C.2 ADVERTISING AND PROMOTION

Description of Advertising and Promotion Plan

The TeamCFA Foundation offers each of its Challenge Foundation Academies (CFA) specific services. Included in those services is assistance with marketing and promotion for each new CFA. TeamCFA uses the services of a full time marketing director to assist the new CFA. The services and materials are provided free of charge to Hirsch Academy: CFA, so the costs are not included in the three year proposed budget. The services provided by the marketing directed include, but are not limited to the following:

- Use of local community themes and landmarks to develop school colors, logo and mascot.
- Create current school stationery system. Includes; letterhead, envelopes, business cards, etc...
- Development of marketing materials for individual schools. Including brochures and school signage.
- Provide other supporting materials as necessary, including; postcards, flyers, door hangers, and brochures.
- Creation of school branded promotional materials for use on items like school uniforms, pencils, stickers, car magnets, cups, and t-shirts.
- Creation of current school website to a new fully hosted customizable school website.
- Training on how to use the site and collaborate with others.
- Access to leaders and teachers from all the schools within the TeamCFA network.

State Equalization Assistance

Hirsch Academy: A Challenge Foundation Academy, will have up to two classes each for Kindergarten-Second Grade in Year1. Kindergarten will have a limit of 20 students per class; while first and second grades will have up to 26 students per class. The projected Average Daily Membership (ADM) was calculated by taking 90% of our students per class and by dividing the number of kindergarten students by two. Ninety percent was used as a conservative estimate instead of expecting full capacity in every class to be reached; dividing the number of kindergarten students by two reflects the half funding from the state for kindergarten students. The

weighted student count was calculated by multiplying the projected ADM – reduced by 10% (124 students) by the support level weight. The grand total of $769,089 comes from a 2% increase to the 2011-2012 base level funding ($3,333.07) and additional assistance ($1, 621.97).

Research on schools in the surrounding area serving a general education population suggests that Hirsch Academy: CFA should be able to enroll the projected number of students in year 1 (144)

Costs Associated with the Plan

The following costs are included here for informational purposes only per charter application criteria. The costs are not a responsibility of the school, as noted above.

TeamCFA Marketing Toolkit $7,500

- Stationery System: Letterhead, Envelopes, Business Cards, Word Template
- Vinyl Signage: Coming Soon, Enrollment
- Banner Up Portable signage
- FAQ Accordion-fold Brochure
- Brochure
- Postcards
- Flyers
- Website
- Advertising in ConnectCFA Magazine

School Identity $5,000

- Colors
- Logo
- Mascot
- Uniforms

Printing Costs: $10,000

- Stationery System:
    - Letterhead: 5000/$865 7500/ $970 10,000/$1,075
    - Envelopes: 500/$585 7500/$795 10,000/$995
    - Business Cards: 500/$55ea
- Vinyl Signage 3'x8' $122/ea
- Banner Up $398/ea
- FAQ: 1000/$1,575 2,500/$1,875
- 8-page Brochure 500/$950 1000/$1175 1500/$1375
- Postcards 500/$850 1000/$975
- Flyers 500/$350 1000/$675
- ConnectCFA Magazine 500/$2500
- Fully hosted and customizable website: $5000

Advertising

TeamCFA has committed to absorb all advertising/promotion costs. The full-time TeamCFA Marketing Director will design all advertising. Ads will be congruent with the school's branding standards and appropriate messaging, for example enrollment events, open houses, community outreach events etc. As we buy print, we will also receive on-line advertising from some publishers.

Raising AZ Kids

The print magazine reaches 120,000+ readers each month. More than half of the circulation is mailed directly. It can also be found, free of charge, in local businesses and family destinations.

A special Directory issue is the annual Schools, etc. issue – a guide to education in Maricopa County. This is a special issue that ships each January. The Back to School issue runs in August.

Once an advertising commitment is made, Raising AZ Kids will usually put together a special package, also, depending on the time of year, rate specials may be in effect. For example, during the summer months if an advertiser runs an ad for three months they will receive the 9x rate and if one advertises for 6 months they will receive the 12x rate. They have a reputation of working well with schools.

