C.2 Advertising and Promotion

Strategy Overview

The Rising School will serve 100 students in year one, 175 students in year two, and 280 students in year three. To reach our targeted student population and their parents, The Rising School will utilize a comprehensive strategy that incorporates a mix of marketing, advertising, and promoting methods. While CEO/Principal George Rising will be ultimately responsible for the oversight of these activities—as well as personally undertaking many of them himself—The Rising School has established relationships with numerous business professionals and educators who have pledged to contribute their time and talents to promote the school. On April 7, 2012, The Rising School held a community "kick-off" meeting, at which seven supporters volunteered to serve on Marketing and/or Fundraising Committees. Additionally, Canyon Concepts, LLC, a local business and marketing coaching firm owned by Stephanie Rising, will provide branding, collateral design, website spec, and planning services at no charge, saving the school several thousand dollars (Canyon Concepts normally charges $125 per hour). In addition, The Rising School has budgeted the following amounts for marketing, advertising, and promotion: $8,970 for startup/year one, $6,485 for year two, and $6,735 for year three. If The Rising School secures grants, it will be able to increase these amounts significantly.

Primary Tactics

The Rising School's strategy encompasses five primary tactics: community outreach, public relations and media, technology, outreach to feeder schools, and strategic alliances.

Community Outreach

The school will hold community meetings; conduct student and parent focus groups; attend networking events and chambers of commerce; distribute information at locations and events frequented by our parent-student population; distribute our school newsletter; and utilize the additional contacts and talents of our volunteer Marketing and Fundraising Committees.

Public Relations and Media

The school will develop a press kit; distribute press releases to media contacts as well as to our school supporters; solicit media interviews; and solicit the opportunity to speak on the subject of education at functions, such as Rotary and chambers of commerce.

Technology

The school has established a blog, Facebook page, and LinkedIn profile, which we will actively manage and use to recruit and engage our supporters. Canyon Concepts will assist in developing specifications for a website and landing pages, which will be designed and actively managed using Search Engine Optimization (SEO). Additionally,

we will utilize Twitter, YouTube, and any other appropriate social media that will help maintain a high search engine ranking.

Outreach to Feeder Schools

Through our existing contact sphere, we have the ability to introduce The Rising School to numerous charter, traditional-public, and private K-8 schools. We will focus on schools with a similar educational philosophy and/or schools near our proposed school location. These schools include, but are not limited to:

- Academy Adventures Midtown
- Academy Adventures Primary School
- Academy Del Sol
- Adventure School
- Allsport Academy
- Arizona Academy of Leadership (Central)
- Blenman Elementary School
- Bloom Elementary School
- Carden of Tucson
- Carrillo K-5 Magnet School
- Children Reaching for the Sky Preparatory
- Cragin Elementary School
- Davidson Elementary School
- Davis Bilingual Elementary Magnet School
- Desert Sky Community School
- Desert Springs Academy
- Highland Free School
- La Paloma Academy (Central)
- Montessori Schoolhouse
- Presidio School
- Satori Charter School
- Wildcat School

Strategic Alliance

The Fundraising Committee will be responsible for forging relationships with businesses and organizations that are in a position to financially assist the school. For example, our CPA and financial planning alliances have requested flyers for the school once it's chartered, so they can educate their clients about tax credits and other deductible contributions. The Marketing Committee will help to establish relationships with organizations that support youth, such as the YMCA, Governor's Youth Commission, Greater Tucson Youth Leadership Program, La Frontera Arizona, Big Brothers Big Sisters, Boys and Girls Clubs, Pima County Teen Court, PRONeighborhood Youth Program, and Tucson Teen Congress.

Target Population

The Rising School is focused on serving Tucson's mid-town community. Based on its demographics, we expect roughly 50% of our target population will be low- to middle-income Hispanics, and the other 50% will be primarily Caucasians of varying economic status. Our marketing efforts will appeal to three segments of this population: parents, students, and business and community leaders.

