## Strategy Overview

Copper Point Schools will serve 375 students in year one, 535 students in year two, and 690 students in year three. To reach our targeted student population and their parents, Copper Point Schools will utilize a comprehensive strategy that incorporates a mix of marketing, advertising, and promoting methods. Beginning in July of 2013, Copper Point will begin holding "Cottage Meetings" to spread the word about the school. Copper Point has contacted several businesses in the community that are willing to host these meetings free of charge. The objective of these meetings is to present a PowerPoint presentation, and short video, that outlines the mission of Copper Point, as well as introduce Expeditionary Learning to the community. Since these meetings will have no associated costs, Copper Point will begin holding these ahead of approval in January of 2014. Copper Point understands that the school will have a large population of Hispanic students as well, thus, Cottage Meetings will be presented in both English and Spanish. Upon approval in January 2014, Copper Point has budgeted the amount of $2,000 for advertising costs. These costs will cover flyers, banners, yard signs and any other printed materials that may be needed. Copper Point has a great understanding that comes along with recruiting students for High School. With that in mind, we have budgeted an additional $17,000 in Year 1, and $25,000 in Years 2 and 3. This amount would be budgeted for subsequent years as well. In addition to holding "Community Meetings" at Copper Point on a regular basis, we intend to reach out through media as well, including radio spots, television and movies.

## Focus

Copper Point Schools' focus for advertising encompasses five primary tactics: Cottage Meetings, public relations and media, technology, outreach to feeder schools, and strategic alliances.

## Cottage Meetings

As touched on above, Copper Point will focus on Cottage Meetings beginning in July 2013, and will continue to hold these at least monthly through July 2014, or until full enrollment is reached. Advertising for these meetings will be tracked through strategic mapping of local neighborhoods in the target area for Copper Point. Specific neighborhoods will be targeted and tracked prior to each meeting. Depending on the needs of the neighborhood, meetings will be presented in Spanish, English or both.

## Public Relations and Media

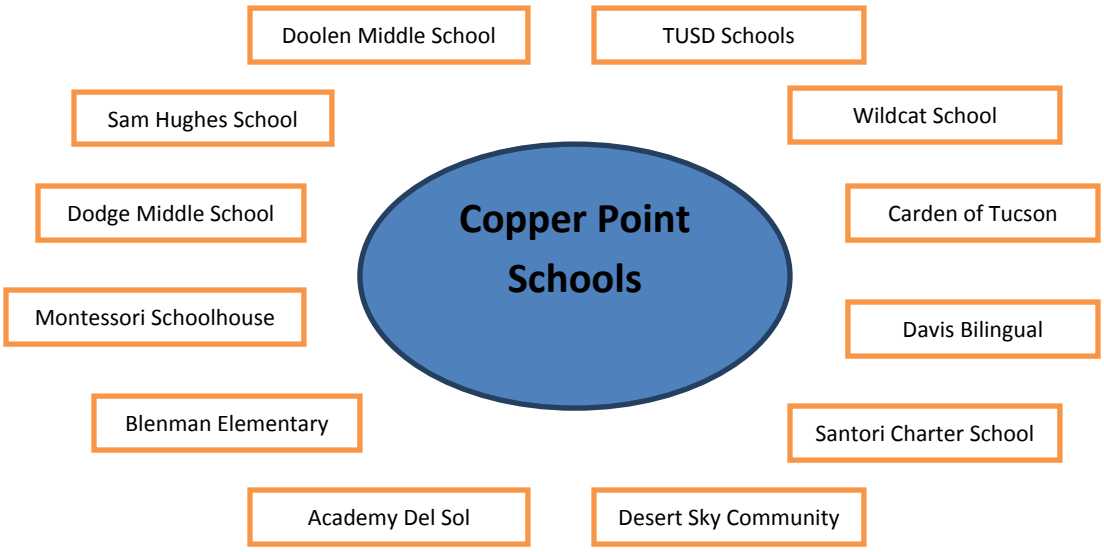
The school will develop a press kit; distribute press releases to media contacts as well as to our school supporters; solicit media interviews; and solicit the opportunity to speak on the subject of education at functions, such as Rotary and chambers of commerce.

