C.2 Advertising and Promotion

A transparent and diverse recruitment campaign to advertise and promote Pensar Academy will begin immediately following the charter authorization in December of 2015. However, informal campaigning and public outreach will begin in May of 2015. During the marketing campaign between May 2015 and August 2016, Pensar Academy will actively recruit 150 students for grades 4th-6th grade. Table C.2.1 provide target enrollment details.

In year 1, Pensar Academy will enroll 50 students in each grade of 4th, 5th, and 6th. The 50 students per grade will be split into two homerooms of 25 with a teacher assigned to each class. In addition to the two teachers, each grade level will have one education assistant assigned. The staff to student ratios is 1:16 with two teachers and one education assistant dedicated to each grade level. At the start of year three, Pensar Academy will have 400 students as shown in figure C.2.1. In order to be financially sound, Pensar Academy anticipates reaching its goal of 400 students by the beginning of 2018-19 academic school year. However, the budget in section C.5 assumes a conservative enrollment projection of 90% of the total enrollment capacity for the grades being served each year.

Pensar Academy has created a detailed list of calendar events in figure C.2.2 below. This calendar includes activities before and after authorization. Upon authorization, Pensar Academy will begin its official recruitment campaign and extensive parent outreach in an effort to fully prepare for the 2016-2017 school year.

English and Spanish will be used in promotional material to meet the language needs of potential families. To meet the Spanish language needs, Pensar Academy will make every effort to hire individuals who are Spanish speaking. At this time, the identified Director of Operations is learning to speak Spanish through a variety of resources. Two community stakeholder of the organization, who participated in the creation of the curriculum samples in section A.6 are Spanish speaking. Samuel Frances Vasquez, a native Spanish speaker and Founding Board Member, and Meagan Schamp-Farney, a fluent speaker with a minor in Spanish from the U of A, are both vested in the mission and vision of the organization. These two individuals will assist in the Pensar Academy in recruitment efforts during the timeframe. The school's website will incorporate the power of google translate to ensure that people speaking a variety of languages have access to the web-based and printed information. Visitors to a website will be able to select their desired language from a drop down list and the written content will be translated. This will enable Pensar Academy to meet the needs of the diverse Phoenix Area.

A. Advertising and Promotion Plan for Student Recruitment

Pensar Academy plans to attract and enroll students at a high rate for its initial year. As previously mentioned above, C.2.1 show the expected enrollment needed to meet the organizational goals for its three year operational budgets. The organization expects to have more interest than capacity due to its unique education model and plan.

Fig. C.2.1 Target Enrollments for Years One through Three

Grade Level	Year 1 2016/17	Year 2 2017/18	Year 3 2018/19
4th	50	100	100
5th	50	100	100
6th	50	50	100
7th		50	50
8th			50
Total	150	300	400

The majority of students go to school each day without a purpose or understanding of the impact of how an exceptional middle school education can influence their life trajectory. Students attend school because they simply are required to for an allotted amount time. Pensar Academy has intentionally designed systems that will provide students a venue to develop their purpose and take ownership of their learning. Students who are purposeful will have higher engagement in their studies and school culture. Pensar Academy will engage parents through their main message of "life success is imperative on developing a self-purpose in everything we do. At Pensar Academy, your child will think with purpose to reach their full potential to become agents of change." This message aligns to the mission, that Pensar Academy will develop middle school students with the essential skills to be agents of change in a 21st century global society. The parent message will communicate that Pensar Academy's culture will intentionally develop students to embody the mission of the school.

Pensar Academy's recruitment message to all audiences will focus on the cornerstones of our philosophy and four founding filters. The recruitment team will adjust the language used based on the audience's prior knowledge and working understanding of education vocabulary.

Founding Filters: The founding filters that Pensar Academy used in the creation of their culture and drives all decision are:

1. Productivity
2. Transparency
3. Integrity
4. Teamwork

All stakeholders involved in Pensar Academy will understand these filters and how to use them within our organizations. As Pensar Academy recruit students, the advertising plan will be productive since it is an urgent matter to provide low income students with this unique and valuable educational experience. Pensar Academy will market itself as a place where students will be engaged in learning and development themselves to be as productive as possible. As for transparency, we will be clear with parents and students about the education model and expectations that Pensar Academy will demand. Likewise, Pensar Academy will do the same with potential staff member and community partners.