Parents

We anticipate that many of our parents support neighborhood businesses that promote Tucson culture; are trades people, caregivers, managers, teachers, and small business owners; and will be Catholic. To connect with them, we will:

- Introduce ourselves to local restaurant and retail owners (particularly along the Campbell Avenue, Speedway Boulevard, Grant Road, and Oracle Road corridors), ask to hold community meetings in their facilities, and place posters on their community bulletin boards and/or near cash registers.
- Host tables outside of grocery stores and other retail stores, to hand out information and introduce the school brand to the public.
- Reach parents' employers and parents who own businesses through four chambers of commerce that meet in mid-town Tucson: Metro Tucson, Hispanic, Black, and GLBT.
- Reach parents by posting door hangers at apartments and high-density housing within a one mile radius of the school's location. We will hire a pair of bilingual college students to perform this task and train them on FAQs, so they can answer parents' questions.
- Have a bilingual website feature that they can click, translating the site's content into Spanish.
- Establish a relationship with the Roman Catholic Diocese of Tucson, which supports eleven K-8 schools.

Additionally, Rosie Garcia, one of our Governing Board Members, is bilingual and a Spanish teacher with 37 years of experience. Rosie has served on previous school boards and will be an excellent liaison with our Spanish-speaking parents during community presentations.

Students

We anticipate that many of our students will participate in neighborhood youth programs; frequent shops in the Tucson and Park Malls; get most of their information from the internet; and be Catholic. To connect with them, we will:

- Establish relationships, participate in events, and advertise with organizations that serve Tucson's youth (see "Strategic Alliances" above).
- Host Game Nights at youth facilities, invite student bands to play music, and organize similar events that will engage young people.
- Introduce ourselves to the managers of retail stores in Tucson and Park Malls (e.g., Aeropostale, Abercrombie & Fitch, H&M, and Hollister), and place posters on their community bulletin boards, in windows, and/or near cash registers.
- Actively manage our website with content that appeals to student concerns, and create landing pages that will capitalize on likely student keyword searches.
- Offer a free "Rising Storm" T-shirt to every student who enrolls and attends.
- Make presentations to students in church youth groups and to youth leaders in the local chapter of the National Association of Catholic Youth Ministry Leaders, emphasizing the need for strong youth leadership within the Tucson community.

Business and Community Leaders

We anticipate that key business and community leaders will be on the boards and committees of chambers of commerce; be on the board and committees of NAWBO; be on the boards and committees of youth programs; work in the Tucson Mayor and Council's office; and work with or as a legislative district representative. To connect with them, we will:

- Emphasize in all discussions with business and community leaders that Tucson's economic success is absolutely tied to a properly educated workforce.
- Participate in the Metro Tucson, Hispanic, Black, and GLBT Chambers of Commerce, meet with their leadership, and speak at their events about the role of education in Tucson's work force.
- Participate in professional organizations such as NAWBO (the National Association of Women Business Owners), meet with their leadership, and speak at their events about the role of education in Tucson's work force.
- Introduce ourselves to board and committee members of the youth programs noted in "Strategic Alliances" above, and offer to speak at their events and/or hold presentations for their student-parent population.
- Introduce ourselves to Mayor Jonathan Rothschild and the council members of Tucson's Wards in our targeted zip codes (Ward 2, Paul Cunningham; Ward 3, Karin Uhlich; and Ward 6, Steve Kozachik). We also will contact Federal District 7 and 8 representatives, currently Raul Grijalva and formerly Gabby Giffords. We will discuss possibilities for speaking engagements, having a table at their events, etc.
- Introduce ourselves to state and federal representatives; discuss possibilities for speaking engagements, having a table at their events, etc.
- Ensure that all of the above groups/individuals are added to our e-Newsletter and press release distribution list.
- Invite leadership from the above groups to serve on our Governing Board or on our Advisory Board, to create a vested interest in the success of The Rising School.

