C.2 Advertising and Promotion

Upon approval of our charter, we shall create brochures and fact sheets. We will accelerate our efforts through a targeted door-to-door personal contact campaign for enrollment. We will make full use of available technologies and standard marketing media, advertising, press releases, and broadcast public service announcements. Potential area business sponsors will be contacted personally and with literature of our services to the community.

The community in Prescott is familiar with Expeditionary Learning and its association with academic achievement. Since La Tierra Community School will be operating as an impendent school in 2010-2011, the community will be aware of the high quality academics happening already and therefore will make recruiting much easier. La Tierra Community School already has a website up and running, which will continue to be updated over the next year (www.latierracommunityschool.org). In addition, Prescott College has been a mainstay of Prescott for over forty years. Having a strong affiliation with Prescott College will allow the school to partner with their existing marketing team and even utilize some of their services. La Tierra Community School is designed to be a high quality, rigorous charter school and will provide an engaging education to the community in the Tri-City / Prescott area.

To date, La Tierra Community School is recognized in our community as the only elementary Expeditionary Learning School and is well known throughout the tri-city area. Because the school is already running independently, marketing costs will be minimal due to the current families enrolled and interested families waiting to enroll next year. Public events held by La Tierra Community School, such as benefits, fundraisers and community service contributions, have informed potential students' families about what our school can offer. Prescott College has also been promoting the school through its alumni newsletter, announcements to faculty, staff and students as well as through articles written in their quarterly journal, *Transitions*, discussing the school and what it has to offer. Articles have been written about La Tierra Community School in both the Prescott Daily Courier and the Spanish newspaper, *Alianza*.

Marketing Activity	Estimated Cost
Personal Contacting and community networking	none
Business Cards, brochures, one-page flyers printed and distributed/mailed to interested families and area businesses (real estate offices)	$500
Website updates, and links to information	$600
On-line application/registration	Included
School newsletter prior to opening (printing and postage) and	$200

also posted on the web site	
Parent/community information evening events	$200
Promotional items (bumper stickers; buttons; t-shirts)	$500
You Tube clip	none
Utilize social network sites like Facebook and Twitter	none

Timeline:

August 2010 – Charter approval	▪ Maintain and update interest list by continuing to contact families in the attendance area
Upon approval	▪ Create a prospective tracking system to track each contact made with a prospective family. ▪ Promote and update school's web site ▪ Print business cards, brochures, and one-page flyers. Mail and distribute to prospectives.
Upon lease agreement	▪ Contact the prospective list and send announcement of site selection
January – February 2011	▪ Conduct community informational evening events ▪ Schedule a Saturday "Slice of a Learning Expedition" with ELS staff for parents and prospective students. ▪ Contact the educational reporter in local newspapers and send press releases to media ▪ Update web site with new information, hires, and building progress ▪ Create "public service" announcements for local media ▪ Update the You Tube clip with new information ▪ Utilize social networking web sites ▪ Market a student/family informational night scheduled for March ▪ Track all applications by date/time in preparation for possible lottery for available student slots
March - June 2011	▪ Update the school's web site with new information/hires ▪ Create press releases on the progress of the school ▪ Present program to families on Information Night ▪ Conduct individual parent, student, admissions interview for all registering students. ▪ Secure signage for the school location built into the lease