C.2 Advertising and Promotion

Advertising and promotion activities for Pieceful Solutions Charter School will begin as soon as the charter is approved in January of 2014. For the past 5 years, the private operation of Pieceful Solutions has earned a recognized name of a high quality program for autistic kids locally, regionally (in Arizona) and nationally. It is not uncommon for entire families to relocate in Phoenix to be able to have access to the programs. Such is the case of a the family of an autistic boy from Washington State, whose story grabbed the attention of the local newspaper, or the story of a family of girl from Yuma, Arizona originally commuting, they relocated to Phoenix so that their autistic girl attends full time the school and thrives academically at the school.

The founding team has over 5 years of experience with the private operation and is knowledgeable of advertising and promotion activities that specifically work with the target student population. Additionally, the founders of for Pieceful Solutions Charter School have extensive experience in the autistic community - Kami Cothrun is the Co-Chair of the Resource Fair for the local chapter of Autism Speaks, an organization that fundraises for autistic kids. Pieceful Solutions Charter School will build on the success of the private operation. The school has been sought after by parents as a viable academic choice for parents with autistic kids. The retention rate for the last two years has been 100%. Enrollment at the school doubled from 40 students in the K-5 grade span for the 2012-13 SY to 85 students for the 2013-14SY.[1]

Two main advertising/promotional activities have been identified:

1. Word of Mouth Advertising – the autism community is a very closely knit group, with actively functioning support groups, that stay in constant communication via online chats, blogs and listserves. Pieceful Solutions Charter School will continue to build on that, and will expand the social media communication between parents and the school through Facebook and Twitter presence. In that regard, the school will further enhance its web site capabilities, to include interactive features and links.

   The costs associated with the website are $120/year to host the website. We have included additional $100/month for website upgrade and maintenance. Pieceful Solutions Charter School will continue to use the services of the existing vendor - Bended Knee Design. Cost estimates are based on current vendor costs and vendor estimates for additional work.

2. Advertising at Autism Events – autism conferences, and fundraising events. This is type of advertising has been very successful with the private operation and Pieceful Solutions Charter School will continue to build on it. Those events provide a very broad exposure of the school and the educational choices it provides to the target community.

   The costs associated with participating in those events are usually
   - Fees for the table/booth – based on prior experience, the average fee is $500 and the school projects to participate in at least three major events ($1,500).
   - Costs for brochures – based on prior experience – a box of 500 printed brochures runs approx. $150 for 500 brochures.
   - Promotional materials – pens ($100), business cards ($100). Pieceful Solutions Charter School will use Bended Knee Design for the design and printing of brochures and promotional materials.

[1] Pieceful Solutions currently enrolls 120 students in the K-12 grade span.

3. Additionally, Pieceful Solutions Charter School will run commercials on local TV and radio media - Channel 8 PBS and KTR. The costs for the commercials are based on prior experience - $1,200 to advertise on Channel 8 PBS and $3,000 on KTR.

4. Pieceful Solutions' Life Skills Program – "Cooking With Chef W" - has garnered the attention of the local news media – Channel 12 and Fox 10 News had each featured stories on the program and the school. Pieceful Solutions Charter School will continue to strengthen its presence and ties with the local news media by being an exemplary education program of the highest quality. This will naturally increase the awareness and promote the school programs.

5. Pieceful Solutions Charter School will be located at 550 W. Warner Rd. in Chandler. The school is conveniently located in close proximity to Loop 101 and Interstate 60. The close proximity to major interstate freeways makes the school a convenient and desirable place for parents in Metro Phoenix area. The 10-mile area includes the Chandler-Tempe-Mesa-Phoenix (Ahwatukee)- Gilbert areas.There are 288 public and 50 private schools in the just within 10 mile radius, serving over 70,000 students. The school will place additional banners to advertise its presence in the community. The costs for 2 banners are estimated at $250 each, based on a vendor quote from Sign-a-Rama. The school will plan several open houses to inform the community and promote the educational program. Costs are estimated at approximately $1,000 to include fliers, brochures, light refreshments.