Timeline

The Rising School will open in August 2013. The following timeline reflects initial efforts prior to receiving charter approval; then, an escalation in efforts and resources upon receiving charter approval. Our objective is to make multiple impressions upon parents, students, and business leaders through consistent grassroots networking, marketing collateral, and consistent branding. We will have specific follow-up procedures for each new contact (e.g., add them to our e-blast database, send enrollment info within 24 hours, make personal calls each month to those with outstanding enrollment forms, etc.). Between February and June 2013, our goal is to recruit 20 students per month.

Non-start up activities will be duplicated in years 2 and 3, as reflected in the budget following this section. Additionally, in years 2 and 3 we will conduct tours of the school for our strategic alliances and political contacts, as well as prospective parents and students.

Lastly, we will utilize a calendaring tool, such as Outlook, to track event dates, preparation deadlines, recurring tasks, and other marketing-related activities. Everything in the following section will be scheduled and shared with the appropriate parties.

Timeframe	Strategy	Outcomes	Oversight	Costs
Facebook and Blog Effective Jan 2012 Updated at least weekly	Established a Facebook page and blog, which are routinely updated and all inquiries/posts responded to. Use online presence to increase awareness of the school and its progress.	We engage school supporters online, held a mascot vote (The Rising Storm!), and reinforce our credibility with our blog devoted to education topics.	George Rising	Free
e-Newsletter 2012: Feb, Apr, Jun, Aug, Oct, and Dec 2013: Monthly	Distribute e-Newsletter to school supporters to report on charter progress and to keep them engaged for the long term (charter phase, start-up phase, and beyond).	School supporters show great enthusiasm for our progress; we received many RSVPs for the community kick-off meeting; and people continue to offer their help and support.	Content and distribution: George Rising Design: Canyon Concepts	Free Free
Kick-Off Meeting April 7, 2012	Conducted Kick Off Meeting to engage suppor-ters in person; solicit feedback about educa-tion in general and our mission specifically; vote on a school mascot; and solicit	Group discus-sions yielded mascot ideas; suggestions to consider re: school develop-ment and parent-student-staff relation-ships; and Marketing, Fundraising,	George Rising Board members Rosie Garcia and Greg Berger, and Canyon Concepts, in attendance for introductions and group participation	$20 for room $174.80 for refreshments and supplies Total: $194.80

	committee volunteers.	and Facilities volunteers.		
Twitter May 2012	Set up a Twitter account as additional communication tool.	Tie in Twitter, Facebook, and Blog with future school website.	George Rising	Free
School Supporter / Focus Group Meetings Bimonthly: Jul, Sept, and Nov 2012; Jan, Mar, May, and Jul 2013	Build on the kick-off meeting by personally staying in front of supporters and soliciting feedback as we progress through the stages of opening the school.	Expand our support sphere; survey new attendees for any new ideas re: marketing, fundraising, and PR; develop additional committees as needed; solicit additional volunteers.	George Rising Board members Rosie Garcia and Greg Berger, and Canyon Concepts, in attendance to help lead discussions	$20 for room $30 for refreshments Total: $300
Committee Meetings with Volunteers Bimonthly: Aug, Oct, and Dec2012; Feb, Apr, and Jun 2013	Meet with Committees on months in between Focus Group meetings --will give us all time to take action and then report back to whole group.	Committees will be responsible for helping to fulfill the activities outlined in the Target Population section. Priorities will be established, and members will be provided marketing collateral and info.	George Rising will lead Facilities Committee. Canyon Concepts will lead Marketing and Fundraising Committees.	Free All committee meetings will be held in Canyon Concepts' conference room.
Note: We will reconvene committee meetings in Fall 2013 to redefine priorities post-startup, as well as to identify new committees that may be needed.				
Marketing Collateral Development Aug-Dec 2012, latter materials created closer	Based on committee needs, develop interim materials that can be used to market the	Equip committee volunteers with information & professional tools needed to help them	Canyon Concepts Business Cards Flyers Stationary Brochures	Free design fee $232.50 for printing 1000 business cards and 250 flyers (pre-charter