## Technology

The school will establish a blog, Twitter account and Facebook page, which we will actively manage and use to recruit and engage our supporters. Facebook will be regularly updated to include up to date information on the application process, pictures of the new facility as it is built, and a monthly message from the Director.

## Outreach to Feeder Schools

Below are listed some, but not all of the schools that Copper Point will reach out to. Many of these relationships have already been established, and have been received with open arms. Tucson schools are excited to refer a more preferred teaching method to those that have struggled for years to achieve greatness. Copper Point will not shy away from working with students of all learning capabilities, as Expeditionary Learning has a proven track record of success with all students.



## Strategic Alliance

Community relationships are essential for long-term success. Not only will Copper Point rely on alliances with local groups to recruit students, but meaningful relationships will enhance education for our students. Copper Point will work directly with local groups such as the Chamber of Commerce, Fund for Civility, Boy Scouts of America, YMCA, Governor's Youth Commission, Greater Tucson Youth Leadership Program, Big Brothers Big Sisters, and Boys and Girls Clubs.

## Target Population

The target population that our school is focusing on is all middle and high school students in Tucson, Arizona, specifically in the Grant and Alvernon area. Initially, our school will target students in a high free and reduced lunch area with the goal of expanding to meet the needs of our students. Our main school location will act as a "central headquarters"; students will complete research and have classes here, but they will also spend time in the field researching and completing a minimum of twenty hours of community service per school year. Currently, our target population is deficient in reading, writing and math. Through our Fundamental Values and Framework, Copper Point will develop well rounded students who are successful at all levels. Remediation will be required as part of the student's grade. Students who come to our school ready to learn and work hard will be successful students.

## Timeline and Costs

Due to the budget constraints associated with the start-up year of charter schools, Copper Point has set aside a modest budget of $2,000 for the start-up year. In speaking with other charter schools in the area, we feel that this amount can still be very effective in recruiting students in Tucson. The majority of our efforts will be given to high quality Cottage Meetings. These meetings have proven very effective in surrounding markets and are free. Monies have been set aside for other events that will come up within the start-up year as well.

For operational years, Copper Point will set aside a large amount of money for advertising. This money will not only be used to recruit new students, but also inform the public of the amazing things happening at Copper Point. As is described earlier in our charter, each Expedition is highlighted by a Celebration of Learning for the community. Copper Point will ensure that such events are well broadcasted in order for the public to feel welcome in our school. Listed below are specific marketing techniques that will be utilized by Copper Point. The start-up year is outlined in detail. For the operational years, examples are shown of specific advertising methods that will be utilized by Copper Point as seen fit. These methods outline both advertising, as well as some events, such as a movie theatre rental, that will enable students to gather in a safe environment to socialize.

## Start-Up

- Cottage Meetings September 2013-July 2014 Free
- Door to Door Flyers September 2013-July 2014 $750.00

- Yard Signs February 2014-July 2014 $350.00
- Banners February 2014-July 2014 $350.00
    - With Businesses
    - Building Site
    - Community Events
- Clothing Apparel July 2013 – On $500.00
- Miscellaneous $550.00

**Operational Years**

- Billboards $5,000.00
- Radio Advertising $3,500.00
- Rent a Movie Theatre for Community Gathering $1,000.00
- Movie Advertising $5,000.00
- Flyers
- Clothing Apparel

**Fair and Equitable Enrollment Procedures**
Copper Point Schools will enroll all students following an orientation, which will consist of completing the enrollment packet, a discussion of their goals and priorities, review the student handbook, tour the facility and submit all required documents necessary to attend school in the state of Arizona. This will determine if the students' academic and career goals match the philosophy of the school.

Once grade level capacity is reached, students will be placed on a wait list. At that time, there are two options for enrollment. Once enough wait listed students have accrued in a grade level to form a free-standing class, a teaching team can be hired and the entire waitlist can be enrolled in the school. Otherwise, in the event of student attrition, waitlist students will be invited to enroll and attend classes on a first come, first serve basis. All students interested in attending the school must complete the attached enrollment packet.

