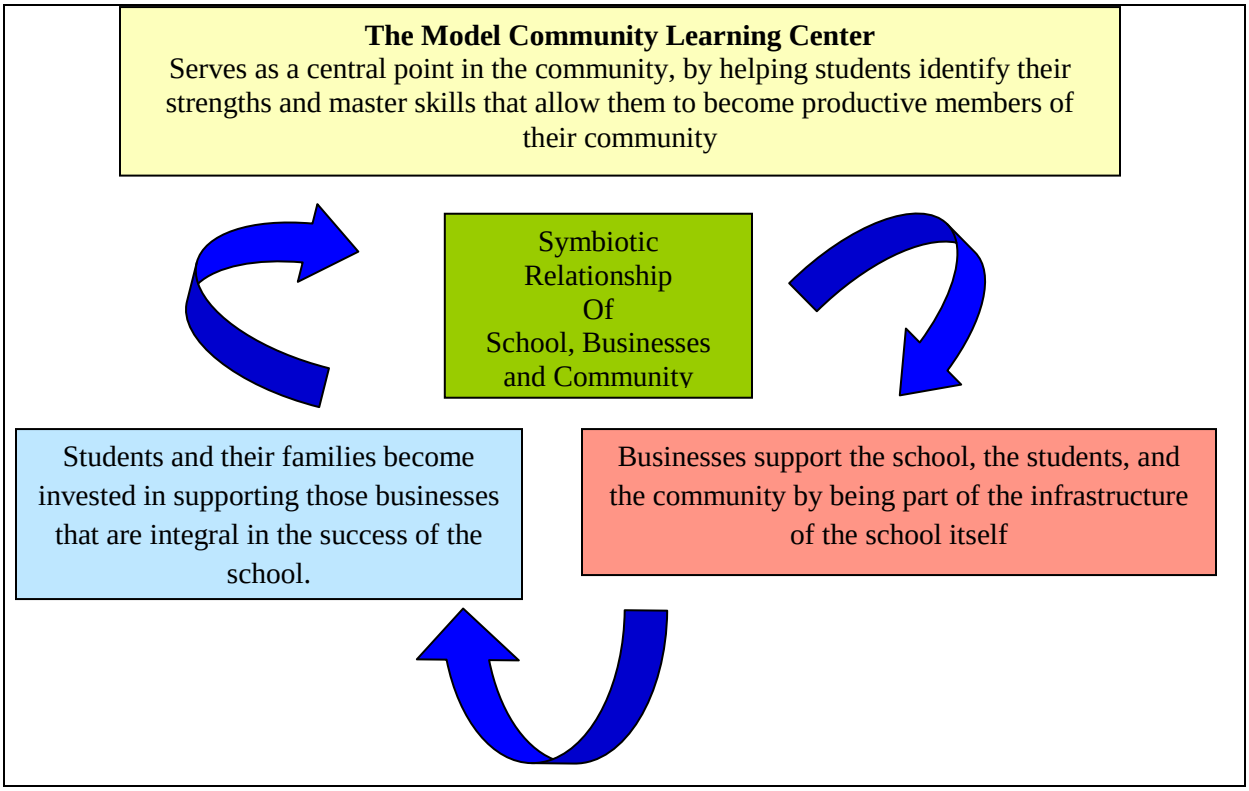
Business Plan C.2. Advertising and Promotion

In order to be successful, the MCLC will need to have a strong development (advertising/promotion) plan which will include broad based strategies to solicit support from the community, to enlist partners in programming, to navigate the myriad of funding options available, both small and large, public and private, and to have dynamic spokespersons for the project itself.

By targeting underperforming urban schools and low-income, minority, and special needs populations, the MCLC stands to improve the outcomes of those who are most at risk of being marginalized in society. By rooting the foundation of the school in proven sociological strategies, the MCLC will bring about systemic change in those communities through improved family engagement in the school and increased teacher investment in the students.

Specifically, the development plan will need to focus on ways in which to position the MCLC as a focal point for community involvement in the region. This will require garnering support of the surrounding industry and taking advantage of the mixed-use setting of the potential sites. In order to do this, the plan includes communications that clearly identify what it is that the MCLC brings to the community: improved school performance and outcomes, IE: students who are college, career and community ready. These outcomes are beneficial to everyone in the community. Businesses that support this goal will, by their participation and commitment to the shared goals, foster the goodwill of the community and create lifelong customers in return. The development plan will nurture the relationship of businesses as part of the school infrastructure and the school as being central to the community (see chart below).