to charter approval	school prior to the charter approval.	represent the school.	Door Hangers Posters	approval effort) $950 for printing
Website Specifications Dec 2012	Develop content with SEO keywords and phrases for web-master, so site design and construction can commence immediately upon charter ap-proval.	Website will have a bilingual feature that translates site content into Spanish; landing pages will help drive traffic to the site; and social media will be tied to the site.	Canyon Concepts	Free
Fundraising Party 4th week of Jan 2013	Celebrate charter approval with school supporters; have each supporter invite 4 people from their contact sphere.	Expand school's support sphere; distribute flyers with tax deduc-tion info; ask for donations (time/money); publicly thank everyone who donated time or money thus far; and have fun! This is a chance to reinforce that all of their work is worth it.	Fundraising Committee George Rising Canyon Concepts will design e-Invite and Thank You cards; co-brand with sponsors	Hold party at friend's bistro; seek sponsors to fund food and drinks Free design, distribution, and tracking (Mail Chimp)
Community Meetings 2x/month Jan-Mar 2013 4x/month Apr-Jul 2013	Marketing Committee and other volunteers to distribute flyers promoting our meetings at different locations near school location.	Partner with retailers and restaurant owners; hold meetings in their facilities; have a forum for parents and students to learn about our school, ask questions, and (with charter	Marketing Committee to report recruitment efforts and meeting locations to George Rising George Rising to lead volunteers in following up	$440 for basic refreshments and room fee for community start up meetings, 22x $325 for printing 1000 flyers (after charter approval)

		approval) enroll.	re: enrollment or prospects.	
Website Design and Launch Jan-Feb 2013	Immediately upon receiving charter approval, submit website specs and coordinate with our webmaster. We will add landing pages linked to the site with content specific to each target population: parents, students, and community leaders.	We will have actively managed SEO upon launch. Paired with the landing pages and regularly updated social media, we will achieve a high page ranking that will make it easy for our target market to connect with us and enroll online. We also will advertise our events on the site and link to our alliances.	Canyon Concepts and George Rising	$1200 for website design and SEO implementation $4350 for 10 hours of SEO management per month, Mar-Dec 2013 SEO manage-ment for 2014 and 2015 is noted in the budget below.
Note: Upon launch of website, create YouTube videos of our events, leadership, etc., and add them to the site.				
Press Kits and Press Releases Jan 2013 (kits and first release) Monthly press releases	Develop press kits in anticipation of soliciting media interviews, effec-tive Feb 2013. Press kits will include the following: 1. Fact Sheet 2. Backgrounder 3. FAQs 4. Additionals: Collateral, current press releases, and copies (3) of blog articles.	Send a press release to all media contacts and contact sphere an-nouncing char-ter approval. Use releases and kits to get interviews and reinforce ex-citement amongst sup-porters. Also gives support-ers info to use in developing strategic alliances.	Canyon Concepts and George Rising	Free

Solicit Media Interviews Feb-Dec 2013	Discuss best approach and contact for each outlet with media specialist (print, television, and radio). Establish goal of one interview each month with publications and stations most frequented by our target population.	MJ knows everyone -- she can help warm up intros to media contacts to improve the odds of getting an interview. We've worked with her before. Regular interviews will expand reach of our brand.	Canyon Concepts and George Rising	Free Ask media specialist MJ Jensen of Idea Magic to donate a meeting and info. (We have a relationship with MJ.)
Strategic Alliances Feb-Jul 2013	Each committee member will be asked to approach 2 people in their professional contact sphere each month about the school.	Our committee members are business owners and educators. Their contact spheres will help forge alliances with other professionals who can make their clients aware of our school; donate time or money; and make introductions to people in their sphere of influence.	All committee members	Free
Outreach to Feeder Schools Feb-Jul 2013 5 calls/week	Prioritize intros to potential feeder schools, call each principal, and ask to meet.	Partnering w/ elementary schools could create passive enrollment.	George Rising Canyon Concepts	Free Free design $100 for brochure printing
Political Events Beginning Feb 2013, 2x per month as scheduled by the repres-	Introduce ourselves to Mayor Rothschild and representatives the wards in our targeted zip codes: Ward 2, Paul Cunningham;	We will ask if we can set up tables and/or network at their community events, to position ourselves in front	George Rising	Free venue Flyer costs already included above

