Business Plan C2 Advertising and Promotion

Description of Advertising Plan

Phoenix Collegiate Academy Elementary recognizes the challenges of recruiting students and families to a new school, particularly one that may be farther away than the school closest to their home. Despite the prevalence of charters in the community and across the state, there are myths associated with charter schools that we will need to dispel including (1) charter schools cost money and (2) parents have to send their child to the school that is closest to their home. Therefore, our advertising and promotion plan and process will also be one that educates and informs families about their various choices. As a result, we have thoughtfully considered and planned a strategic effort that will utilize our community and business relationships to reach any interested families in the area. We will address this recruitment process openly, transparently, and honestly in order to provide families with the information they need to make a decision that best serves the needs of their individual children.

To ensure that Phoenix Collegiate Academy Elementary receives applications from all interested families in South Phoenix, our advertising and promotion plan is targeted, diverse, and accessible. Our active recruitment to enroll students will only begin upon authorization and after the charter contract is signed. However, by January 2015, we want parents and families to be very familiar with the fact that Phoenix Collegiate Academy, Inc. is expanding to serve elementary students as well. Therefore, our advertising and promotion plan began in August 2013 with community meetings and outreach. Upon authorization, our updated materials to begin enrollment will be ready, and we will continue our extensive parent outreach to prepare for the 2015-2016 school year. All advertising and promotional events and materials will be in both Spanish and English. We will utilize the existing base of parents and community support that PCA Middle and High School already have built to help support our growth as well.

In looking considering our enrollment goals in K-1, our targeted zip codes of 85040, 85041 and 85042 have an approximate enrollment of 1,700 kindergarteners and 1,800 first graders[1]. Therefore, if we pulled students from just these areas, we would represent 3% of the enrolled kindergarten population and 4% of the enrolled first grade population. (We are committed to serving any student who chooses our school, and as an open enrollment school we would not limit what zip codes students come from.) We believe that despite the number of public schools (both charter and district) we will be able to successfully meet our enrollment targets based on the numbers above. To demonstrate how we will meet these targets, the figure below outlines our advertising and promotional plan with a timeframe that is consistent with the start-up of Phoenix Collegiate Academy Elementary's first year of operation. Our enrollment goals for 2-3 fall well in line with actual enrollment at PCA for grades 4-6 for multiple years.

Timeframe	Strategies	Additional Cost
August 2013- December 2014	**Word of Mouth** The Leadership team , Governing Board and volunteers will generate	No additional cost

[1] Our data is from NECS – "Search for Schools" during the 2009-2010 school year. Based on growth projections from First Things First, we anticipate this number to be even higher.

	enthusiasm, interest and excitement about the school and its college preparatory program and encourage families, friends, neighbors and community members to freely share information. Specifically, we will use our relationships with current PCA middle and high school families to promote this opportunity. Additionally, we will work with community-based organizations to help spread the word as we have done in promoting PCA middle and high school thus far. Below is a list of organizations we will work with in South Phoenix: 1. Boys and Girls Club 2. Travis Williams Center 3. Ocotillo and Cesar Chavez Libraries 4. Food City 5. Ranch Market 6. McDonalds 7. Salvation Army 8. Stand For Children 9. YMCA 10. South Mountain/Laveen Chamber of Commerce 11. South Mountain Villager	
January 2015 (upon chartering)-June 2015	We will begin to send targeted letters to students and families about our school, and invite them to open houses and informational meetings. We expect to conduct these in January, March, and June.	Costs for marketing services to create letters and mail them will be approximately $4500 per mailing. Time donated.
February 2015-May 2015	**Community Meetings/Events** Community meetings will be held to provide a forum by which the Board and Principal can share information about Phoenix Collegiate Academy Elementary (i.e. mission and key tenets). When possible, meetings will be scheduled during or after standing community meetings or events (i.e. following a parent gathering at a local church, following	Costs of marketing materials and enrollment forms will be minimal, around $500. Time donated.