Recommendation: Run a 1/3-page ad in the Schools, etc. January Issue and a ¼ page ad in February, March, April, June, July and August

These are published charges, as the ad package is assembled they will be discounted.

1/3 page ad, one time 1136.00
¼ page ad, six times 895.00 x 6= 5,370
TOTAL (not including discount) 6506.00

AZ Parenting Magazine

60,000 copies that are distributed to 1500 locations every month and have a monthly readership of 150,000; the current issue is viewable online with links to advertiser's websites enabled.

With 3 or more ads placed over the year schools receive a 12x rate for any color ads they place; and if payment is set up by credit card an additional 5% is subtracted:

1/8 page full color ad, with directory listings included @ $356 per issue, billed to a credit card

1/4 page full color ad, with directory listings included @ $595 per issue, billed to a credit card

AZ Parenting Magazine runs educational directories in January, February, March, June, July and August. All directory listings are free with any size ad and include a 75-word description about the school's programs. As an advertiser, the school receives direct links from the AZ Parenting website to the school's website. Links are active in the virtual magazine and all advertisers get a link on the Go-To Guide.

Cost To Hirsch Academy:

¼ page ad run in each of the educational directory issues: $685 less five percent = 4110 – 205.50 = 3,904.50

In the Zona

This is a highly targeted publication. Whether or not Hirsch should advertise will depend on its final location. The publication does penetrate into Scottsdale, and it is widely read by certain schools/neighborhoods, but again, its boundaries are small.

¼ page ad, run 6x = 1800.00

How Costs Were Determined

These bids are based on relationships with trusted vendors:

FastSigns Phoenix, AZ

NuWay Portland, OR

Hertiage Charlotte, NC

Raising AZ Kids, Phoenix, AZ

AZ Parenting, Phoenix, AZ

In the Zona, Phoenix, AZ

Timeframe for Advertising and Promotion

Hirsch Academy: CFA will begin with public informational meetings in local libraries, community recreation rooms, community association rooms, places of worship, etc. The above outlined marketing materials will be dispersed through local businesses, churches, community agencies, and service clubs and/or used as part of a mailing campaign or handed out at local shopping centers. Ads will be placed in adjacent homeowner association newsletters, Arizona parenting magazines and community newsletters. In addition, the School Director and members of the Board will leverage existing community and political contacts to meet community leaders who can increase exposure and who can assist in finding community leaders interested in serving on the governing board.

August 2012-January 2013 – Recruitment Planning and Preparation

- ✓ Print TeamCFA proposed Hirsch Academy advertising and promotional flyer (see attached exhibit)
- ✓ Create proposed school "go to" website for informational purposes and Facebook, Pinterest or other social media site
- ✓ Begin to canvas neighborhoods within the targeted demographic area to distribute flyer and inform/survey families about the proposed school and begin collection of Interest Forms
- ✓ Marketing Committee provides stand-up TeamCFA banners for local recruitment awareness events
- ✓ Attend local events and city functions
- ✓ Establish contact with community leaders
- ✓ Complete design of school logo and colors to use on marketing materials
- ✓ Governing Board members begin to distribute the proposed school electronic monthly newsletter to friends, family members and local community with updates and news about progress on the charter process and school plans
- ✓ TeamCFA Marketing Committee creates Hirsch Academy enrollment packet forms from existing network school forms to prepare for February-August 2013 enrollment
- ✓ Identify temporary enrollment office until school space is available

February - March 2013 Recruitment Begins

- ✓ News publications and press releases following approval of the charter in January
- ✓ Update school website
- ✓ Governing Board Members and School Director work with TeamCFA Marketing Committee to begin direct mail campaign
- ✓ Plan dates and location of local school informational meetings
- ✓ Attend local events and other city functions and distribute flyers, brochures, postcards
- ✓ Build email list server

- ✓ Open temporary or permanent office space
- ✓ Begin accepting enrollment packets

March- July 2013 Active and Ongoing Recruitment

- ✓ February-March plan continues where applicable
- ✓ Student enrollment begins
- ✓ Host school informational meetings
- ✓ Family and student focus groups begin
- ✓ Plan school opening event and send press release to local media

August 2013 – School Opens

October 2013 Recruitment Begins Again

- ✓ Recruitment for Fall 2014 begins with update of website for enrollment procedure and calendar dates
- ✓ Board reviews Spring 2013 plan; discusses and approves Year 2 marketing and recruitment plan

Enrollment Procedures

- Timeframe
  - Hirsch Academy: CFA will begin collecting enrollment applications in Year 1 in February/March. Beginning in Year 2 enrollment packets will be available year round. Packets are reviewed/revised annually for low-level active recruitment to begin in November and for high-level active recruitment to begin in January.