entatives at that time	Ward 3, Karin Uhlich; and Ward 6, Steve Kozachik. We also will contact Federal District 7 and 8 representatives, currently Raul Grijalva and formerly Gabby Giffords.	of parents and establish ourselves as leaders in education. To reinforce our political relationships, we will reciprocate by inviting them to speak to parents at our school.		
Networking: Chambers, NAWBO, and Rotary 4x/month Feb-Dec 2013	Prioritize, schedule, and begin activities outlined in "Target Population: Business and Community Leaders" above, upon receiving charter approval.	Actively introduce school leadership to community leadership; share school's mission; and tie education messaging with benefits to business community.	George Rising Rosie Garcia Greg Berger	$880 for luncheon and event fees
Enrollment T-shirt Give-Away Feb-Aug 2013	Every student who enrolls -- and attends -- will receive a free "Rising Storm" T-shirt on the first day of school.	Offers an incentive for completing enrollment form, plus helps to brand the school.	Canyon Concepts	Free mascot design $1000 for 100 T-shirts (our goal number of students in Y1)
Neighborhood Canvassing Feb-May 2013	Distribute 2500 door hangers, targeting high-density housing. Concentrate effort in 3 months to help raise brand awareness.	Canvassing will coincide with kicking off self-created events, so that prospective parents and students begin to see the school brand.	Canyon Concepts and George Rising $10/hour bilingual college students + 2 branded T-shirts	Train canvassers on FAQs. $520 for pair of students (100 hangers/hour). Cost of door hangers already included above.
Tables at retail and grocery stores	Set up info tables in front of retail and grocery stores;	Increase awareness of school	Marketing Committee and George	Flyer and poster costs already

4x/month Feb-Jul 2013	hand out flyers; and schedule follow up calls and/or emails amongst committee members.	branding and mission; capture parent information; add to e-Newsletter blast; and send enrollment packages.	Rising Set schedule for volunteers and rotate participants over 6 months.	included above
Youth program outreach / "Student Game Nights" 1x/month Feb-Jul 2013 *Sample schedule* Weeks 1- 2: Promote event Week 3: Hold event Week 4: Follow up with parents	Introduce our-selves to leaders of youth programs outlined in "Target Population: Business and Community Leaders," and ask to use their facilities to host Student Game Nights.	Advertise our event on their website to gain extra exposure; use venue to reach out to student population; invite student bands to play; choose activities that kids find en-gaging; and set up an enroll-ment table with paperwork for the parents.	Tim Warren (Marketing Committee) and George Rising Marketing Committee members to assist with enrollment follow up.	$1200 for refreshments and supplies needed for 6 events
Catholic Diocese 1x/month Feb-Jul 2013	Board member Rosie Garcia is a member of the Father Kino Society. She can assist with making intros to church leaders.	Relationships with church leaders will lead to intros to parents who cannot afford to send their children to private high school.	Rosie Garcia George Rising	Free
Youth Group Presentations 1x/month Feb-Jul 2013	Talk to church youth group leaders after intros with church leadership. Ask for time to present to and interact with students.	Present info that is impor-tant to stu-dents; as time allows, use ac-tivities similar to those of Student Game	George Rising Marketing Committee members to assist with enrollment follow up.	$240 for pizzas and sodas

