C.2 Advertising and Promotion

C.2.a Advertising and Promotional Plan

The majority of students at PCA High School will be students matriculating from PCA Middle School. In 2012, 60 out of 90 eighth grade students matriculated to ninth grade. In 2013, 60 out of 70 eighth grade students matriculated to ninth grade and thirty additional students from the surrounding neighborhood also enrolled. (This was the first year the High School building opened.) These students learned about PCA from targeted mailers that went out to every student in the Roosevelt School District and also through seeing the new building opening up.

In order to reach enrollment goals in 2015, PCA High School will firstly expect to enroll approximately 60 students from the current eighth grade class of 70 students. In addition to this, to fill in any additional seats, targeted mailings will be sent to all eighth grade families in the Roosevelt School District. These targeted mailings are specific to each student with their names and addresses on them. This list is obtained by a public records request from RSD. Families receive these letters and are invited in for an open house and an opportunity to meet the teachers. All of this happens first in February of the school year prior, and again in April. Further, we reach out to all of our existing families to ensure they refer any family or friends to the school to further spread the word about PCA.

Beginning in June, depending on spaces available, PCA HS staff will begin to call families on the lists and set up individual appointments for tours and to register. Again, this is a free public records list with no specific information other than name, address and phone number. We will call all eighth graders, beginning with those closest to PCA HS and then progressively further away as we know transportation is a challenge as we move further away from the HS site.

In the two years of using this method (2013 and 2014-partially) PCA Middle School has seen full enrollment in every classroom, and the need to add an additional classroom in some grade levels.

Further, in the five years of experience recruiting in this market, we have seen that if we intend to have 250 students on average through the 100th day, we will need to enroll approximately 10% over this number (so 275 in this case) to ensure we maintain our average. With the methods described above we are able to make the recruitment goal of total enrollment plus 10%. We will recruit aggressively until we have met that number.

C.2.b Viable and Adequate Costs

The costs for advertising and promotion in Year 1 are assumed adequate based on the experience of PCA Middle School to achieve enrollment goals for two years in a row (2013 and 2014). Further, the costs, approximately $5,000 are guaranteed with our marketing support at Allegra Graphics and Design. The use of targeted mailers is the main cost we ensue and are effective in achieving the enrollment we need.

C.2.c Sources

Allegra Graphic and Design has worked with PCA, Inc. for two years now and is committed to providing superior service for a reasonable cost. In conversations with Eileen Rogers, Founder, she

has guaranteed these costs will remain fixed for PCA High School. The costs include design, printing, collating and mailing. Costs are $5,000.

C.2.d Timeframe

In December of 2014, upon receipt of chartering, Phoenix Collegiate Academy High School will request student information from the Roosevelt School District. In January of 2015, Allegra will work with School Leaders to design a compelling message to all RSD eighth grade families. These letters will be set to households at the end of January. Open houses will be held in February.

Concurrently, students at PCA Middle School will be enrolling in PCA High School upon chartering in December. After the first round of open houses and the eighth graders enroll in the High School, it will be clear how many seats are still available.

In March, if needed, a second round of mailers will be sent, and open houses will be held. School leaders will also talk to parents at drop-off and pick-up about referring friends and neighbors to PCA High School. After these two initiatives, if there is still a need for further enrollment, school staff will begin calling families individually to invite them for a tour and open house. This will continue through the summer or until all seats are filled.