# COPPER POINT SCHOOL ENROLLMENT PACKET

## CHECKLIST

- Request for Records Release
- McKinney-Vento Questionnaire
- Legal Documentation Request
- Student Information Sheet

REQUEST FOR RELEASE OF STUDENT RECORDS

**Phone:** **Fax:**

Please forward the transcript(s) of: _____

(Student Name)

Date of Birth:_____Who enrolled in Grade: _____

At **Copper Point High School** on _____

The parent or guardian who has signed below has been informed of this transfer request and grants permission for the below mentioned information to be sent. If this student is a special education student, please forward such records as well.

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Please send the following information:

- o Birth Certificate
- o Official Transcript ***(Please Mail)***
- o AIMS Student Report Information
- o Unofficial Transcript
- o Letter of Promotion (if available)
- o Test Scores (SELP/AZ.ELLA Scores- oral, reading, writing)
- o Official Withdrawal Form
- o Grades to Date of Withdrawal
- o Immunization Records/Health Records
- o Hearing and Vision Screening Results
- o Special Education Records, including IEP's, Psychological Reports, etc.
- o Disciplinary and Attendance Records

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Please sign and complete the information below: Name and address of last school attended:

School Name _____

Address_____

City_____ State_____ Zip_____

**Signature**_____**Date**_____

*State Law 815-828 Paragraph F States that NO SCHOOLS SHALL WITHHOLD RECORDS DUE TO FINANCIAL DEBTS. *New Federal Law 99.31- No parent or signature required for educational records to be sent to another educational agency.

**Confidential McKinney-Vento Eligibility Questionnaire**

The answers to the following questions will help determine services the student may be eligible to receive

under the McKinney-Vento Act 42 U.S.C. 11435. All information is confidential.

1. Is the student's home address a temporary living arrangement? _____Yes _____No

2. Is this living arrangement due to loss of housing of economic hardship? _____Yes _____No

3. Is the student in a temporary foster care placement or awaiting foster care? _____Yes _____No

4. Is the student living with someone other than a parent of legal guardian? _____Yes _____No

If you answered YES to ANY of the questions listed above, please complete the remainder of the form.

If you answered NO to all of the above questions, you may stop here.

Where is the student currently living?

_____In a motel

_____In a shelter

_____With more than one family in a house, apartment, or trailer

_____Moving from place to place

_____In a place not designated for ordinary sleeping accommodations such as a car, park, campsite, or shed.

_____In a group home

_____In a house, apartment, or trailer that lacks electricity, heat, or water

Name of Student: _____

Name of Parent/Legal Guardian: _____

Address: _____

Telephone: _____

Please check from the list of possible services available from NAA for eligible McKinney-Vento students.

___Immediate School Enrollment

___Tutoring

___Free School Lunch

___Transportation to/from school

___School Supplies

___Scholarships for extra-curricular activities

___Clothing & Toiletries ___Information and Referral for Community Services

___Laundry Assistance

___Other:_____

Parent Signature: _____ Date: _____

# LEGAL DOCUMENTATION REQUEST

STUDENT NAME: _____

DATE: ----------

**Please check one of the following statements:**

_____There are no court orders or parental custody issues that apply to the student named above.

_____,I have provided a copy of all documented court orders, restraining orders, etc., that apply to the student named above.

_____ I wish not to provide Copper Point High School with a copy of the court orders, restraining orders, etc., and hereby waive Copper Point High School of any and all liability that may occur in regard to this matter for the above named student.

_____

**Parent Signature**

## Copper Point Registration Form - Student Information

| Student's Last Name: | Student's First Name: | Student's Middle Name: | Age: | Grade: | Gender: |
|---|---|---|---|---|---|
| Ethnicity: (mark one)<br>Hispanic or Latino_____<br>NOT Hispanic or Latino_____ | Race: (mark one or more)<br>American Indian / Alaskan Native___ Asian___ White___<br>Black/African American____ Hawaiian/Pacific Islander___ | | Student's email address: | | |
| Date of Birth: / / Birth City: | Birth State: | Birth Country: | Student's Cell Phone:( ) | | |

