C.2 Advertising and Promotion

The Leman Academy of Excellence recognizes that the target enrollment goal for the school's first year is aggressive; likewise, the advertising and promotion plan is an aggressive approach that takes advantage of Dr. Leman's notoriety and ability to draw an audience. Additionally, the breadth of grades that LAE will cover in the first year – a total of seven between kindergarten and 6th grade – broadens the target audience and will facilitate LAE meeting enrollment projections.

A. Advertising & Promotion Plan

Once the Leman Academy of Excellence reaches full capacity, the school will have 125 scholars in kindergarten and 130 scholars in each grade 1st – 8th for a total enrollment of 1165. This enrollment will not be reached until the 2020 school year; however by the start of year three the school will be approximately 2/3 full. The chart below outlines the target enrollment projections for the first three years.

Leman Academy of Excellence Enrollment Goals Year 1-3			
Grade Level	**Year 1: 2015-2016**	**Year 2: 2016-2017**	**Year 3: 2017-2018**
Kindergarten	100	125	125
1st	78	130	130
2nd	78	78	130
3rd	52	78	104
4th	52	52	78
5th	26	52	52
6th	26	52	78
7th		26	52
8th			26
TOTALS	**412**	**593**	**775**

In year one, 43% of the target enrollment will be derived from kindergarten and first grade alone. Advertising and public relations efforts will blanket the whole of Oro Valley, however special grass roots marketing efforts will be directed at reaching families with children ageing out of Pre-K and Kindergarten programs in schools and day care centers that serve an infant/toddler/pre-k/kindergarten community.

In year two, the enrollment projections allow for the following assumptions:

- Limited attrition
- Higher levels of interest in K and 1st grades, increasing both grades to five classrooms (one additional classroom at each level)
- Increase at 6th grade - beginning to build a community for middle school

Based on the above assumptions, the year two marketing plan requires steady focus on the feeder school relationships (see below) and a particular emphasis on the growing middle school program.

In year three, the enrollment projections allow for the following assumptions:

- Limited attrition, gaps from which are filled with new students
- Enrollment focus remains heavy on feeder schools that conclude at Pre-K
- Increase capacity at 3rd grade
- Increased capacity at 6th grade to continue building the middle school community

The rationale behind an increase at 3rd grade in year three centers on three presumptions 1) brand awareness of LAE - its reputation and quality – will be solidly formed within the Oro valley community creating a sense of demand; 2) third grade is a comfortable age for parents to change their child's school – leaving a school that a family has been a part of for two or three years is easier than leaving a school community after three or four years; and 3) third grade is when Latin is introduced to LAE scholars, which is an ideal time to bring in a larger cohort in this grade level. Additionally, for incoming third graders, LAE offers a continuous community for six more years.

The marketing plan for year three focuses again on feeder school relationships with pre-k programs, middle school enrollment and communicating to the community (through PSAs, advertising and direct mail) that availability for seats at LAE are primarily in third grade in the 2017/2018 school year.

Segmenting the Target Audience by Age

Recruiting Kindergarten and First Grade

Developing relationships with potential feeder schools in the start-up year and beyond is essential to laying the ground work for enrollment at LAE – both in year one and beyond. Recognizing that many preschool programs offer Kindergarten, LAE marketing efforts will be sensitive to only approach families with students who are aging out of a feeder school's program. LAE seeks to establish long-term relationships with potential feeder schools and recognizes that competing for a schools potential Kindergarten class will undermine efforts for a healthy and long-term feeder school relationship. The list below includes day care, pre-school and pre-school / kindergarten programs. Particular emphasis will be placed on developing relationships with programs that are marked with a star (*), as those programs end at Pre-K and in the long run will be the primary sources for rising kindergarteners – which will be the primary point of entry to LAE by year four.

- Childtime*
- Creative Kids Preschool & Kindergarten
- Daisy Early Learning Academy*
- Early Bird Day Care*
- Kids Village*
- La Petite Academy
- Little Butterflies Daycare*
- Mis Manos Montessori School
- New Discoveries Preschool*

- Noahs Ark Child Care*
- Open Arm Preschool and Daycare*
- Precious Moments Daycare*
- Pusch Ridge Pre-School & Kindergarten
- St. Andrews Preschool & Kindergarten
- St. Marks Early Childhood Center
- Sunshine School in Oro Valley
- The Goddard School

A letter of introduction will be sent to each prospective feeder school with an emphasis on the fact that LAE is only interested in reaching students who are aging out of the school's program. The letter will include information about Dr. Leman, the LAE philosophy and program goals, and an offer to have Dr. Leman speak at the school. Each letter will be followed up with a phone call to secure a date for Dr. Leman to address the families of the Oro Valley preschool and Kindergarten parents who are in the process of looking for a new school. The hosting school receives the benefit of offering a unique and sought-after speaker to their parent body in a small and intimate environment. Simultaneously, the Leman Academy of Excellence has the benefit of a relevant audience for a limited cost.

