C.2 Advertising and Promotion

A. Advertising and Promotion Plan for Student Recruitment that Supports Enrollment

Highland Prep will provide a high quality 9th through 12th grade STEM College Preparatory experience for students who live in the City of Goodyear, and surrounding communities which includes zip codes 85395, 85338, 85353, 85323, and 85392. Highland Prep's interest in these zip codes is consistent with our interest in serving high need populations (as defined through Poverty and Minority Indexes) where effective schools are in high demand.

Highland Prep will be both a community school, as well as a destination school. In servicing the local community, HP will advertise and promote within the neighborhoods surrounding the school. HP will deliver information and messaging through various channels, from brochures and mailings to strong grassroots efforts at the community level. HP's Target Population analysis indicates that there are many reasons why students will seek to enroll at the school. HP's special STEM college preparatory mandate is not only consistent with national education priorities but also local priorities as there no comprehensive high school STEM programs in the target enrollment area. There are however three elementary STEM schools in the area, where these services largely cease after the 8th grade. Those schools are: Centerra Mirage STEM Academy (Avondale Elementary School District), Freedom Elementary (Liberty Elementary, STEM magnet), and Westar Elementary School (Liberty Elementary STEM magnet).

Highland Prep anticipates fulfilling its enrollment goal of 150 students in the first year, 250 students in the second, and 350 students in year three. Highland Prep has established a peak capacity of 450 students, and anticipates that the peak capacity will occur in year four (See A.2). HP will take a proactive approach to advertise and promote from the start-up phase of the school, to the second year, the third year and thereafter to ensure enrollment goals are reached. HP's recruitment team will initially consist of the administrative team (Principal and Co-directors) and will expand to members of the education team once they are hired prior to the start of the 2016-2017 school year. In the interim, the administrative team anticipates securing an enrollment office near the school site in February, 2016. HP's administrative team will work out of the enrollment office for six months prior to the 2016 – 2017 school year, building partnerships, strengthening relationships and becoming members of the local community. From January, 2016 onward, Highland Prep will establish a comprehensive advertising and promotion campaign that will ensure the school's enrollment goals are met prior to the Start-Up Budget:

- Ensuring that the enrollment office has the necessary telecommunications capacity to ensure timely responses to information and enrollment inquiries.
- Establishing a quality one-stop, service-oriented website that details HP's featured programs, Open House, Enrollment Saturdays, Enrollment Evenings, and Student Tours and Parent Orientations. HP's website will also include direct email links to the administrative team initially and eventually to all education team members.
- Utilizing appropriate presentation technology.
- Sending information packets to local 7th and 8th grade families in local charter and district schools.
- Advertising and promoting HP at local middle schools
- Establishing relationships with local community-based organizations (churches, community centers), and attending AESD school events.
- Establishing relationships with the business community for program sponsorship, donations and

internship opportunities for HP students.

- Advertising in local newspapers, local websites, and local businesses.
- Mass mailings with brochures on HP's programs
- Print materials such as door hangers, flyers, and brochures
- Creating and posting signs and banners
- Giving out free t-shirts
- Social media such as Facebook and Twitter
- Newsletters to local community

B., C, & D. Specific Advertising Costs That Are Viable and Adequate to Attract Enrollment

Highland Prep's advertising and promotional costs are viable and adequate to attract the projected student population identified prior to the Start-Up Budget. The marketing goal of HP is to build early awareness and anticipation for HP's STEM college prep program with the local and surrounding communities at all stakeholder levels: students, parents, educators, community service providers, and the business community (See A.1, A.2, A.3, A.3.2, & A.5). The job of the administrative team (marketing team) will be to illuminate what the local community is needs and how Highland Prep will fill this important niche. HP's marketing team will also seek to gain the enrollment of students as early as possible, and to quickly build the critical mass necessary to open a thriving school.

HP recognizes that early enrollment is important for a number of reasons among them: (1) academic preparation and goal-setting for these students can begin well in advance of the first day of school. (2) Once students and families have committed to the program they will support the advertising and promotion of the school through word of mouth, and may even become directly involved in marketing efforts. (3) Parents and other stakeholder groups will have an opportunity to stay in steady contact with the administrative team (marketing team), thereby providing impetus into the school's development which builds efficacy and membership. (4) Early membership and relationship building encourages stakeholder volunteer efforts. (5) Psychologically, the earlier 'tipping points' are reached the more viable the school's programs become (Gladwell, 2000). In the Pre-Start-Up Phase, we calculated the specific costs related to advertising and promoting Highland Prep (Table 1). Then, in the Start-Up Phase, we calculated the specific costs related to advertising and promoting the school, based on quotes from local vendors as well as researched costs (Table 2).