$7,700 is allocated for the marketing/advertisement campaign at start-up. These costs are viable and adequate to attract the projected student population identified in Year 1 of the Three Year Operational Budget. The school needs to enroll 120 K-5 students in Year 1. The school will leverage on the enrollment of student in the existing private K-12 program, which has 85 students in the K-5 grade span and the school is constantly being contacted by parents, who are looking for quality educational choices for their autistic kids. Additionally, the founders of Pieceful Solutions Charter School will donate their time and expertise to promote the school until enrollment is met in Year 1.

Pieceful Solutions Charter School will continue to engage the community in the same fashion in Year 2 and Year 3. The school leaders will make presentations to other autism service providers and support groups and continue to acquire names of students for the data base of interested families. In addition, in October of 2014 the school leaders will promote the school at the Arizona Walk Now for Autism Speaks, the largest autism awareness and fundraising event drawing more than 100,000 families affected by autism in the Metro Phoenix area. The event includes a resource fair. Kami Cothrun, the founder of Pieceful Solutions Charter School is the Co-Chair of the Resource Fair for the local chapter of Autism Speaks. Pieceful Solutions Charter School plans to rent a booth at this event.

Pieceful Solutions Charter School plans to spend on marketing and advertising:

Year 1 - $10,000
Year 2 - $10,000
Year 3 – $10,000

Funds will be spent on advertising and promotional materials such as brochures, flyers and packets to continue to promote the school. This estimate is based on quotes from Bended Knee Design. Yearly

budget amounts will also cover expenses for website updates, upgrades, participation in autism awareness and fundraising events, TV ads and commercials and open house events.

Advertising and promotion activities for Pieceful Solutions Charter School will begin as soon as the charter is approved in January of 2014. All printed materials will be designed and ordered. The website will be updated and upgraded to include interactive features and enrollment information for potential parents. The school will start to hold open house events. A schedule with fundraising and community awareness events for autism will be prepared and booths/tables will be reserved. The school will contact the news media and will start work on the TV advertisements and commercials.

Immediately upon approval of the charter application in January 2014, for Pieceful Solutions Charter School will sign the charter contract -the school has already secured a lease in a facility, which complies with all state and local codes and regulations for an educational facility. This will allow the school to start an active enrollment campaign and meet its enrollment projections.

Enrollment of students in Pieceful Solutions Charter School will begin after the charter contract is signed. Pieceful Solutions Charter School will follow A.R. S. § 15-184 in formulating its enrollment policies and procedures, as follows:

- Pieceful Solutions Charter School shall enroll all eligible students who submit a timely application, unless the number of applications exceeds the capacity of a program, class, grade level or building.
- Pieceful Solutions Charter School shall give enrollment preference to students returning to the charter school in the second or any subsequent year of its operation and to siblings of students already enrolled in the charter school.
- Pieceful Solutions Charter School may give enrollment preference to and reserve capacity for students who are either: children, grandchildren or legal wards of any of the following: employees of the school; employees of the charter holder, members of the governing body of the school, or directors, officers, partners or board members of the charter holder, or attended another charter school or are the siblings of that student if the charter school previously attended by the student has the identical charter holder, board and governing board membership as the enrolling charter school, or is managed by the same educational management organization, charter management organization or educational service provider as determined by the charter authorizer.
- If remaining capacity is insufficient to enroll all students who submit a timely application, Pieceful Solutions Charter School shall select pupils through an equitable selection process such as a lottery except that preference shall be given to siblings of a students selected through an equitable selection process such as a lottery.
- Pieceful Solutions Charter School shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.
- Pieceful Solutions Charter School may limit admission to students within a given age group or grade level.
- Pieceful Solutions Charter School may refuse to admit any student who has been expelled from another educational institution or who is in the process of being expelled from another educational institution.

Documents to be included in the enrollment packet:

- Student Registration Form
- Emergency Form
- Health Record Form
- Medical Information Form
- English Language Survey Form (PHLOTE)
- Authorization Form for Student Records
- Request for Release of Student Records Form
- Attendance Policy
- Free and Reduced Lunch Form

In addition, parents will be required to provide the school with the student's Immunization Record, Birth Certificate, withdrawal slip form their previous school and a copy of their current Individual Education Plan (IEP) if applicable.