These speaking engagements will not only provide information about the Leman Academy of Excellence to an appropriate audience, but will also start to generate word of mouth marketing for the school. When possible, invitations to these speaking events will link through the hosting school's Facebook page and RSVPs will be captured on the LAE Facebook page, which will enable the social media conversation about LAE to continue long after the speaking engagement is over.

In addition to developing and fostering strong feeder school relationships, to build enrollment in the kindergarten and first grade classrooms at LAE, a direct mail campaign will enable LAE to reach this target audience.

Elementary-Aged Scholars & Rising Middle School Scholars

The greater challenge for meeting enrollment goals at LAE will be in grades 2-6; this span of ages represents 57% of the student body in year one. While there is not an obvious feeder pattern for these students, there is greater variety of reasons a family may be looking to a new school. The chart on the following page aligns marketing tactics with circumstances that would position LAE as the right educational choice for families.

Circumstances that Result in School Choice Aligned with LAE Marketing Tactics	
Family Circumstances that Position LAE as the Right Education Choice	**Marketing Tactic to Reach this Audience**
Dissatisfied with current school	• Direct Mail • Google Ad Words purchase with Oro Valley geographical range: "new schools, elementary schools"
Drawn to Classical Education and /or Charlotte Mason	• Direct mail • Google Ad Word & Facebook Ads purchase with Oro Valley geographical range: "Classical Education, Charlotte Mason" • Advertising (more below)
Familiar with Dr. Leman's Body of Work	• Direct Mail • News regarding LAE on Dr. Leman's website • Social media connections with Dr. Leman's network
Moving into the area / new to Oro Valley	• Working with real estate agents to provide information to new home buyers • Working with developers building new communities • Working with HR departments of major employers to include information about LAE to new employees / transfers / relocation packages
Looking for a long-term school choice that includes middle school	• Direct Mail • Google Ad Words / Facebook Ads purchase with Oro Valley geographical range: "middle schools, charter schools, charter middle schools"

In addition to efforts that are targeted by age group and family circumstance, the Leman Academy of Excellence advertising and promotion plan includes outreach to the broader community to reinforce our message throughout Oro Valley.

- Fliers / Community Notices at Oro Valley Community Outlets
    - Northwest YMCA
    - Oro Valley Parks & Recreation
    - Churches & Synagogues
    - Chamber of Commerce

- Internet & Social Media
    - Website development
    - Facebook Page

- Radio & Television Advertising
    - Specific stations / shows that reach LAE's audience

B. Advertising & Promotion Costs

In the Start-Up budget, $20,000 has been allocated to marketing LAE. Recognizing how essential marketing is to attracting students and meeting enrollment goals, the three year operating budget sustains marketing at the $20,000 investment in year one. In year two, the marketing budget drops by 25% to $15,000; in year three it remains $15,000. LAE founders believe that after three years of intense marketing and public relations efforts to solidify LAE's presence in the community, a marking budget needs to be maintained to strengthen the LAE brand and ensure the school remains relevant and recognizable.

The break down for the start-up year budget of $20,000 is:

$6,500	Direct mail, households in a 10-mile radius with children under 12
$4,000	Web based marketing to include - Search Engine Optimization - Facebook.
$3,500	Radio advertising
$1,000	Graphic Design: brochure, welcome package, & direct mail
$1,500	Printing brochures, welcome packages
$3,500	Comcast Cable TV

C. Rationale for Advertising & Promotion Costs

Leman Academy of Excellence Board Chairman, Joe Higgins is well versed in the media outlets in the greater Tucson area. Mr. Higgins has the knowledge, skills and abilities to lead a marketing effort in Oro Valley. Additionally, Mr. Higgins has relationships with PR firms and marketing outlets that have offered their assistance to ensure that LAE meets its target enrollment in year one and beyond. Mr. Higgins has already laid the groundwork for promoting LAE by developing a school logo and drafting the web site. Mr. Higgins will continue to lead, manage and support the advertising and promotion efforts on a volunteer basis.

Tagline Media Group of Tucson has already started working on LAE's marketing plan; Tagline works exclusively with local businesses and has extensive experience is buying advertising and targeting marketing programs using the latest market research and firsthand experience in the Southern Arizona market. The promotion costs and rationale for LAE's advertising was developed under the guidance of Tagline Media Group.

Tagline has developed mock-ups of the LEA logo and web site as well as a projected year one marketing campaign. Pima County has a population of over 1 million people but given the geographic location of the first LAE, Tagline proposes a combination of

targeted advertising and very specific broadcast media buys. The goal of the marketing campaign is to reach households with children ages 4 to 11. Tagline has determined that the woman of the household is the primary decision maker and will target their design and messaging towards young mothers. All marketing will prominently feature Dr. Kevin Leman's body of work and national appearances on recognizable media outlets. Key marketing points of the campaigns will include key features of the LAE to include its focus on the entire learning experience with emphasis on classical education principals, state of the art campus and technologies, and safety and values based education.

