C.2 Advertising and Promotion Plan

a) **Advertising/promotion plan**

The recruitment plan will build upon and promote existing levels of student satisfaction with NAS in Colorado and New Mexico. A chief objective of the plan is the inclusion of recruitment goals and objectives related to enrolling immigrant, ELL, and underserved students and creating opportunities for them to succeed. Specific efforts include:

- Creation of local and state-wide press opportunities - including Hispanic media outlets - to highlight NAS as an innovation within Arizona's public education system
- Development of opportunities for faculty to network and engage with business partners to promote and implement the recruitment plan
- Reinforcement of outreach efforts targeting typically under-represented and under-served students, including those who will be first generation college, those who show college potential with support, those likely to face significant obstacles to success after high school; refugees and students of low socio-economic status

NAS-Phoenix will employ comprehensive media and field campaigns to reach these potential students, their families and friends; Phoenix educators; key local leaders; and the community at-large. Our goal is to educate the public, including students, about our mission, the students we serve, and the unique way in which we serve our target population.

The NAS-Phoenix outreach program will have four primary components: Key leaders, mass media advertising, field outreach, and a social media campaign. The goal is to create a 'drizzle' of information using a myriad of methods. In this way, we reinforce our own message to create word-of-mouth and knowledge of our school.

- Key leaders will be informed of our school through one-on-one communications and direct mailings and emails, and through open houses, community meetings and presentations. Key leaders include state and local school officials, principals and counselors, local elected officials, social service agencies that serve at-risk youth, and community groups such as chambers of commerce and immigrant advocacy groups.

- Mass media advertising, such as local Hispanic radio and television (targeting parents) and English Hip Hop stations (targeting students), bi-lingual newspapers (for-profit and non-profit, such as church newspapers and bulletins), will be used to introduce the school to the market on a broad, widespread level. NAS-Phoenix will use messages similar to those used successfully in the Denver, Las Cruces and Albuquerque areas. NAS-Phoenix will create its own commercials (radio and TV) and print advertising to resonate with un-enrolled and under-served students. We will operate an in-house call center that screens calls, answers questions and helps place students in school.

- The field outreach campaign is a widespread effort to take our message directly to our students and their families. NAS-Phoenix will post fliers in approved locations where our target market is likely to see them: on doors in strategic, targeted neighborhoods near the school; in places of business (restaurants, construction sites, banks, laundry facilities); in government agencies and service offices (libraries, clinics); and in churches. NAS-Phoenix will conduct brief presentations to strategic communities such as Spanish-language masses and church services. We will attend important fairs and festivals where Spanish-speaking students and their families are likely to come in contact with our message. We will host open houses for the public, especially students and their families, and will invite them to tour our school and meet our staff. We will create newsletters in both Spanish and

English that will be sent to homes and with students so that everyone in the family is able to read and understand the content, not just English-readers.

- Social Media Campaign. According to a report released by Mobile Future and the Hispanic Institute,[1] "Ninety percent of Hispanics, ages 18-29, have cell phones. Hispanics actually lead whites in using mobile phones to access the Internet, 40-34 percent. At 45 percent, they also lead both whites, 24 percent, and African Americans, 44 percent, in sending and receiving instant messages." Text messaging is the preferred method of communication among all teenagers; therefore, NAS-Phoenix will not only use existing digital media channels such as online advertising or social media, but will leverage opportunities to reach teenagers through online strategies that include Twitter, Facebook, and text-messaging.

  Blogging. NAS will leverage the success stories of students in its network of schools by hosting student guest posts. Blogging offers numerous benefits – a few blog posts per week will help increase our search engine ranking and number of visitors to the NAS-Phoenix site. It will also increase the number of inquiries received because we will include an online contact form. Finally, blogging helps build relationships with students and families and encourages two-way communication while creating an interactive community.