All parents want their child to attend a school that is just, honest, and ensures that everyone is doing the right thing even when no one is looking. Pensar Academy will explain to parents that we will use the integrity filter to build character in their child. A school with integrity is a safe learning and working environment for all who enter. Being a team player is an intricate attribute for a person to be successful in all aspects of their personal and professional life. Pensar Academy will communicate to parents that one of the 21st century workplace skills at Pensar is collaboration. The education structure at Pensar Academy is built on collaborations through cooperative learning activities and project based learning.

Pensar Academy will communicate with parents and the community our vision: to assist our students in becoming purveyors of the 21st century skills comprised of critical thinking, communication, creativity, and collaboration. These 21st century workplace skills are intertwined with the recruitment process and will focus on four principles outlined below.

Engaging Education: Pensar Academy will offer a one of kind educational model with a rotational aspect described in the Educational Plan A.3. It will be communicated with parents that their child will enjoy school and look forward to waking up each morning because learning is attainable for all at Pensar Academy. All students have an inner creativity that will be nourished and fostered through the Projects Based Learning aspect of the school's model.

Agents of Change: Students at Pensar Academy will develop the ability to think and communicate with individuals on a global level. They will be agents of change through their capacity to critically think and develop solution to problems within and outside of the classroom.

Safe School Environment: At Pensar Academy, the safety and well-being of our students is paramount. Therefore, we have allotted time each day in the school schedule for Student Advisories which will serve to create a family environment on campus in which behavioral expectations are conducive to learning. There will be a campus wide discipline plan to ensure that all students have the right to learn in an environment that is supportive and nurturing.

Achievement and Growth Mindset: All students who attend Pensar Academy will receive Individual Growth Plan to track their progress. Creating and achieving small and large milestones will enable the students at Pensar Academy to cultivate a productive mindset.
In order to get this message out, Pensar Academy's founders, staff, volunteers, and community partners will undertake an ambitious program of events, advertising, communications and outreach in order to accomplish our enrollment goals.

Figure C.2.2 list the timeline of activities that Pensar Academy will use to recruit families within their targeted area. In addition, the timeframe is included with essential details to explain the activity fully and the person responsible for ensuring the event is successful in obtaining the enrollment applications specified to reach enrollment goals to run the operational budget of Pensar Academy. All advertising and promotional actions have a corresponding budget alignment to ensure the plan is sustainable to reach the set goal.

Figure C.2.2 Calendar for promotional event, expenditures and expected letters of intent

Month	Action Step	Essential Details	Person Responsible	Budget Alignments	Enrollment Applications
March 2015 (on-going)	Use word-of-month to spread the news about Pensar Academy,	The two founders have been educators in the surrounding target area a combined 20 years. They are currently reaching out to former student's families to build interest for their siblings, relative and friends.	Director of Student Learning Director of Operations Board members Community Volunteers	The estimated budget is $0	
March 2015 (completed)	Determine brand identity, logo, colors, and mascot	Pensar Academy used a contest through www.hatchwise.com to select a logo with the chosen colors of black and teal. The contest yielded approximately 50 entries. The co-founders selected their top five favorites. The Director of Operations presented the logos to	Director of Operations	The cost of the contest was $140. However, this was paid by the Director of Operations and is not connected to the start-up budget.	NA

		approximately 150 middle school aged children. The top voted logo was purchased.			
March 2015 (Completed)	Acquire domain for website	The website that prospective families, community members, and potential staff to view to get information about Pensar Academy. The website is www.pensaracademy.org	Director of Operations	$12.18 per year March 2015-March 216 has been purchased and is not included in the start-up budget Year 1, 2, and 3 is included in the 3 year operational budget equaling $36.54	NA
May 2015	Join and begin to attend Local First events			$49.00 paid by directors. This is not included in the startup budget. However, the membership[1] for Year 1 $129.00, Year 2 $129.00, Year 3 $249.00 Total=$507.00	
May 2015 (on-going)	Set-up Social Media accounts 1. Facebook 2. Twitter 3. Linkedin	These accounts will be used to continue the word of mouth campaign through social media. They will allow Pensar Academy to update stakeholder on their upcoming events, organization updates etc.	Director of Student Learning	$0.00	NA

[1] Quote for membership dues for Local First is http://www.localfirstaz.com/join/application-dues.php