Direct Mail

Tagline recommends a series of mailings targeted at families with school age children age 4 to 10. The goal is to send at least 2 and up to 4 mailings to the LAE target population within a 10-mile radius of our school campus. Within a 5-mile radius of our target location Tagline has identified 7,333 children under the age of 12. By house holding these numbers it is estimated that there are 2,850 households with children that are potential candidates for LAE. The charts below provides a specific break down of direct mail costs:

Estimate Direct Mail Costs for 10,000 piece Mailing			
One-Time Fees		**Cost Per Mailing**	
Description	**Cost**	**Description**	**Cost**
Mailing List purchased with allowance for multiple use. This cost was sourced from USA Data's on-line calculator	$658.00	10,000, 4x6, color postcards from Vista Print online marketing services	$392
Postcard Design	Accounted for in Tagline Media's spending category, "Graphic Design"	Postage: Bulk mail, not for profit pricing is 9.9 cents for mailing within the same 5-digit area; 11.7 cents. for 3-digit area. ½ mailed within 5-digit area: $495 ½ mailed within three-digit area: $585	$1080
TOTAL:	**$658.00**		**$1,472**

Total Estimated Cost for Direct Mail	
One-Time Fees	$658
1st Mailing	$1,472
2nd Mailing	$1,472
3rd Mailing	$1,472
4th Mailing	$1,472
TOTAL	**$6,546**

Television – Comcast Cable
Southern Arizona is broken into two cable providers with Comcast servicing the entire northwest portion of Pima County. Oro Valley and Marana are the key feeder markets for LAE, and the Comcast advertising footprint overlays these communities perfectly. With a budget of $2,300, a run of schedule starting in early May through late July will provide 6 to 10 views per target demographic. For maximum value Tagline is proposing popular daytime programs such as Ellen, Dr. Phil, Dr. Oz and The View.

Printing – Brochure and Hand Outs
Tagline is proposing a $1,500 fee for design and printing of leave behind materials promoting the LAE. Part of Dr. Kevin Leman's network involves a number of churches located throughout the Southern Arizona region. Dr. Leman has been hired in the past as a speaker in various large churches surrounding the future site of the LAE. Given these relationships Dr. Leman will have access to talk about the opening of the LAE and discuss with credibility the attributes of LAE.

Radio Advertising
Radio advertising options that Tagline included in their proposal have a budget of $1,500 and include KLOVE, a Christian based FM station with large family focused listenership in Southern Arizona, KNST, KVOI and KQHT, all talk radio stations with a loyal listenership and a strong reach into the Oro Valley and Marana markets.

Social Media – Web Based Advertising
Tagline is recommending online banner advertising targeted at zip codes surrounding the LAE. The online banner program will include key word ad placement and search word tracking to target our key demographic, mothers of school age children. The budget of $3,800 will include a targeted Facebook, banner ad and key word program beginning in April of 2015 and continuing through June of 2015.

D. Timeline for Advertising and Promotion – Start-Up Year

The chart below outlines the narrative above by month, activity and responsible party.

Leman Academy of Excellence Timeline for Advertising & Promotion		
Month / Timeframe	**Activity**	**Responsible Party**
Winter 2014	• Conduct focus group conversations with parents in target population and Dr. Leman.	LAE Board & Volunteers
Spring / Summer 2014	• Website development • Facebook Page development	LAE Board Chairman, Joe Higgins & Volunteers
Fall 2014	• Letters sent to prospective feeder schools • Follow up calls and scheduling dates	LAE Board & Volunteers
Winter 2014	• Dr. Leman begins speaking engagements at	LAE Board &

	local preschools (Goal: 7 events scheduled)	Volunteers
January 2015	• Radio advertising begins	Tagline Media
February 2015	• Sign Charter Contract • First Direct Mail Piece Sent (advertises Open House with Dr. Leman) • Radio Advertising continues • Social Media web-based advertising begins	Tagline Media Group
March 2015	• Radio advertising ends • Social Media web based advertising continues • First of two Open Houses **Enrollment Goal: 75**	Tagline Media Group
April 2015	• Second Direct Mail Piece Sent • Social Media web-based advertising campaign ends **Enrollment Goal: 175**	Tagline Media Group
May 2015	• Comcast Ads begin • Second Open House • Third Direct Mail Piece sent **Enrollment Goal: 275**	Tagline Media Group
June 2015	• Fourth Direct Mail Piece sent • Comcast ads continue **Enrollment Goal: 350**	Tagline Media Group
July 2015	• Comcast campaign ends **Enrollment Goal: 412**	Tagline Media Group

As an ongoing conversation with Tagline Media Group, the LAE Board, Principal, Business Manager and Registrar, the successes and failures of the marketing campaign will constantly be assessed. The marketing program in year one will be changed from that of the start up year to capitalize on the aspects of the LAE marketing campaign that were a success and change the aspects that reaped little effect.

With the resources, talent and expertise of a professional marketing group like Tagline Media, in combination with an increased marketing budget; and the knowledge, skills and abilities of the LAE board and advisory board; and the name recognition of Dr. Leman there is great confidence that the marketing campaign will result in filling the Leman Academy of Excellence with the requisite number of students in year one and beyond.