		Night that kids find engaging; and set up an enrollment table with paperwork for the parents.		
Apartment "Block Parties" Weeks 1- 2: Promote event Week 3: Hold event Week 4: Follow up with parents 1x/month Feb-Jul 2013	Focus on apartment complexes within 1 to 2 miles of the school's location. Introduce ourselves to the site manager and coordinate a BBQ Block Party sponsored by the school.	Great opportunity to get in front of large numbers of families; use activities similar to those of Student Game Night that kids find engaging; and set up an enrollment table with paperwork for the parents.	George Rising Marketing Committee members to assist with enrollment follow up.	$1500 for six events (BBQ supplies and drinks)
Enrollment Follow Up Jun-Jul 2013	Contact all parents and students who have submitted information and expressed an interest, but have not submitted enrollment forms.	Get enrollment applications, info, handbooks, etc., distributed to those who still need them, and get parents to sign up.	George Rising and committee members	Cost of enrollment materials is reflected in the operations budget.

Budgeted Items

The following budget is based upon estimates obtained from professional vendors with whom we've had previous positive experiences -- their reliability, combined with competitive pricing, makes them our preferred choices. As stated previously, Canyon Concepts will be donating all marketing consulting, planning, and design services for the next three years. Our vendors are:

- FoundCo. (web design and SEO maintenance)
- PostNet (marketing collateral and banner printing)
- Big Frog Custom T-Shirts (T-shirt printing)

We determined that concentrating our resources on these materials and activities would be most effective based on the feedback that we received while visiting with other school leaders; information that we received from the Arizona Charter Starter Association's new school development presenters; and on our personal experience with marketing and promoting other schools.

	Start Up / Year 1 (2013)	**Year 2 (2014)**	**Year 3 (2015)**
Marketing consulting and planning services	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Website spec development	Free *Donated by Canyon Concepts*	n/a	n/a
Website design	$1200	n/a	n/a
Website hosting & 10 hours SEO maintenance	$960	$820 *Annual*	$820 *Annual*
Social media accounts	Free	Free	Free
Business card design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Business card printing (1000)	$70	$70	$70
Stationary design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Stationary printing (250 letterhead and envelopes)	$515	$515	$515
Brochure design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Brochure printing (50)	$100	$100	$100
Flyer design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Flyer printing (250 pre-charter flyers)	$85	n/a	n/a
Flyer printing (1000 post-charter flyers)	$325	$325	$325
Door hanger design,	Free	Free	Free

future edits	*Donated by Canyon Concepts*	*Donated by Canyon Concepts*	*Donated by Canyon Concepts*
Door hanger printing (2500)	$300	$300	$300
Bilingual college students for neighborhood canvassing ($10/hr)	$520 *2500 hangers* *100 hangers/hr* *Work in pairs* *2 branded T-shirts*	$520 *2500 hangers* *100 hangers/hr* *Work in pairs* *2 branded T-shirts*	$520 *2500 hangers* *100 hangers/hr* *Work in pairs* *2 branded T-shirts*
Poster design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Poster printing (50)	$35	$35	$35
Collapsible banner display for events	$200	n/a	n/a
e-Newsletter design, future edits	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
e-Newsletter distribution	Free *Mail Chimp*	Free *Mail Chimp*	Free *Mail Chimp*
Press kit development and distribution	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*	Free *Donated by Canyon Concepts*
Basic refreshments and room fee for community start up meetings, 22x	$440	*Depending upon the success of the start-up meeting format, we will continue them in Y2 & Y3, adding $440/year to our budget.*	
Monthly chamber and NAWBO events (4 events/month, $20/event)	$880 *Effective Feb 2013*	$960 *Annual*	$960 *Annual*
Charter Approval Party	Free *Find sponsors to cover costs; co-brand event invite*	n/a	n/a
Enrollment Give-Away ($10 per branded T-shirt)	$1000 *25 students each in 6th-9th grade*	$500 *25 new 6th graders* *25 new misc. grades*	$750 *25 new 6th graders* *50 new misc. grades*
Youth program outreach (6 events, $100/event)	$600 *Refreshments and supplies*	$600 *Refreshments and supplies*	$600 *Refreshments and supplies*
Youth group presentations	$240 *Pizzas and sodas*	$240 *Pizzas and sodas*	$240 *Pizzas and sodas*