  Digital School Ambassadors. NAS-Phoenix will create a digital ambassador program featuring school staff and board members who post messages on behalf of the school via Twitter, Facebook, blogs, and the school webpage.

b-d) Description of costs, source for costs, and timeframe for advertising/promotion

The New America School-Phoenix advertising strategy, budget and timeline are based on the promotional campaigns that have been implemented in Colorado and New Mexico markets that have contributed to the schools in these states meeting their enrollment targets. These campaigns, per (a) above, rely heavily on buying radio spots and leveraging opportunities to obtain free media placements in print and on television. Field outreach is also emphasized, taking the NAS-Phoenix message directly to potential students and their parents for little costs other than the costs of flyers. Digital campaigns have been proven increasingly effective, and as such, for school year 2013 the NAS Network created a series of new web sites for each state and adapted our radio, television, Facebook and Google Ads strategy to drive potential enrollees to these sites. Once at the site, visitors can directly contact the registrar's office for the school at stake. In anticipation of opening a Phoenix school, the Network created a complete, NAS-Phoenix web site along this model.

The three-year advertising budget ratchets up expenditures each year. In Year 1, NAS-Phoenix will only advertise during the fall enrollment period. In Year 2 and Year 3, recognizing that students who enroll in the spring and winter are likely to re-enroll the next year, NAS-Phoenix will begin advertising during the two week March, and then January, enrollment periods.

[1] Source: Hispanic Broadband Access: Making the most of the mobile, connected future. 2012

Item	Year	Description	Costs	Source for Costs	Timeframe
Web Site Development	Start-Up	NAS-Network has developed an extensive, interactive web site through which potential registrants can directly contact the NAS-Phoenix registrar	$0	NAS-Network In-Kind Donation	Completed
Web Maintenance and Hosting	Start-Up	NAS-Network will donate the cost of hosting ($20/month) and maintaining ($120/month) the NAS-Phoenix web site as an in-kind donation	$0	Indra's Net; Marc Jones Consulting	January 1, 2016 - July 31, 2016
Materials Development	Start-Up	5,000 flyers @ $1,450; 50 yard signs and stands @ $400	$1,850	Hampden Press	January 1, 2016 - July 31, 2016
Develop Ancillary Marketing Materials	Start-Up	The NAS-Network provides template logos, letterhead, promotional videos, student success stories, brochures, etc. NAS-Phoenix will modify these templates to fit local school. NAS-Network will print 250 Brochures @ $290; 250 glossy handouts x 2 @ $640; 250 pocket folders @ $610 and provide these materials as an in-kind donation.	$0	NAS-Network In-Kind Donation	January 1, 2016-July 31, 2016
Canvassers	Start-Up	NAS-Phoenix will print and distribute an estimated 5,000 flyers (Spanish/English) for use in door-to-door canvassing effort, staffed by paid students, volunteers and NAS-Phoenix staff. Two student canvassers will be paid $8/hr x 40 hrs/canvasser.	$640	NAS-Denver pay scale for student canvassers	May-July, 2016

Key Leaders Outreach	Start-Up	NAS-Phoenix representatives will meet with key leaders, businesses and organizations	$0	Volunteer Effort	January 1, 2016-July 31, 2016
Media Outreach	Start-Up	NAS-Phoenix representatives will meet with editorial staff of key print, radio and television outlets to discuss free placements	$0	Volunteer Effort	January 1, 2016-July 31, 2016
Free Advertising	Start-Up	NAS-Phoenix will leverage free print, radio & television opportunities (interviews, spotlight segments, event coverage)	$0	Staff Effort	January 1, 2016-July 31, 2016
Radio Advertising	Start-Up	NAS-Phoenix will run 120 paid and 120 free[2] radio spots during May through July	$4,100	Blue Onion Media Team	May - July, 2016
Paid Television Advertising	Start-Up	NAS-Phoenix will run 10 paid and 10 free television spots on Spanish language TV during July	$1,810	Blue Onion Media Team	July 2016
Digital Advertising	Start-Up	NAS-Phoenix will place targeted Facebook and Google ads	$1,600	Buyer sets weekly expenditure cap	May - July, 2016
Social Media	Start-Up	NAS-Phoenix volunteers will blog, use Facebook, etc. to spread word of school	$0	Volunteer Effort	January 1, 2016-July 31, 2016
TOTAL START-UP $10,000					

