C.2. Advertising and Promotion

A community awareness and statistic driven marketing campaign based on the SCDS target population will be used to successfully recruit prospective parents and students. During the months from January (upon approval) to July, 2013 a strategic advertising campaign will take place to allow SCDS to achieve its targeted student projection of 160 for its first year of operation and this can be seen in table 1 below.

SCDS will work with local businesses to develop partnerships in an attempt to increase awareness in the community about the charter SCDS. Daycare centers will also be targeted for distributing information to families regarding the charter SCDS. These strategies are great community builders and the only cost is the materials given for distribution.

Networking sites such as Facebook, LinkedIn, Yelp, Twitter, and blogs will all be utilized for free to promote and advertise the charter SCDS.

Table 1: Marketing/Advertising plan Inception to July 31, 2013:

Form of Advertising/Marketing	Estimated Cost	Cost
Arizona Parenting Magazine	$600 per month @ 5 months (February through June)	$3000
Raising Arizona Kids Magazine	$600 per month @ 2 months (March & May)	$1200
	Total	$4200

Market Research of Advertising and Promotion Costs

SCDS has worked with 6 different advertisement companies thus far as a private school and can utilize this experience and research to benefit the charter SCDS. Companies have been researched to determine their costs, demographics served, and number of publications distributed or purchased weekly/monthly. The figures displayed in Table 1 above are quoted directly from the magazine contacts that SCDS currently works with. These costs were therefore accurately determined.

Marketing/Advertising plan July 31, 2013 and after:

Once Equalization funds have been received, additional monies will be used to further the advertising/marketing campaign. Marketing will continue beyond July 31 in an effort to maintain our desired student count of 160. As we continue our recruiting efforts, advertising and marketing will take place in August and October, 2013 and intensely February through July 2014 as we prepare for the 2014-2015 school year.

For the first year of operation, $7,200 has been budgeted, or $600 per month. This will allow SCDS to place an advertisement in either the Arizona Parenting Magazine or the Raising Arizona Kids Magazine each month.

The second and third year of operation as an advertising budget of $8,000 and $9000 respectively, which will allow for a postcard mailer to be delivered to specific demographics.

In addition to the marketing/advertising outlined above, there will be many other methods of advertising and marketing utilized, which will be cost-free. Facebook, LinkedIn, Yelp, Twitter, and blogs will be used as well as extensive eblasting to the huge database of family emails we have generated over the years. This advertising/marketing plan is sufficient to recruit and maintain the proposed numbers of students outlined.

Enrollment Procedures for Scottsdale Country Day School

Scottsdale Country Day 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. SCDS 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. SCDS will give enrollment preference to and reserve capacity for students who are children of 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. If the remaining capacity is insufficient to enroll all students who submit a timely application, SCDS shall select students through an equitable selection process called a lottery except that preference shall be given to siblings of a pupil selected through the equitable selection process of the lottery.

Scottsdale Country Day School shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language, or athletic ability. Scottsdale Country Day School may limit admission to students within a given age group or grade level.

Scottsdale Country Day School may refuse to admit a student who has been expelled from another educational institution or who is in the process of being expelled from another educational institution.

Enrollment and Lottery Process

The enrollment process will begin immediately upon approval by the Charter Board for Scottsdale Country Day School.

1. The enrollment period at Scottsdale Country Day School will be from January through the start of school in August, with public announcements of enrollment being advertised. However, a deadline of June 30th will be set and adhered to if enrollment becomes greater than the spaces available. Written announcement will be posted in local papers, community fliers, bulletins, websites, etc.
2. Scottsdale Country Day School receives completed applications for enrollment during this period.
3. If the school is over-subscribed during this period, then all the applications go into the lottery.

4. The lottery is a system of random selection of applications that identifies students for enrollment and generates the school's waiting list. During the lottery process all completed and accepted applications submitted during the enrollment period are publicly drawn in random order until capacity is reached and the remainder is placed on the waiting list. The public lottery would occur at a specially planned and announced Board Meeting.
5. The waiting list ranks applications that were submitted during the enrollment period. These applicants will be identified by number and by grade. As spaces become available at the school, they should be offered to the applicants in the order of placement on the waiting list.
6. Scottsdale Country Day School will place those applications received by the deadline in order of their submission on a waiting list and then all other applications should be placed after them in order of their submission on that waiting list. The waiting list is only valid for one school year. SCDS will begin a new "enrollment-lottery-waiting list" process each school year.

Documents to be Included in the Enrollment Packet

1) Application Form
2) School Calendar
3) List of Required Documentation – Birth Certificate, Immunizations, Prior School Report Card.
4) Curriculum Overview
5) Mission and Vision of School
6) Student and Parent Handbook
7) Enrichment Activities
8) Before and After School Extended Care Program Overview