Business Plan
C.2 Advertising and Promotion

Marketing and Advertising of the School:

The marketing and advertising campaign of P.V. Montessori School will start upon the anticipated approval of the charter application in February 2013. It will start with announcing of the opening date of the school, which is set for August 5, 2013 (Monday).

The school is starting relatively small in an area of high demand and with existing well-organized strong parental support, the marketing and advertising expenses can be kept to a minimum. As of the time of the new charter application submittal the expressed intents to enroll in the future charter school exceed the enrollment projections for Year 1.

The marketing campaign will target to inform the community about the merits of the P.V. Montessori program of instruction and keep the school in communication with its community. Anticipated start-up and ongoing marketing and advertising costs are $3,300 in the Start-Up Period (reflected in the Start-Up Budget):

$3,300 were budgeted during the Start-Up Period: develop and maintain a web site that communicates with the pre-school parents and community, down payments, initial payments related to marketing initiatives during Year 1.

$7,500 for each Year 1, Year 2, and Year 3 (reflected in the Three-Year Budget). The Start-Up Period and Year 1 campaign include the following marketing initiatives:

- ★ Advertise in Arizona Parenting Magazine - Costs are based on a quote from the Arizona Parenting Magazine - $800 .
- ★ Advertise in weekly local church bulletins - There are number of churches (Harvest Baptist Church, Compass Church, Trinity Lutheran Church, St Thomas Aquinas's Church, St John Church) around the school site. We have contacted their staff and they will support the school by providing a very low cost access to their weekly bulletins - Cost is based on an estimate to share partially in the printing costs for the bulletins - $100
- ★ Print and mail 15,000 postcards and 30 posters to be posted in businesses serving local families (i.e., pediatrician offices, ice cream shops, children's clothing boutiques) - Printing and mailing costs are estimated based on a vendor quote from West Valley View newspaper - they offer printing and distribution services -$1,500.
- ★ Business cards, informational tri-fold brochures and flyers will also be designed and printed. Volunteer help will be sought for the design. Printing costs were estimated based on online printing services (Vista Print) - $1,200.
- ★ Upgrade the school web site and establish social media presence and communication - Cost is based on competitive quotes from independent web developers (Epic Web Solutions, Gofelipe Freelance Graphic and Web Design) - 2,500.
- ★ Purchase services from marketing firms and event organizers - Cost is based on a vendor quote (Three Dog Marketing - they specialize in marketing, including social media and events organization) - 1,400.

Adjustments to this marketing plan will be made in Year 2 and Year 3, as necessary, and based on the evaluation of the effectiveness of the various marketing initiatives.

Promotion:

The following initiatives are planned to promote the school:

- ★ At the beginning of Year 1 a number of the kindergarten students will feed from the existing private preschool. As such, expenditures of $3,300 were budgeted during the Start-Up Period, mainly to develop and maintain a web site that communicates with the pre-school parents and community, and for the down payments related to marketing initiatives during Year 1.
- ★ There is a dedicated group of parents at the existing private preschool who are eager to spread the word that the new public charter school will offer a strong Montessori education in a loving environment.
- ★ School tours will be offered.
- ★ Open houses will be scheduled and advertised in the West Valley View newspaper.
- ★ The existing private preschool has a website that will be updated with the charter school information. The website will be updated with interactive features to allow the upload of enrollment information.
- ★ Establish and maintain an e-mail listserve (covered by the $3,300 in the Start-Up Budget).
- ★ The school will maintain a strong web presence by means of an informative website and regularly updated blog. To appeal to the highly educated target population, this method of digital communication is crucial. We will also make sure websites like GreatSchools.org, and Yahoo!Local are updated with the most recent information, links and pictures of the campus of P.V. Montessori School (covered by the $3,300 in the Start-Up Budget).
- ★ The school will establish and will maintain strong presence on social network sites such as Facebook and Twitter with frequent school updates and responses to inquiries and comments.
- ★ Other venues for promotion of the school will be researched additionally, and if considered adequate and viable, will be effectively pursued and utilized. (covered by the $3,300 in the Start-Up Budget).

Timeframe during the Start-up Period:

February – March 2013

- Develop postcards, brochures and marketing/press packet
- Update website & existing school listings on the web
- Give school tours & conduct open house events
- Prepare for open enrollment, including policy and enrollment packet (February 2013)
- Establish contact with media and place articles and letters to editor
- Attend formal meetings with community leaders
- Print and begin distributing postcards, brochures and media packets

- Complete the full enrollment for Year 1

April – July 2013

- Continue as above
- Build email list serve
- Push for early enrollment
- Plan Grand Opening event and invite reporters from local papers
- Continue with enlisting students on the waiting list for Year 1

School Opens Aug 5, 2013 (Monday)

Description of Enrollment Procedures:

The founders of P.V. Montessori School studied in detail Arizona Rev. Stat. § 15-184 in the process of formulating its enrollment policies and procedures. Following the rules established by the State of Arizona, P.V. Montessori School will follow equitable enrollment procedures, including the timeframe, waitlist, lottery, and the like, and documents to be included in the enrollment packet, with consideration of:

(1) P.V. Montessori School 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 P.V. Montessori School 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.

(2) Except as provided in the next paragraph, P.V. Montessori School shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.

(3) P.V. Montessori School may limit admission to pupils within a given age group or grade level. The school 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.

The enrollment packet will include the following forms:

- Enrollment Form
- Emergency Contact Form
- Immunization Records Form
- Special Education Form
- Release of Student Records

- English Language Survey Form - PHLOTE
- NSLP/ Free and Reduced Lunch Eligibility Form