	enrichment programs at South Mountain Community Library, etc.). When possible, we will align our recruitment efforts with pre-established community events that have historically drawn large crowds of community residents (i.e. parades, festivals). We will also ask organizations and local community groups representing our target population to allow us to speak about our school program at their regularly scheduled meetings. Further, we will ensure to attend enrollment meetings for PCA Middle and High Schools to ensure we are reaching those interested families as well.	
February 2015-May 2015	**Early Childhood Education Providers** Working with early childhood education providers, Phoenix Collegiate Academy Elementary will spread the word about our college-prep approach to elementary school to those currently serving three and four year-olds.	Marketing materials (cost already assumed above). Time donated.
February 2015-July 2015	**Door-to-Door Recruitment** We believe visiting families at their home and generating conversations about the hopes they have for the education of their children will be one of our most effective outreach strategies. Once we have been chartered, we will tap into the volunteer base we have generated (through community conversations in South Phoenix and across the Valley) and host canvassing volunteer days. We will provide volunteer training, a PCA shirt, a clipboard and light breakfast (coffee and fruit).	Time and mileage donated. Breakfast is sponsored by Board member, or volunteer Shirts will be donated by PCA Middle and High School. Marketing materials (cost already assumed above.)

Additional Advertising and Promotion Costs for Years Two and Three

Phoenix Collegiate Academy Elementary assumes the total cost will be $8,000 in Y1-3 to include the marketing materials listed above which will be the strategies used in every year. These costs represent the elementary school's portion of total district-wide costs. In recruiting for our second, third and fourth years, we will rely significantly on the help of current parents to recruit additional families to our school, in addition to our volunteer door-knocking campaigns and community engagement. All time and materials needed to translate documents is donated. The reoccurring

major cost is the mailing though *Allegra Integrated Marketing and Solutions*. We will conduct three mailings a year. Marketing materials and enrollment forms will include costs of paper, ink, and toner.

Viable and Adequate Costs to Attract Students

The above strategy has been tested through the development of Phoenix Collegiate Academy Middle School and High School. The methods above have allowed the school to meet enrollment targets (or very close) each year. While we do not believe that any of the above work will be easy, we do know that it is the most effective way to engage parents. The greatest cost associated with this plan are the targeted mailings, which PCA Middle School has found to be very successful, bringing in over 150 families in the spring of 2013. While this will not be a guarantee to work for us, it is proof that budgeting these funds to targeted mailing will attract the projected student increases we are planning to achieve each year.

Specific Sources for Advertising Costs

Phoenix Collegiate Academy, Inc. has developed a very strong relationship with *Allegra Integrated Marketing and Solutions* who has undertaken the task of branding the PCA name. We will work with *Allegra* to create all of our marketing materials and mailers. The costs are variable depending on how many letters are mailed out, but to print to approximately 2000 families it is about $1 per letter including the price of bulk mailing.

Timeframe for Advertising and Promotion

As you can see in the chart in section C.2.a, pre-promotion of the proposed school Phoenix Collegiate Academy Elementary will begin in August of 2013 and continue through chartering. Once chartered in January, full implementation of the marketing plan above will ensue through July of 2015 to ensure full enrollment is attained. This will give a full calendar year for marketing to occur and be aligned with recruitment and promotions from PCA Middle and High School as well.

Equitable and Fair Enrollment Legal Assurances

Charter schools are schools of choice and admissions policies will reflect all state and federal requirements. Per **A.R.S. § 15-184** a charter 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. Phoenix Collegiate Academy Elementary will:

• 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.

• Select pupils through an equitable selection process such as a lottery (if the number of applications exceeds capacity) except that preference shall be given to siblings of a pupil selected through an equitable selection process such as a lottery.

• Except as provided in subsection C (where a charter school may limit admission to pupils within a given age group or grade level) or D (a charter school may provide instruction to pupils of a single gender with the approval of the sponsor of the charter school), a charter school shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.