May 2015	Order business cards	This set of business cards will be for professional contacts as we network with community stakeholders	Director of Operations	$29.99 for a set of 500[2]	NA
May 2015	Order business cards	This set of business cards will be geared towards families that we come in contact with. The cards will be double sided using English and Spanish	Director of Operations	$62.98 for a set of 1000 that are double sided with color[3]	NA
May/June 2015	Determine verbiage ad editorial content for marketing and promotional material	The team would decide the content to be places on flyers, T-shirts, mailers, Facebook ads, Google Ads, banners ect.	Director of Operations	Estimated cost $0	NA
June 2015	Design and purchase promotional brochure, magnets, pens, banners, flyers, and letters of intent	These items will be used at promotional events discussed below.	Director of Operations and Director of Student Services	Car Magnets $12.00 x 5 =$60.00[4] Fridge magnets x 500= $79.99[5] Flyers x 5,000= $100[6] Letters of Intents copies x 500[7]= $50 Shirts x 10 = $77.10[8] Pens 300 = $97.00[9]	NA

[2] Quote from print.staples.com/business-cards.aspx?GP=3%2f27%2f2015+1%3a38%3a23+AM&GPS=3468614170&GNF=0
[3] Quote from print.staples.com/business-cards.aspx?GP=3%2f27%2f2015+1%3a38%3a23+AM&GPS=3468614170&GNF=0

[4] Quote for car magnets at http://www.vistaprint.com/
[5] Quote for fridge magnets http://www.vistaprint.com/
[6] Quotes for flyers from http://www.nextdayflyers.com/flyer-printing
[7] Quotes for letters of intent from http://www.nextdayflyers.com/flyer-printing
[8] Quote for t-shirts from http://www.alliedshirts.com/
[9] Quote for pens from http://www.4imprint.com/http://www.4imprint.com/product/8550?gclid=CjwKEAjwotmoBRCc6LWd2ZnkuBYSJACyt2qutQS7_OaH9ilE-ttuhbEWYma-

				Banner x 3= $30.14[10] total $90.42	
June 2015	Create a website	www.wordpress.org will be used to make the initial website. This website will be professional and appeal for potential families, employees, and community members.	Director of Operations	$0	NA
September 2015 (ongoing) Planned dates to reserve: September 14, 2015 October 4, 2015 November 14, 2015 December 12, 2015 January 23, 2016 February 13, 2016 March 12, 2016 April 16, 2016 May 14, 2016 June 11, 2016 July 9, 2015	Glendale Public Market	The Glendale Public market is located at 5650 N. 55th Ave., Glendale, AZ 85301. Its average attendance is 530,000 people a year[11]. Pensar Academy will host an information booth with information along with the photo booth to engage families. Once Pensar Academy's charter is signed (March 2016) registration forms will be available at the booths. These events will be from 8am-3pm.	Director of Student Learning Director of Operations Board members Founding Teachers Community Volunteers	$12 dollars per Saturday[12] x11 = $132.00	15 at each events for a total of 155

1_r0w5Al95J_HQeIFRoCU2vw_wcB&gfeed=1&mkid=1pla8550&s_kwcid=AL!4167!3!53895999962!!!g!!&ef_id=VQD20QAABH34k2Ao:20150329001926:s

[10] Quote for 2.5 ft by 6ft banner from http://www.vistaprint.com/lpt/banners-cat-resp-marquee-sizes-1.aspx?mk=banners&ad=e&crtv=61850295139&psite=mkwid%7cMvYk1GT9&device=c&couponAutoload=1&GP=3%2f28%2f2015+8%3a09%3a33+PM&GPS=3469987613&GNF=0

[11] http://www.westwinddi.com/westwind/index.php?r=seller/location&idtheater=3999

[12] Quote from Glendale Public Market website http://www.westwinddi.com/westwind/index.php?r=seller/location&idtheater=3999

November 27-28, 2015 Glendale Glitter Spectacular Weekend Estimated attendance at event is 75,000 people [13]	Recruitment booth and inflatable at Glendale Spectacular Weekend	Pop a Shot Basketball Game will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out. Email list sign-up	Director of Student Learning Director of Operations Board members Community Volunteers	Pop A Shot Basketball Game $0 This equipment is owned by the Director of Operations Booth space free	30
December 4-5, 2015 Jingle Bell Rockin' Night Estimated attendance at event is 30,000 people[14]	Recruitment booth and inflatable at Glendale Glitters in Downtown Glendale Setup area: 15' x 12'	Pop a Shot Basketball Game will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out. Email list sign-up	Director of Student Learning Director of Operations Board members Community Volunteers	Pop A Shot Basketball Game $0 This equipment is owned by the Director of Operations Booth space free	20
December 2015	Charter application approved		Arizona State Board for Charter School	$6500 The founding team paid for the application fee through a loan from a stakeholder. This will be paid back in	NA