Table 1: Specific Pre-Start-Up Advertising and Promotion Costs with Timeframe

Timeframe	Strategies/Descriptions	Materials Needed & Cost
Starting January, 2016 and ongoing	**Word of Mouth –** HP will become active members of their local community and target population areas. Highland Prep will form community partnerships with local area organizations such as the Boys and Girls Club, YMCA, and other outside agencies that wish to become educational partners with HP.	No additional cost

February, 2016	**Establish Enrollment Office near or on future school.** **Establish phones, fax, and internet connectivity**	$2,000 per month = 12,000 based on 6 months $1500 Initial Phone, Fax and Internet
February, 2016 onward, as needed	**Newsletters and Other Print Forms of Communication** – HP has a budget for office supplies and paper. *Quote by Ray's Printing* Postage, printing and basic office supplies. **School Information and Enrollment Packets (200)** *Quote by Ray' Printing* **Rationale:** Marketing staff (leadership team) will be provided with adequate supplies. **Alignment:** Highland Prep will employ strong marketing and community outreach efforts to meet enrollment and school goals.	$2500
February, 2016	**School Website:** HP will create a website providing parents and community members with information about the mission of the school as well as its programs. HP's website will also provide information to the community about upcoming events and meetings. The site will be operational by the end of August, and will include an electronic enrollment application in both Spanish and English. HP will use analytics and website optimization to enhance their online presence. **Rationale:** The school must have an online and printed material presence to both recruit students and teacher and publicize the school. Estimates are based on going market rates for both developing and hosting and printed materials. **Alignment:** Highland Prep will employ strong marketing and community outreach efforts to meet enrollment and school goals.	Website development and hosting (Donated by*: Danda Media*)
February, 2016	**Facebook and Twitter**: HP will create both a Facebook page as well as a Twitter account. HP will use these online media tools to create name recognition and publicize events.	No additional cost during Pre-Start-Up Phase.

February, 2016	**Business Cards and Letterhead & Envelopes** **Rationale:** The school must have an online and printed material presence to both recruit students and teacher and publicize the school. Estimates are based on going market rates for both developing and hosting and printed materials. **Alignment:** Highland Prep will employ strong marketing and community outreach efforts to meet enrollment and school goals.	$575 *Quote by Ray's Printing*
February, 2016	**Signs and Banners –** HP will use signs and banners to advertise the school. HP will purchase two 20 x 5 ft signs at $300 each = $600. HP will also purchase a School Office Sign for the outside of the building. **Rationale:** The school must have an online and printed material presence to both recruit students and teacher and publicize the school. Estimates are based on going market rates for both developing and hosting and printed materials. **Alignment:** Highland Prep will employ strong marketing and community outreach efforts to meet enrollment and school goals.	$1800 *Quotes from Sign-O-Rama*
February, 2016	**Portable Color Printer** *Epson, Quote by Interstate Systems* **Rationale:** The leadership team must have the technology for creating presentations for marketing and community outreach events. **Alignment:** Highland Prep will employ strong marketing and community outreach efforts to meet enrollment and school goals.	$200 *ViewSonic, Quote by Interstate Systems*

Table 2: Specific Start-Up Advertising and Promotion Costs with Timeframe

Timeframe	Strategies/Descriptions	Materials Needed & Cost
Starting February, 2016	**Maintain Enrollment Office at Madison Park Middle School**	$2,000 per month = 12,000 based on 6 months.

February, 2016	**Mass Mailing of Tri-fold Brochure** - Highlighting HP's programs including its Future Freshmen Academy (45,000) + (5000) that will be handed out at local events. U.S.P.S Bulk Mail Postage for 45,000 based on 0.145 per item	$12,625 *Quote from Ray's Printing* $6,525
February, 2016 through May, 2016	**Advertise and Promote at Middle Schools** – HP will forge relationships with middle schools within its target enrollment areas, sharing information about the school's programs.	No additional cost
August 8th	**First Day of School** – Principal will greet all students arriving to school, which will be the start of a typical day thereafter.	No additional cost.

E. Fair and Equitable Enrollment Practices

Enrollment information will be readily available throughout the outreach period, families and students will be able to meet with the leadership team, register and acquire information about the academic program. The leadership team will target outreach efforts to reach all students in the area, particularly low-income students.

Highland Prep shall put forth every effort to "inform students in the community about the charter school and to give each student an equal opportunity to attend," (20 U.S.C. 7221b (b)(3)(I)). The school 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 (A.R.S. 15-184).