Enrollment Procedures

All families interested in enrolling their child(ren) at Phoenix Collegiate Academy Elementary will be required to complete the following steps and participate in the following enrollment process:

• Families submit an application during the Open Enrollment Period. This period lasts from the first business day after charter authorization and after the charter contract through the third Thursday of March at 5:00 PM.
• If applications exceed the number of available spaces, the school will hold a random, public lottery. All prospective students must participate in the lottery.
• The lottery occurs on the first Thursday of April at 7:00 PM.
• Applicants submitting after the lottery date will be enrolled on a first come, first serve basis.
• Once all of the open seats in a grade level have been filled, Phoenix Collegiate Academy Elementary will draw for the order of the waiting list.
• All families are notified in writing within one week of the lottery of their child's status.
• Families complete and submit Intent to Enroll paperwork within two weeks of the lottery date, including a signed acceptance letter and enrollment packet.
• Families attend one parent and one student orientation in July before school begins in 2015.
• Parents and students sign the Contract of Excellence

Open Enrollment
All students interested in attending Phoenix Collegiate Academy Elementary will be required to complete an enrollment form (any previous signatures on petition forms or letters of intent to enroll will not be accepted) and submit this application directly to the school before the annual deadline. Applications will be available during a publicly advertised open enrollment period each year, generally beginning the first business day after January 1 and continuing through 5:00 PM on the third Thursday of March. Submitted applications will be stamped with the date and time the application was received, and the student names added to an application roster to track receipt. Following the open enrollment period, applications will be counted to determine if any grade level has received a number of applications which exceed available seats. In this event, the school will hold a public random lottery to determine enrollment for the impacted grade level.

Admission Preferences
Per **A.R.S. § 15-184** if the school receives a number of applications that exceeds the number of available spaces, a lottery will be hosted, with preference for available spaces given to students in the following order:
1. Current Phoenix Collegiate Academy Elementary students
2. Siblings of currently enrolled Phoenix Collegiate Academy Elementary students
3. Children of employees of Phoenix Collegiate Academy Elementary, employees of the charter holder, members of the governing body of the Phoenix Collegiate Academy Elementary or directors, officers, partners or board members of the charter holder.

Required Age for Admission (K-1)
Per **A.R.S. § 15-821(B)-(C),** if a kindergarten program is maintained, a child is eligible for admission to kindergarten if the child is five years of age. A child is deemed five years of age if the child reaches the age of five before September 1 of the current school year. A child is eligible for admission to first grade if the child is six years of age. A child is deemed six years of age if the child reaches the age of six before September 1 of the current school year. We are also aware, per the same statute, that if a child who has not reached the age of five before September 1 of the current school year is admitted to kindergarten and is then readmitted to kindergarten in the following school year, a school district or charter school is not eligible to receive basic state aid on behalf of that child during the child's second year of kindergarten.

Enrollment Packet
Upon submitting a signed acceptance letter, the following information will also be collected (this enrollment packet was provided to parents/guardians at the lottery):[2]

1. Per **A.R.S. § 15-828**, Phoenix Collegiate Academy Elementary requires that the person enrolling the pupil must provide one of the following (upon presenting this document to the school, a photocopy is taken for school records, and the original is returned to the parent or guardian):

a. A certified copy of the pupil's birth certificate.
b. Other reliable proof of the pupil's identity and age, including the pupil's baptismal certificate, an application for a social security number or original school registration records and an affidavit explaining the inability to provide a copy of the birth certificate.
c. A letter from the authorized representative of an agency having custody of the pupil pursuant to title 8, chapter 2, certifying that the pupil has been placed in the custody of the agency as prescribed by law.

Note: The provisions of this section do not apply to homeless pupils as defined in section 15-824, subsection C.

1. Immunization records
2. Home Language survey
3. Parent Emergency Contact form

[2] If there is not have a lottery, we will distribute enrollment packets at the first parent orientation meeting in July and collect forms then.