[2] NAS has been able to negotiate a 1 paid – 1 free agreement with Colorado and New Mexico TV and radio stations and anticipates doing the same in Phoenix)

Web Maintenance and Hosting	Year 1	NAS-Network will donate the cost of hosting ($20/month) and maintaining ($120/month) the NAS-Phoenix web site as an in-kind donation	$0	Indra's Net; Marc Jones Consulting	August 1, 2016- July 31, 2017
Materials Development	Year 1	10,000 flyers @ $2,900; 500 postcards @ $235	$3,135	Hampden Press	August 2016, May - July 2017 (flyers); May 2017 (postcards)
Canvassers	Year 1	NAS-Phoenix will print and distribute an estimated 10,000 flyers (Spanish/English) for use in door-to-door canvassing effort, staffed by volunteer student leadership cadre, volunteers and NAS-Phoenix staff.	$0	Volunteer effort	August 1-15, 2016, May - July 2017
Free Advertising	Year 1	NAS-Phoenix will leverage free print, radio & television opportunities (interviews, spotlight segments, event coverage)	$0	Staff Effort	August 1, 2015 - July 31, 2017
Radio Advertising	Year 1	NAS -Phoenix will run 60 paid and 60 free radio spots in first two weeks of August 2015 and 90 in May - July 2016	$6,150	Blue Onion Media Team	August 1-15, 2016; May - July 2017
Paid Television Advertising	Year 1	NAS-Phoenix will run 10 paid and 10 free television spots on Spanish language TV during first two weeks of August 2015 and 10 during July 2016	$3,620	Blue Onion Media Team	August 2016 & July 2017

Digital Advertising	Year 1	NAS-Phoenix will place targeted Facebook and Google ads	$1,875	Buyer sets weekly expenditure cap	August, September, 1st two weeks of January, last two weeks of March, May-July
Social Media	Year 1	NAS-Phoenix volunteers will blog, use Facebook, etc. to spread word of school	$0	NAS Network	August 1, 2016 - July 31, 2017
Returning Student Mailer	Year 1	NAS-Phoenix will mail English/Spanish postcards to parents reminding them to enroll their child for the coming year. 500 postcards @ $0.44	$220	USPS	May 2017
TOTAL YEAR 1 $15,000					
Web Maintenance and Hosting	Year 2	NAS-Network will donate the cost of hosting ($20/month) and maintaining ($120/month) the NAS-Phoenix web site as an in-kind donation	$0	Indra's Net; Marc Jones Consulting	August 1, 2017- July 31, 2018
Materials Development	Year 2	10,000 flyers @ $2,900; 500 postcards @ $235	$3,135	Hampden Press	August 2017, May - July 2018 (flyers); May 2018 (postcards)
Canvassers	Year 2	NAS-Phoenix will print and distribute an estimated 10,000 flyers (Spanish/English) for use in door-to-door canvassing effort, staffed by volunteer student leadership cadre, volunteers and NAS-Phoenix staff.	$0	Volunteer Effort	August 1-15, 2017, May - July 2018

Free Advertising	Year 2	NAS-Phoenix will leverage free print, radio & television opportunities (interviews, spotlight segments, event coverage)	$0	Staff Effort	August 1, 2017 - July 31, 2018
Radio Advertising	Year 2	NAS -Phoenix will run 60 paid and 60 free radio spots in first two weeks of August, 30 paid and 30 free spots in last two weeks in March (to encourage Quarter 4 enrollment) and 90 paid and 90 free spot in May - July	$7,380	Blue Onion Media Team	August 1-15, 2017; March 15-30 & May - July 2018
Paid Television Advertising	Year 2	NAS-Phoenix will run 15 paid and 15 free television spots on Spanish language TV during first two weeks of August 2016 and 10 during July 2017	$4,250	Blue Onion Media Team	August 1-15, 2017, July 2018
Digital Advertising	Year 2	NAS-Phoenix will place targeted Facebook and Google ads	$3,015	Buyer sets weekly expenditure cap	August 1-15, 2017, March 15-30 & May - July 2018
Social Media	Year 2	NAS-Phoenix volunteers will blog, use Facebook, etc. to spread word of school	$0	NAS Network	August 1, 2017 - July 31, 2018
Returning Student Mailer	Year 2	NAS-Phoenix will mail English/Spanish postcards to parents reminding them to enroll their child for the coming year. 500 postcards @ $0.44	$220	USPS	May 2018
TOTAL YEAR 2 $18,000					