Highland Prep is an open enrollment, public school of choice with no admissions criteria except for timeliness of a submitted application. HP will not discriminate based on ethnicity, national origin, religion, gender, economic status, disabilities, proficiency in the English language, etc. HP admission and enrollment practices comply with all applicable state and federal laws and regulations. If by the application deadline, the number of applications exceeds the capacity of the charter for its first year of all applications are selected for available slots through a lottery. The lottery is a random selection process by which applicants are admitted, with the exception of (a) siblings of already enrolled students, and (b) children of Highland Prep's founders (school's founders, 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). Highland Prep's enrollment policy and its implementation is aligned with the , CSP Non- Regulatory Guidance, April 2011 and those sections of ARS §15-184; ESEA 5210 (1)(H).

Highland Prep acknowledges that its enrollment practices will comply with State law and applicable Federal laws. A charter school's admissions practices must also comply with Part B of the Individuals with Disabilities Education Act and Federal civil rights laws, including, but not limited to, Title VI of the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973; and Title II of the Americans with Disabilities Act of 1990, as applicable.

Enrollment Timeframe

June 27, 2016: Deadline for submission of enrollment packets.

July 11, 2016: Letters sent to students and parents informing them of their admission status: eligible for admission or waitlist.

July 22, 2016: Last day for students and parents to return contracts and "Intent to Enroll" forms.

July 29, 2016: Students admitted from waiting list to fill vacancies.

August 5,' 2016 – New Student Orientation

August 8, 2016 – First Day of School.

Enrollment Packet

Highland Prep will provide enrollment packets to prospective students and their parents/guardians who are interested in attending the school. The Enrollment Packet contains all the forms and guidelines necessary to inform parents and students of school policies and procedures, as well as regulatory information to be mandated and provided to the state. Each enrollment packet will include a:

- Welcome letter from the Principal
- Enrollment Checklist to complete at the time of enrollment
- HP Annual Enrollment Form
- Emergency Information Form
- Home Language Survey
- Section 504 of the Rehabilitation Act of 1073 Notice
- Summary of Child Find Procedures
- Notification to Parents Regarding Confidentiality of Student Records
- Notification of Rights under FERPA
- Immunization records
- Photo Media Release Form
- Code of Conduct/Rules/Dress code/Internet Contract
- Parent Student Compact
- General Permission and Waiver of Liability Form
- Request for Release of Student Records
- McKinney-Vento Regulations and Eligibility Questionnaire

F. Costs Are Accounted For in the Start-Up and Three-Year Operational Budgets and Assumptions

Highland Prep's goals of attracting enrollment in the Pre-Start-Up Phase, Start-Up Phase, first year, second year, third year and subsequent years will depend not only on our ability to attract students but to retain students who already attend the school. In Year 1, 2, and 3 HP will use operating funds to continue the advertising and promotion of the school, ensuring that sustainable advertising and promotion remain in place. Consistent with this end, HP's advertising and promotional campaign will be reduced from the Pre-

Start-Up and Start-Up Phases for Years 1, 2 and 3 (Table 3). See below:

Table 3: Advertising and Promotion Costs for Year 1 to Year 3

Strategies/Descriptors	Materials Needed Cost	Year 1	Year 2	Year 3
Newsletters and other Print Forms of Communication **School Information and Enrollment Packets**	Paper, postage, printing and basic office supplies *Quote by Ray's Printing*	$2500	$2500	$2500
School Website: HP's website will showcase the school's programs, services and upcoming events.	Monthly Web Maintenance including: updating school information, analytics and website optimization. *Quote by Danda Media*	$2400 (based on $200.00 per month)	$2400 (based on $200.00 per month)	$2400 (based on $200.00 per month)
Facebook and Twitter: HP will use these online media tools to create name recognition and publicize events.	Monthly Web Maintenance and regular posting of school events. *Quote by Danda Media*	$1200 (based on $100 per month)	$1200 (based on $100 per month)	$1200 (based on $100 per month)
Signs and Banners – HP will use signs and banners to advertise and promote the school.	New 20 x 5 ft banner *Ray's Printing*	$300	$300	$300
Advertise and Promote at Middle Schools – HP will forge relationships with middle schools within its target enrollment areas.	HP will forge relationships with middle schools within its target enrollment areas, sharing information about the school's programs.	No additional cost.	No additional cost.	No additional cost.
Total		**$6,400**	**$6,400**	**$6,400**

Bibliography

Gladwell, M. (2000). The Tipping Point: *How Little Things Can Make a Big Difference*. Little Brown and Company: N.Y.