[13] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm

[14] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm

				the C.5 budget.	
December 11-12, 2015 Winter Wonderland Weekend Estimated attendance at event is 30,000 people[15]	Recruitment booth and photo booth Photos will be printed with the school's information Setup area: 15' x 12'	A photo booth will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out.	Director of Student Learning Director of Operations Board members Community Volunteers	$0.00 Photo booth cost discussed below in narrative Booth space free	20
December 18-19, 2015 Spirit of Giving Weekend Estimated attendance at event is 30,000 people[16]	Recruitment booth and inflatable at Glendale Glitters in Downtown Glendale Setup area: 15' x 12'	Pop a Shot Basketball Game will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out. Email list sign-up	Director of Student Learning Director of Operations Board members Community Volunteers	Pop A Shot Basketball Game $0 This equipment is owned by the Director of Operations **Booth space free**	20
January 9, 2016 Glendale Glitter and Glow Block Party Estimated attendance at event is	Recruitment booth and inflatable at Glendale Glitters in Downtown Glendale Setup area: 15' x 12'	A photo booth and Pop A Shot Basketball Game will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential	Director of Student Learning Director of Operations Board members Community Volunteers	Pop A Shot Basketball Game $0 This equipment is owned by the Director of	30

[15] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm
[16] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm

90,000 people[17]		families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out. Email list sign-up		Operations **Booth space free**	
February 5-7, 2016 Glendale Chocolate Affair Estimated attendance at event is 95,000 people[18]	Recruitment booth at Downtown Glendale Setup area: Setup area: 15' x 12'	A photo booth will be used to attract families to come over to hear a pitch for Pensar Academy Booth to distribute flyers. Connect with potential families face-to-face Continue Word-of-month campaign Letters of intent will be available to fill out. Email list sign-up	Director of Student Learning Director of Operations Board members Community Volunteers	$0.00 Photo booth cost discussed below in narrative Booth space free	30
January 16, 2016 February 14, 2016 March 13, 2016 April 17, 2016 May 15, 2016 Community event	Meet and Greet with families	Pensar Academy will host an event with recreational games such as basketball, softball, flag football, and games for families. Letters of intent will be available for those who have not filled one out. Registration forms will be available after the charter is officially signed.	Director of Student Learning Director of Operations Board members Founding Teachers Community Volunteers	$50 per event for water and small snacks Total=$250	5 at each event for a Total of 30

[17] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm
[18] http://www.glendaleaz.com/events/SpecialEventVendorCenter.cfm

March-July 2016	Canvass neighborhoods	At this time, Pensar Academy will have chosen their location and signed a lease. Strategic canvasses of the area will begin.	Director of Student Learning Director of Operations Board members Founding Teachers Community Volunteers	$0	30
March 2016- July 2016	Home visits	Pensar Academy staff will visit the homes of each student who has submitted a registration package.	Director of Student Learning Director of Operations Founding Teachers	$0	
September 2015- June 2016	Phone calls to families who have filled out letters of intent	The Pensar Academy staff will make at least three phone calls to families who have filled out letters of intent.	Director of Student Learning Director of Operations Founding Teachers	$0	
June 25, 2016	Open House	Families will be invited to tour the facility and to visit their child's classroom.	Director of Student Learning Director of Operations Founding Teachers	$100 for refreshments	
June 26, 2016	Open House	Open to the public to tour school. Registrations will be available if spots are available. If capacity is already reached, parents can add their children to the waitlist.	Director of Student Learning Director of Operations Founding Teachers	$100 for refreshments	10

July 16, 2016	Start-up kit day	Families will be invited to Pensar Academy to pick up start-up kits for the school year.	Director of Student Learning Director of Operations Founding Teachers	Supplies are embedded into start-up budget.	
August 8, 2016	First day of school	Targeted enrollment 4th grade – 55 5th grade- 55 6th grade- 55 Total of 150 students in attendance	All staff	$100 for refreshments	
Photo Booth cost		Photo booth supplies 1. Samung C410W Color Laser 2. Ink 3. Photo paper	Director of Operations	Laser Printer $229.99[19] Ink- $54.99[20] per cyan, magenta, and yellow = $164.97 Photo paper $6.24[21] x 20 packs =$124.80 Total for supplies =$519.76	
Total for start-up budget				$1,849.24	
Total for three year operation budget				$543.54	