## Previous School Information

| Name of Previous School: | Withdraw Date: | Previous School Location: |
|---|---|---|

## Parent/Legal Guardian/Adult Student Info:

| Primary Contact: | | ____OK to pick up<br>____Legal Custody<br>____Lives With<br>____Receives Mailings | Secondary Contact: | | ____OK to pick up<br>____Legal Custody<br>____Lives With<br>____Receives Mailings |
|---|---|---|---|---|---|
| Home Address: | | | Home Address: | | |
| City: | State: | Zip Code: | City: | State: | Zip Code: |
| Mailing Address (if different from above) | | | Mailing Address (if different from above) | | |
| City: | State: | Zip Code: | City: | State: | Zip Code: |
| Home Phone(primary____): | Work Phone(primary____): | | Home Phone(primary____): | | Work Phone(primary____): |
| Cell Phone(primary____): | Relationship to Student: | | Cell Phone(primary____): | | Relationship to Student: |
| Email Address: | | | Email Address: | | |

## Emergency Contacts - May pick up Student in case of Emergency

| Contact 1 Name (First, Last): | Relation to student: | Contact 2 Name (First, Last): | Relation to student: |
|---|---|---|---|
| Home Phone | Work/Cell Phone | Home Phone | Work/Cell Phone |

## Student Background

If Parents are separated, who has legal custody?
_____
Does the non-custodial parent have visitation rights?
Yes_____ No_____
(if yes, a copy of the legal papers must be provided)

Does you student currently receive special services?
Yes_____ No_____

Special Ed./IEP ____ 504_____ ELL or ELP _____

Has your child ever been expelled from an educational institution? Yes_____ No_____

Is your child currently in the process of being expelled from a school? Yes_____ No_____
Is your child on long term suspension?
Yes_____ No_____

Does your child have medical or dietary concerns we should know about? Yes___ No___

## Home Language Survey

What is the primary language used in the home regardless of the language spoken by the student?_____

What is the language that the student first acquired?_____

What is the language spoken most often by the student?)_____

To the best of my knowledge the information provided on this form is accurate and true. (Falsification of information is a class 6 felony - A.R.S. 13-2-107). Student will be withdrawn for false information

X _____ _____
Parent/Guardian/ Adult Student Signature Date

**Please List Siblings**

| First and Last Name | | Age | School |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

**OFFICE USE ONLY**

| _____Proof of Birth Documentation<br><br>_____Proof of Residency | Entry Code_____<br><br>Entry Date____/_____/____ | Entered into SMS____/_____/____<br><br>Entered by_____ | Interviewed ____/_____/____<br><br>Interviewed by _____ |
|---|---|---|---|

# Copper Point Schools

## Student Profile

Copper Point is a school designed for any and all students who want to be fully engaged in their learning. Copper Point uses the nationally recognized Expeditionary Learning framework, which focuses on learning that is relevant, interesting, hands-on and rigorous. Copper Point is a college preparatory high school, which means ALL graduates will be fully prepared to be successful in college. Students are required to take the minimum requirements for entry into a four year University. Students will participate in intensive style elective courses and have the option of adding Honors to their academic profile.

***What type of characteristics do successful Copper Point students possess?***

- Desire to be challenged
- Enjoy critical thinking about controversial issues
- Interest in technology
- Aspirations to travel the US and world
- Willingness to engage in group work
- Value time in the wilderness
- Appreciate learning that is hands-on and constructive
- Maintain focus on long-term projects
- Take personal responsibility for learning
- Available for overnight travel in a variety of settings
- Welcome opportunities for service
- Display empathy and caring

***What type of learner feels that Copper Point is not a good fit?***

- Students who desire the traditional high school approach
- Those who prefer each subject taught separately from other subjects
- Students who have failed in other settings due to effort, attendance or discipline
- Students who want little or no communication between teachers and parents about academics
- Students who do not enjoy the natural world and challenges of travel

**Do you match the profile of a Copper Point Student? If so, Enroll Today!**

**Summary**

Copper Point Schools fully understands the importance of spreading the word about our school. Our school will not only be a safe place for students, but also families. We will work hard to have a school that reaches out to the community as a place of learning, respect, and service.