The Academic Leader (AL) and the Community StrengthBuilding Leader (CSBL) have developed a presentation which explains the need, purpose, philosophical foundation and plan for the MCLC. The first round of presentations has already occurred and the next round is scheduled in the Fall of 2012, starting with a kick-off at SBP's annual fundraiser, Celebrate Children, on October 4. This event will be the thirteenth Celebrate Children and brings together hundreds of local supporters, businesses, media partners, and families.

The applicant is passionate about the MCLC and the combined professional energies of SBP are devoted to creating a truly visionary Model Community Learning Center with the charter school at its core. There are no costs to these presentations as SBP, potential business and academic partners are hosting these events. Currently, the target audiences of these presentations are new and excited potential business and academic partners, potential MCLC staff and Governing Board members as well as potential donors.

The AL and the CSBL have been investigating other sources of funding, including grant-writing to foundations, local tribal entities, etc.

Once the charter has been granted, it will be of paramount importance to communicate with families and potential students in the target communities to begin the conversation about what the MCLC has to offer. Two former students of the AL have been identified as potential outreach workers for the MCLC. These two students attended and graduated from STAR Academic Center where the AL has recently been Director. It is at STAR that she and the CSBL began working together cementing the relationship between StrengthBuilding and advanced, cutting edge academic practices such as project based learning. Thus, both of these identified students have experienced the power of such an academic setting and will make excellent spokespersons for the new MCLC. In addition to their high school experience at STAR, both of these young women are currently attending college and are from similar neighborhoods as that of the target population. Who better to share with families the academic power of the MCLC than students who have successfully experienced a similar academic environment? We envision employing these two women as outreach workers for approximately 10 hours per week for $12.00 per hour beginning in March of 2013 through July 2013.

Once staff is hired, it is the intention of the applicant to have them reach out to the families in the communities which are being targeted. This provides the opportunity for the community to meet and become acquainted with the MCLC staff as well as providing the exposure to the community that will increase staff's awareness of our mission and the strengths of the community with which the administration wishes to partner.

There are benefits to beginning the MCLC at grades 6 – 9 for recruiting children. It is at this time in children's education, especially 6th grade, when parents actively shop for a middle school for their child. These are the transition years for students and the numbers document that these are the years that many children are lost to the educational system. It is the intention of the MCLC to shift these numbers and keep children engaged and successful in school. It is these families who will be specifically targeted. Their desire for their children to succeed and be prepared for college, career and community will be the impetus for enrolling their child(ren) in the MCLC. Chart 1, below, reflects the timeframe for advertising and promoting the MCLC.

As soon as the school location has been secured, signage will be installed at the facility, informing all passers-by that the MCLC is coming to provide their children innovative and state of the art education. Other potential marketing methods for exposing the community to the MCLC and vice versa include: outdoor advertising, advertising on taxi cab roofs, advertising on bus benches, at the Irvington Harkins movie theater, as well as on the tribal stations such as KPYT-LP 100.3 FM, the Pascua Yaqui radio station.

In this age of technology, the applicant also plans to utilize all forms of social media to advertise the presence of the MCLC. One of the SBP board members, being social media savvy, has already begun making changes to the SBP facebook page to begin including news about SBP's work towards establishing the MCLC. She is also engaging the resources of UA students to update the SBP website to include the MCLC as a component of SBP "soon to be offered" services. Once the Charter is granted, an MCLC website will be ready to roll out with a link from the SBP website. Twitter and LinkedIn will also be used to advertise the arrival of the MCLC and solicit students and partners. The UA students are volunteering their time as community service hours or as internship hours.

SBP has met with Neighborhood Associations and, once the Charter is granted the MCLC will meet more regularly and, hopefully, be active members of the Associations. Bright informative flyers will be posted in libraries and churches in the targeted community.

Costs & how they were determined

From the market research that has been conducted, the temporary signage for the MCLC once a facility is secured will cost between $200 and $360 depending upon the size, colors, etc. of the final design. Both Clear Channel and AdVision Outdoor run PSA (Public Service) programs for organizations that have a 501(c)(3) status. Clear Channel donates the use of billboard space. The only costs are for the production fee for each poster which generally runs $150 per poster. Advision Outdoor donates available space on its bus benches and shelters to promote general community awareness, fund raising efforts and upcoming events. Their costs are for production costs and range from$145 for one unit to $1,000 for 10 units. Yellow Cab Tucson runs 150 cabs in the area and they are willing to donate 10 – 15 cabs with advertising space to be used by MCLC for only the costs of production of the posters. The cost is approximately $15 per poster. The Harkins Theaters' price is approximately $350 per week of advertising. The Harkins is the largest theater in the area and attracts many youth and families. SBP, the applicant, has an established partnership with the Pascua Yaqui Tribe and has discussed advertising on their station. In addition, on- air interviews have already been discussed. These services are all free of charge.