[19] Quote for printer at Fry's Electronics http://www.frys.com/search?plusearch=7780738&utm_source=BANG&utm_medium=onlineads

[20] Quote for printer at Fry's Electronics http://www.frys.com/search?plusearch=7780738&utm_source=BANG&utm_medium=onlineads

[21] Quote obtained online http://www.staples.com/Canon-Photo-Paper-Pro-8-1-2-inch-x-11-inch-Matte/product_509648?cid=PS:GooglePLAs:509648&ci_src=17588969&ci_sku=509648&KPID=509648&kpid=509648&gclid=CjwKEAjwotmoBRCc6LWd2ZnkuBYSJACyt2qubOFYnfv_IAQVfsYjpG6JydEB_YUOnKVcO3mH52o6MBoCaOLw_wcB

Overall total	[redacted]	$2,392.78	375 enrollment applications

In the timeline, the enrollment application are listed for the events that we project to collect. The numbers are low goals to ensure the targeted enrollment is obtained. Our goal is to have 375 total enrollment application. As you see in figure C.2.2, 310 enrollment letter will have been gathered with this aggressive plan by March of 2016, when the facility site is chosen. Pensar Academy will reach out to parents to ensure they are still interested. It is estimated that out of the 310 enrollment application, that the chosen location and other factors will eliminate 75, leaving 235 students interested. Of the 235 students still interested, it is estimated that 200 will complete enrollment application to participate in the lottery. Pensar will provide 55 spots in each grade level for a total of 165 enrolled students for August 8, 2016. It is assumed that 10% (5 students) of the students will not be in attendance the first day and normal attrition afterwards leading to 150 students total.

B. Associated Cost for Advertising and Promotion Plan

At all opportunities to engage with the communities mentioned in figure C.2.2 and above, promotional materials will be used such as pens, banners, flyers, magnets, and brochures. The cost associated is listed in figure C.2.2 above.

All the associated cost are full-retail bids, therefore represent the highest possible cost. Pensar Academy plans to network and build community partnership with local Arizona owned businesses to secure discounted rates and in-kind donations. For example, Pensar Academy is currently working with Allied Print and Design, a local business at 19th and Glendale, to secure the promotional material. The two founders, Patricia and Sandra, have worked with this local print shop to print yearbooks in the past.

The word of mouth campaign has ready begun. The two identified directors have worked in the targeted area for a combined 20 years. Over the years, they have taught 100s of students and have retained contact with families. One of the directors lives in the targeted area and often see families at local event, stores, and restaurants and have been spreading the word. The directors plan to have several of the students enrolled in the first year be the younger siblings of previously taught students. The word of mouth campaign will continue through events and canvassing efforts detailed in C.2.2. The directors specially chose the events on the timeline because they know that they will see former students and families to generate interest and word of mouth.

Pensar Academy will incorporate a word of mouth campaign with local companies as well. The directors, Patricia and Sandra, have join Local First. An organization who strives to make Arizona a better place. Their mission is "Local First Arizona empowers individuals to build the life they want in their local community. Together we can create a stronger economy, a more vibrant community, and better job opportunities for Arizonans"[22]. The directors will begin attending events in May of 2015 to network with other local businesses to build partnerships to advance the mission of the school. This will allow the school to make connection to receive support from business partnership in the form of discounted rate, in kind donations, and spreading the news of Pensar Academy.

Pensar Academy will be doing the majority of their student recruitment at the Downtown Glendale events and the Public Markets. The three targeted zip codes are intertwined into these areas and our targeted population have high attendance rates. Furthermore, the attendance levels are incredibly high and will generate exposure for the word of mouth campaign.

[22] Taken on March 22, 2015 from: http://www.localfirstaz.com/index.php

The Pop a Shot Basketball will provide an entertaining way for the families to interact with the recruiting staff at the Downtown Glendale events as a meaningful contact. People will be attracted to the booth to obtain information about the school, fill out letters of intent, and sign up for the email list. This equipment is already owned by one of the founders, therefore no additional cost is associated with this activity.