- Waitlist and Lottery
  - In the first year, applications are collected and a wait list is established for all grade levels after a full class is formed. Kindergarten classes will serve 20 students and First through Eighth Grade will serve classes sized at 26 students.

  - Hirsch Academy: CFA will hold a lottery in March for the upcoming school year when and if the number of applications received is greater than the number of openings in each class, with the date of the lottery publically announced in advance.

- Several factors determine an applicant's acceptance into the school or placement on the waiting list. Applicants who have siblings already enrolled in the school are given preference, and moved to the top of the waiting list. Children of employees of Hirsch Academy: CFA and members of the Board of Hirsch Academy: CFA have preference. Students who do not have siblings attending Pioneer Hirsch Academy: CFA follow on the waiting list.

- An applicant's rank on the waiting list is determined by lottery. All applications for each grade are placed in a box and are randomly drawn. The first application pulled is number one, and so on. If there is an available space in the grade for that applicant, he or she is admitted to the school. If not, that student is placed on the waiting list for that grade, in the order the application was pulled in the lottery. Applicants from the first preference group normally will have preference over any applicant from the second preference group, and so on.

- For certain grades (for example Kindergarten), there are new spaces available every year. For other grades, depending upon the number of students returning to the school and the number of sections opening for that grade, there are few, if any, available spaces.

- Wait lists do not carry over into the next school year. All applications and waiting lists are disposed of on April 1.

- If a student has been accepted to the school but does not register within 10 days, he or she is automatically withdrawn and the next student on the waiting list is invited to attend the school.

- Enrollment Packet Documents
  It is the Parent/Guardian's responsibility to obtain the following documentation from the previous school prior to submitting the Enrollment Packet. It is against the law for any school to deny the release of unofficial records of any student to the parent or guardian.
  - Copies or originals collected from the parent/guardian:

- ✓ Immunization Records
- ✓ Social Security Card (optional)
- ✓ Birth Certificate
- ✓ Proof of Residency
- ✓ Unofficial Transcripts
- ✓ Withdrawal Slip
- ✓ Attendance History
- ✓ Discipline Records (from previous school)
- ✓ Copy of Custody Paper (if applicable)
- ✓ Copy of Current IEP (if applicable) and Academic Records (or a request for records will be sent to the previous school)

- Forms to be completed by parent/guardian:
  - ✓ Arizona Residency Documentation Form
  - ✓ Home Language Survey (PHLOTE)
  - ✓ McKinney-Vento Eligibility Questionnaire
  - ✓ Consent for Medical/Dental Emergency Treatment and Medical Information Form
  - ✓ Internet Use Policy
  - ✓ Consent for Off Campus Activity
  - ✓ Physical Activity Consent Form
  - ✓ Request for Release of Student Records Form
  - ✓ Records Request for Special Services Form
  - ✓ School Rules and Procedures
  - ✓ Expected Behaviors
  - ✓ Student Compact and Parent/School Compact
  - ✓ Customer Satisfaction Questionnaire

Applications for Re-enrollment

1. Students currently enrolled in and attending Hirsch in good standing remain enrolled for the following school year, and are not required to submit a new application or go through the lottery process.
2. Students expelled from the school for behavior problems must reapply for admission and will follow the procedures outlined above for new students.
3. Students who withdraw before the last day of the current school year must reapply for admission and will follow the procedures outlined above for new students.

Non-Discrimination Policy
It is the responsibility of Hirsch Academy: CFA to provide a safe and secure learning environment for all of its students without distinction based on race, religion, ethnicity, disability, gender, or sexual orientation. Discrimination, sexual and bias-motivated harassment, and violations of civil rights disrupt the educational process and will not be tolerated and will result in disciplinary action.