Many of the methods of advertising identified above will involve time, creativity, ink and paper. SBP has committed the costs of these supplies to the promotion of the MCLC.

Another, and potentially the most powerful, form of advertising and promotion and, therefore, key in the Development Plan is "word-of-mouth" advertising. The board members of SBP and its supporters have been members of the Tucson Community for nearly 40 years. The reputation and experience of everyone currently actively involved in the development of the MCLC have already begun to create momentum as everyone shares the SBP's dream to create the Model

Community Learning Center. As staff and governing board members are added, it is expected that there will be parents and families seeking information about the MCLC, interested in enrolling their child(ren). Once the school opens in August of 2013, it is hoped that families will spread the word about the educational experience that their children are enjoying and other families will enroll their children. Additionally, as a community learning center, it is the intention of the MCLC to engage families through services at the center. Again, assuming that their experience at the MCLC is beneficial, it is expected that more families will wish to become part of the MCLC community. Enrollment forms will include questions that will provide information about how the family learned about the MCLC.

Timeline for Advertising and Promotion during Start-up Phase

	Fall 2012 through December 2012	**January 2013**	**Feb 2013**	**Mar 2013**	**April 2013**	**May 2013**	**June 2013**	**July 2013**	**Aug 2013 &On going**
Target audience	Donors, business partners, potential staff, governing board members, community partners, Funding	Primarily families while continuing to recruit: Donors, business partners, potential staff, governing board members, community partners, Funding	Same	Same	Same	Same	Same	Same	Same
Minimum # of students/ families recruited & enrolled	None until charter granted	Beginning stages	75*	125	**	**	**	**	**

***Enrollment will not begin until charter contract has been signed and will be postponed until March if necessary.**
****Cap year 1 is 200, year 2 is 250 and year 3 is 300. Total capacity once the MCLC is grades 6-12 will be achieved in Year 4 and is 350 students.**

Initially, advertising and promotion of the MCLC will rest with SBP, its board, and the two former students of STAR Academic Center. As community members become partners, they, too, will become active promoters of this venture. Once staff is hired, staff will also promote the MCLC as will families and potential students.

Proposed Fair & Equitable Enrollment Procedures, Enrollment Packets
The MCLC will abide by A.R.S. 15 – 184. The MCLC shall never limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in English or athletic ability. The MCLC intends to create an inclusive academic environment for all students and families.

The enrollment period for the 2013 -2014 academic year will be February1 through March 31. If, during this enrollment period, the capacity of 200 students is reached, any student seeking admission after March 31 will be waitlisted and be entered into a lottery at such time as there is a capacity for more students. If, however, capacity is not reached during this initial enrollment period, enrollment will be opened for two week intervals until such time that capacity is reached. On the other hand, if, during this initial enrollment period, capacity is exceeded, all children will be entered into a lottery system through which children will be admitted. The only exception to this procedure is for siblings of children enrolled during the initial enrollment period, children of employees of the school, employees of the charter holder, members of the governing board of the school and partners or board members of the charter holder. These children will given enrollment preference.

For year two and year three the enrollment period will remain the same despite the fact that the capacity will be increased by 50 students each year (year 2 cap 250, year 3 cap 300) as an additional grade level is added each year. Enrollment preference will be granted to students who are returning to the MCLC and to their siblings as well as children of employees of the school, employees of the charter holder, members of the governing board of the school and partners or board members of the charter holder.

The enrollment package will include the following documents:

- MCLC Student and Family Handbook which will include MCLC mission, academic calendar, description of the expectations, procedures, classroom guide, course descriptions, and all policies such as but not limited to: enrollment, grading, regulatory compliance, etc.
- All necessary forms for enrollment. These include: PHLOTE form, new student registration, parent & student contract, Student Information Form, Race & Ethnicity Data Collection Form, any necessary release forms, Immunization Record request, Emergency Medical Information form, Student Health History form

The enrollment package will be available on-line on the MCLC website as well as during community meetings, information meetings, etc.