media presence
- Develop a strong web presence by means of an interactive web page where families could request materials, or even register, online.
- Develop social media presence – blogs, Facebook and Twitter – to communicate with the community at large, post updates and developments.
- Develop an e-mail list with interested parents and send periodic updates to the entire e-mail list to inform parents of new developments related to the opening of the school.
- Research the use of mobile application for periodic updates and interactive engagement of parents, such as School Cues

Costs associated with the advertising/promotion plan

Sierra Preparatory Academy has projected the following costs for marketing/advertising:

- Start Up Period - $12,000;
- Year 1 - $3,500 (as continuation of the start-up period campaign);
- Year 2 - $12,500;
- Year 3 - $18,500;

Some of the marketing and promotion activities will not have a monetary expression, such as: word of mouth advertising; collaborative marketing with realtors, business offices; joint initiatives and events with community organizations, etc.

Other marketing activities will require cash outlays, which have been researched by the school founders together with a consultant, Education Team Partners, and proven to be adequate and viable, as the summary of compiled findings indicates below:

- Website Development: $1,750 to set up + $750 to register with search engines;
- Design and print of door hangers: $105 for initial expense; $275 for production and distribution per 1000;
- School banners (from Sign-A-Rama) to be displayed on the school fence toward the busier traffic street - $1,500:
- Business cards, informational tri-fold brochures and flyers will also be designed and printed. Volunteer help will be sought for the design. Printing costs were estimated based on online printing services (Vista Print) - $1,200;
- School flyers: $60 per 1000;
- Other school mailers: $2,068 for eight zip codes;
- Home-school mailing list – purchased through Education Sales: $1,000 includes the cost of the list and the mailing.
- School ads in Arizona Republic and East Valley Tribune- rates are per column inch, per zone, per daily issue: $21 - one zone, $19 - two or more zones. Exact circulation TBD;
- School brochures: color, double-sided or three-fold - $1 each.
- Social media advertising - Purchase services from marketing firms and event organizers - Cost is based on a vendor quote (Three Dog Marketing - they specialize in marketing, including social media and events organization) - $1,000 set up and $350 per month;
- Mobile applications – School Cues offers the mobile application for the desktops free of charge and typically charges $1 per student/year for use of the application on mobile devices. Sierra Preparatory Academy is further researching that opportunity to engage today's tech savvy parents. Sierra Preparatory Academy may be able to negotiate with School Cues introductory, free of charge period during the initial recruitment efforts.

Sources for costs associated with the advertising/promotion plan

The cost of marketing initiatives and advertising materials is determined on the basis of the following sources:

- Inquiries and quotes from vendors / service providers, educational consultants. The sources of information and quotes for the marketing/advertising estimates in Section C.2. are from Arizona Republic, East Valley Tribune, Three Dog Marketing, Sign-A-Rama, Education Team Partners, Vista Print, Alphagraphics, Kinko and others.
- Current practices and recent data from a similar school – Tempe Preparatory Academy;
- Marketing research on latest trends, such as social media marketing and collaborative marketing with other businesses.

Timeframe for advertising/promotion consistent with the start-up of the school

- Start-Up Period (Jan-June 2014). The targeted outcome is enrollment of approximately 150 students and a waiting list of 15-20 students during the start-up period. The school will establish a parent group and develop grass roots word of mouth "advertising", a strategy that is successfully working for similar liberal arts charter schools. This is a broad campaign, targeting students from all demographic groups. The school will spend $1,500 on banners that will be displayed toward the busier traffic street adjacent to the school site; the school will run two targeted direct mailings in the early spring; printing and distribution of flyers; e-mail and mail periodically letters to parents of already enrolled students (to inform, update, and sustain their interest in the school); print and distribute door hangers; run ads in Arizona Republic and East Valley Tribune; establish presence in social media and the school's website;

- Year 1 (July-Sept 2014). Reach the targeted enrollment and start a waiting list for all grade levels offered during Year 1. Most of the marketing activities from the start-up period will continue with an additional $3,500 budget funded from state equalization funds.

- Years 2 and 3 will focus on duplicating the highly successful best practices for marketing, where the marketing campaign starts in Jan-Feb with a target by the end of April the school to be fully enrolled for the following year with at least 10% additional students placed on a waiting list. The school will continue to involve the existing school community into its future marketing efforts – e.g. all new applicant families will be called by an existing family and welcomed into the larger Sierra Prep community. The marketing effort and costs are likely to refocus in the future on returning students. However, fair access and adequate school information to the community at large will be provided at all times.

Enrollment procedures

Enrollment of students in Sierra Preparatory Academy will after the charter contract is signed.
Sierra Preparatory Academy will follow strictly Arizona Rev. Stat. § 15-184 and all other applicable state and federal rules and regulations in formulating its enrollment policies and procedures, as follows:

A. Sierra Preparatory Academy shall enroll all eligible students who submit a timely application, unless the number of applications exceeds the capacity of a program, class, grade level or building.

B. Sierra Preparatory Academy shall give enrollment preference to students returning to the charter school in the second or any subsequent year of its operation and to siblings of students already enrolled in the charter school.

C. Sierra Preparatory Academy may give enrollment preference to and reserve capacity for students who are either: children, grandchildren or legal wards of any of the following: employees of the school; employees of the charter holder, members of the governing body of the school, or directors, officers, partners or board members of the charter holder, or attended another charter school or are the siblings of that student if the charter school previously attended by the student has the identical charter holder, board and governing board membership as the enrolling charter school, or is managed by the same educational management organization, charter management organization or educational service provider as determined by the charter authorizer.

D. If remaining capacity is insufficient to enroll all students who submit a timely application, Sierra Preparatory Academy shall select pupils through an equitable selection process such as a lottery except

that preference shall be given to siblings of a students selected through an equitable selection process such as a lottery.

E. Except as provided in subsections A through D of this section, Sierra Preparatory Academy shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.

F. Sierra Preparatory Academy may limit admission to students within a given age group or grade level.

G. Sierra Preparatory Academy may refuse to admit any student who has been expelled from another educational institution or who is in the process of being expelled from another educational institution.

Timeframe for recruitment and lottery:

If the charter is awarded in January 2014, the school will immediately start its marketing and advertising campaign and informing the community about the school. By March 1, 2014 we expect to have signed the charter contract and to announce to the public our open enrollment period, during which applications will be taken for the 2014-15 SY. We plan to have an open enrollment period through the end of June 2014. If during the enrollment period there are more completed applications than there are available openings for a particular grade, a random lottery will be held at the end of June to determine the order for offering enrollment. Once all open seats are filled via the lottery process, all remaining students will be placed on a waiting list based on the order of their submitted application. As seats become available, wait-listed students will be offered enrollment in the order of their wait list number.

Documents to be included in the enrollment packet

The enrollment packet will include the following forms:

- Enrollment Form
- Release of Student Records
- Emergency Contact Form
- Immunization Records Form
- Special Education Form
- English Language Survey Form - PHLOTE