(6 events, $40/event)			
Apartment "Block Parties" (6 events, $250/event)	$1500	$1500	$1500
Annual Totals	**$8,970**	**$6,485**	**$6,735**

Therefore, the school will budget $4,726 for startup, $4,244 for year 1, $6,485 for year 2, and $6,735 for year 3. In addition, Stephanie Rising, owner of Canyon Concepts, has pledged to donate her firm's services to the school, a savings of several thousands of dollars to the school. (Canyon Concepts normally charges $125 for marketing.) These costs are assumptions based on a written quote from Stephanie Rising.

Enrollment Policies

Compliance with ARS §15-184

The Rising School will begin recruiting students in earnest upon receiving charter approval in January 2013. All enrollment policies will be consistent with ARS §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. A charter 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. A charter school that is sponsored by a school district governing board shall give enrollment preference to eligible pupils who reside within the boundaries of the school district where the charter school is physically located. If capacity is insufficient to enroll all pupils who submit a timely application, the charter 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.
- Except as provided in subsection C, 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.
- A charter school may limit admission to pupils within a given age group or grade level.
- A charter school shall admit pupils who reside in the attendance area of a school or who reside in a school district that is under a court order of desegregation or that is a party to an agreement with the United States department of education office for civil rights directed toward remediating alleged or proven racial discrimination unless notice is received from the resident school that the admission would violate the court order or agreement. If a charter school admits a pupil after notice is received that the admission would constitute such a violation, the charter school is not allowed to include in its student count the pupils wrongfully admitted.
- A charter 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.

Enrollment Capacity, Lottery, and Waitlist Procedures

The Rising School will budget for 100 students in year 1 (2013-14), and it will cap enrollment at 112 students. Students' deadline for inclusion in an enrollment lottery (if necessary) is May 31, 2013. Thus, included in the lottery will be any student who by May 31, 2013, has completed all of the application procedures, including the application packet (see below). If there are more than 112 student applications by May 31, 2013, the school will perform a lottery on June 3, 2013, using software that randomly numbers each student from 1-112 (and beyond). Students numbered 1-112 will be enrolled, and students numbered above 112 will be put on a waitlist in the same order as the lottery: student #113 will become #1 on the waitlist, #114 will become #2, and so on. As notice of withdrawal of enrolled students occurs, students on the top of the waitlist will be alerted and enrolled.

If the school has less than 112 student applications by May 31, 2013, no lottery will occur. Instead, the school will enroll all students who have completed the application procedures, including the application packet. After May 31, 2013, students who have completed the application procedures will be enrolled on a first-come, first served basis until the school has reached its capacity of 112 students. Thereafter, additional students will be placed on the waitlist on a first come, first served basis, i.e., student #113 will become #1 on the waitlist, #114 will become #2, and so on. As notice of withdrawal of enrolled students occurs, students on the top of the waitlist will be alerted and registered.

Beginning in late July, all enrolled students will take a placement test in math and English. The test will diagnose each student's academic strengths and help the school assign students to respective groups. The placement test is not an entrance exam: performance on this test will not affect enrollment status.

The enrollment procedures will be the same in year 2 and after, with the exception that the school, in compliance with ARS §15-184, will give enrollment preference to pupils returning to the school, to siblings of pupils already enrolled in the school, and to students who are children of employees of the school or members of the school's governing body. Capacity will be 200 students in year 2 and 315 in year 3.

Application Packet

All elements of the Application Packet must be must be filled out completely, signed, and submitted to the school before a student is eligible for enrollment/inclusion on the waitlist. The Application Packet includes the following items:

- Registration form
- Emergency Contact and Medical Information form
- Student Transcript Request form
- Primary Home Language Other Than English (PHLOTE) Home Language Survey
- Proof of Arizona residency
- Copy of Certified Birth Certificate
- Copy of Verified Immunization Record
- Student Handbook
- Withdrawal form (required from previous school for students enrolling after the first day of school)