Web Maintenance and Hosting	Year 3	NAS-Network will donate the cost of hosting ($20/month) and maintaining ($120/month) the NAS-Phoenix web site as an in-kind donation	$0	Indra's Net; Marc Jones Consulting	August 1, 2018- July 31, 2019
Materials Development	Year 3	10,000 flyers @ $2,900; 500 postcards @ $235	$3,135	Hampden Press	Aug. 2018, May - July 2019 (flyers); May 2019 (postcards)
Replenish/Revise Ancillary Materials	Year 3	125 Brochures @ $145; 125 glossy handouts x 2 @ $320; 125 pocket folders @ $305	$770	Hampden Press	August 1, 2018- July 31, 2019
Canvassers	Year 3	NAS-Phoenix will print and distribute an estimated 10,000 flyers (Spanish/English) for use in door-to-door canvassing effort, staffed by volunteer student leadership cadre, volunteers and NAS-Phoenix staff.	$0	Volunteer Effort	August 1-15, 2018, May - July 2019
Free Advertising	Year 3	NAS-Phoenix will leverage free print, radio & television opportunities (interviews, spotlight segments, event coverage)	$0	Staff Effort	August 1, 2017 - July 31, 2018
Radio Advertising	Year 3	NAS -Phoenix will run 60 paid and 60 free radio spots in first two weeks of August, 30 paid and 30 free spots in first two weeks of January (to encourage Quarter 3 enrollment) 30 paid and 30 free spots in last two weeks in March (to encourage Quarter 4 enrollment) and 90 paid and 90 free spots in May - July	$8,610	Blue Onion Media Team	August 1-15, 2018; Jan. 2019; March 15-30 & May - July 2019

Paid Television Advertising	Year 3	NAS-Phoenix will run 15 paid and 15 free television spots on Spanish language TV during first two weeks of August 2015 and 10 during July 2016	$4,250	Blue Onion Media Team	August 1-15, 2018, July 2019
Digital Advertising	Year 3	NAS-Phoenix will place targeted Facebook and Google ads	$3,015	Buyer sets weekly expenditure cap	August 1-15, 2018, March 15-30 & May - July 2019
Social Media	Year 3	NAS-Phoenix volunteers will blog, use Facebook, etc. to spread word of school	$0	NAS Network	August 1, 2018 - July 31, 2019
Returning Student Mailer	Year 3	NAS-Phoenix will mail English/Spanish postcards to parents reminding them to enroll their child for the coming year. 500 postcards @ $0.44	$220	USPS	May 2019
TOTAL YEAR 3 $20,000					

NAS-Phoenix will have an enrollment cap of 450 students, which it anticipates reaching in its fifth year of operation. NAS-Phoenix has a projected year one enrollment of 197, with growth expected each year until the cap number is reached.[3] To reach its year one enrollment projection, NAS-Phoenix has set the below monthly enrollment targets (with the understanding that if enrollments exceed these projections, NAS-Phoenix will continue to enroll students until the enrollment cap is reached, at which point lottery protocols as described in section B.3 will be initiated):

YEAR 1 Enrollment Targets by Month	
Month	Cumulative Students Enrolled
June 1, 2016	32
June 15, 2016	65
July 1, 2016	115
July 15, 2016	197

[3] This expectation is supported by the growth trends of the other NAS network schools—each of which had the same initial enrollment projections as NAS-Phoenix and targeted a demographically similar population.