Business Plan

C.2 Advertising and Promotion

Advertising and Promotion Plan

The Advertising and Promotion Plan of John Hancock Academy will focus on the following activities and initiatives:

- Communication with the local community on the benefits, advantages and academic results associated with the Gaddie Educational Model through presentations at various events, social media, the school's web site, printed materials and other media sources;

- School marketing in the target area through home owners associations, local parenting publications, local and greater Phoenix Chambers of Commerce, Arizona Republic, various trade shows and events in the targeted area, and other community events held in local subdivisions;

- Development of advertising brochures for John Hancock Academy in the subdivisions whose community publications surround a five-mile radius in the target area;

- Inform about the opening of for John Hancock Academy and reach out to nearby elementary and middle schools and guidance counselors;

- Presentations and print materials to local churches and bulletin boards at local area grocery stores and other local businesses (pediatrician offices, orthodontists offices, day care and preschools; and other businesses);

- Distribute door hangers and spread word of mouth in the community, including door-to-door visits by the school founders and parent volunteers;

- Enter into communication and reach out to realtor offices and title companies in an eight-mile area with an idea for collaborative marketing efforts;

- Development of an interactive school's website;

- Social media marketing - establish Facebook and Twitter presence;

Advertising/Promotion Costs

John Hancock Academy has projected the following costs for marketing/advertising:

- Start Up Period - $25,000;
- Year 1 - $5,000 (as continuation of the start-up period campaign);
- Year 2 - $25,500;
- Year 3 - $25,500;

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 and proven to be adequate and viable, as indicated below:

- Social media advertising (vendor services) - $1,000 set up and $350 per month;
- 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 flyers: $60 per 1000;
- Other school mailers: $2068 for eight zip codes;
- School ads in Arizona Republic - 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.

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

- Inquiries and quotes from vendors / service providers;
- Current practices at sister schools - Happy Valley School and Burke Basic School;
- 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 2013). The targeted outcome is enrollment of approximately 275 students during the start-up period. The school will spend $25,000 on banners that will surround the construction site; printing and distribution of flyers; mailing letters to parents of enrolled students (to inform, update, and sustain their interest in the school); print and distribute door hangers; ran ads in parenting magazines and Arizona Republic; establish presence in social media and the school's website.

- Year 1 (July-Sept 2013). The targeted outcome is enrollment of additional 75 students and starting of a waiting list. Most of the marketing activities from the start-up period will continue with an additional $5,000 budget from state equalization funds.

- Years 2 and 3 will focus on duplicating the highly successful marketing practices at the sister school Happy Valley School, 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 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

John Hancock 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. John Hancock Academy shall enroll all eligible pupils who submit a timely application, unless the number of applications exceeds the capacity of a program, class, grade level or building. The school shall give enrollment preference to pupils returning to the charter school in the second or any subsequent year of its operation and to siblings of pupils already enrolled in the charter school. The school may give enrollment preference to and reserve capacity for pupils who are children of employees of the school, members of the governing body of the school or directors, officers, partners or board members. If remaining capacity is insufficient to enroll all pupils who submit a timely application, the John Hancock Academy shall select pupils through an equitable selection process such as a lottery except that preference shall be given to siblings of a pupil selected through an equitable selection process such as a lottery.

B. Except as provided in subsection C or D, John Hancock Academy shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.

C. John Hancock Academy may limit admission to pupils within a given age group or grade level.

D. John Hancock Academy may refuse to admit any pupil who has been expelled from another educational institution or who is in the process of being expelled from another educational institution.

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
- NSLP/ Free and Reduced Lunch Eligibility Form
- Transportation Form