The photo booth is an economical way to attract people to the booth to obtain information about the school, fill out letters of intent, and sign up for the email list. The associated cost of the photo booth supplies is estimated at $519.76. At this time, photo booths are extremely popular with families and youth in our targeted age levels. After your picture is taken, the patrons will receive a printed at photo with the school's tag line, name, and contact information. In addition, the photo booth has the capability for patrons to send the picture directly to their social media account. The tactic will continue to the word of mouth campaign to increase interest in the school. When the photo is shared onto one's wall it will have the ability for others to click and link to Pensar Academy's social media platforms. Pensar Academy consulted with Errin Mendibles, the owner of Photo Fun Booth, to determine the amount of interest a photo booth can generate at an event. She typically will have 80-100 groups take a pictures in a 60 minute period at a promotional event. Pensar Academy assumes that they can create a meaningful contact with 20 families each hour at the various events to obtain the letters of intent stated above.

At all Glendale Downtown event, the founders of the school will work with local businesses to secure an area to operate the basketball and photo booth. The founders have worked at local schools to the downtown area for a combined 20 years. Throughout that time, they have built relationships with local downtown businesses from previous collaborations.

Pensar Academy believes that in order for a child to be in attendance at the school on August 8, 2016, there must be multiple meaningful contacts with the families to build trust and engaging relationship. The initial contact will be most likely at a Downtown Glendale event, Public market or neighborhood canvassing.

Within two weeks of filling out a letter of intent, Pensar Academy's directors will call the families to follow up. During the phone, the family will be updated any new information associated with the school. For example, if a 5th grade teacher has been hired and the student is in that grade that information will be celebrated with the family. If there is a special event occurring soon, the family will be given the details to attend. Phone calls to families will happen periodically to ensure that each family receives at least three calls before opening day.

In figure C.2.2, meet and greets and local parks are listed. These will be fun recreational events for families to reconnect with the directors as well as others attending the event to build school community. At the meet and greets light refreshments will be provided. The total budget for the refreshments are $250 for these events. Families will be encouraged at each event to bring friends to the next scheduled event the following month. If there is a new family in attendance the Pensar staff will engage the family to secure a letter of interest or completed registration.

Once a facility has been secured in March of 2016, Pensar Academy will reach out to parents via phone, email, and home visits to inform them that registration for the lottery is available. After a family has completed an enrollment packet, a home visit will be completed as another meaning contact with the family to build excitement about the school. During the home visits the Pensar staff will have an opportunity interact with the family in a 1:1 environment to gather qualitative data about the student's interest and needs.

On June 25, 2016, Pensar Academy will host an open house for families of enrolled students to tour and visit the school. At the tour, parents and students will see essential components of the school that align

to the school's mission and vision. The cost associated with this event will be for light refreshments, totaling $100.

June 26, 2015 will be an open house to the public for families who are not enroll. A tour will be given highlighting the differentiating factors of the school. At that time if the enrollment capacity has been achieved wait list spots will be offered. If enrollment has not been reached, the staff will be activity engage parents to register for the upcoming school year. The school will provide $100 worth of refreshments for the families while mingling with staff and other families.

Pensar Academy will host a Start-up Kit day for families on July 16, 2016. All students enrolled in Pensar Academy will receive a professional looking kit that contains a binder, paper, pens, pencil, and highlighter. These will be the essential supplies they will need to be successful at Pensar Academy. Students who are unable to attend will receive their supplies the first day of school.

At the first day of school on August 8, 2016, the school will have refreshments for the parents after they drop off their children. The cost associated is $100.

C. Determine Plans Cost

Figure C.2.2 shows the detailed cost of all planned advertising and promotion activities through August 2016. The footnotes for the item shows the associated cost and where the quote was obtained. As noted above in section B, the Pensar stakeholders will continue to network, build community partnership, and expand current relationships to obtain materials at lower cost. Whenever possible, Pensar Academy will do business with local Arizona owned business. The website http://www.localfirstaz.com/ will be used to find local businesses. Local First organization belief align to Pensar which is "Local First Arizona empowers individuals to build the life they want in their local community. Together we can create a stronger economy, a more vibrant community, and better job opportunities for Arizonans."[23] The founders, Patricia and Sandra, will join the Local First organization to attend networking events to build relationships with the community business partners.

D. Timeframe for Advertising and Promotional Plan

The timeframe for the advertising and promotional plan is listed in figure C.2.2.

E. Ensure Cost as described in the Start-up and 3 Year-Operations Budget

The total cost for advertisement and promotion for the startup year is $1,849.24. This aligns to the figures in the budget sections. The items that are needed for the three year operational budget is $543.54. Please see assumptions for full details.

[23] Taken on March 22, 2015 from: http://www.localfirstaz.com/