C.2 Advertising and Promotion

SySTEM Phoenix will implement a comprehensive advertising and promotion plan to recruit students from the specific target population. SySTEM Phoenix recognizes that misconceptions exist regarding charter schools and will work towards reducing those misconceptions by marketing the school as a free educational option for students that will provide them with a rigorous, college prep instructional program that develops critical thinking and problem solving skills, ultimately providing them access to top tier colleges and careers in science, technology, engineering, and mathematics. SySTEM Phoenix will ensure that parents recognize the school is free and that they have the option to send their child to any public school they choose, regardless of geographical location. Additionally, SySTEM Phoenix will emphasize the differences between neighborhood district schools' achievement and the much higher expectations for achievement outcomes at SySTEM Phoenix, demonstrating the advanced educational option that students will experience at SySTEM Phoenix. Recruitment materials will emphasize the hands-on, problem-based learning opportunities that students will have through the integrated instruction offered at SySTEM Phoenix. Outreach will be conducted in English and Spanish, in recognition of the language needs of our target population.

While active enrollment will begin only upon authorization and once the charter contract is signed, awareness and interest efforts will commence in August 2013 to ensure the community is aware and informed about SySTEM Phoenix as a proposed educational option in downtown Phoenix prior to the time enrollment packets are accepted. Table C.2.1 shows a breakdown of the enrollment goals for the first three years:

Table C.2.1: Enrollment Targets

	Y1	Y2	Y3
Grades Served	6th	6th, 7th	6th, 7th, 8th
Total Number of Students	100	200	300
Number of Students Per Grade Level	6th: 100	6th: 105 7th: 95	6th: 110 7th: 100 8th: 90[1]
Percent of budget based on 90% ADM	90 students	180 students	270 students

A. Advertising and Promotion Plan for Student Recruitment

SySTEM Phoenix expects enrollment of 100 students in year 1 (grade 6 only), 200 students in year 2 (grades 6-7), and 300 students in year 3 (grades 6-8). At full implementation (Y7) SySTEM Phoenix will have an enrollment cap of 600 students (between 62-100 students per grade level, accounting for attrition each year as students progress to 12th grade). Strong family partnerships will be cultivated to decrease

[1] The decrease in enrollment accounts for a 5% attrition rate each year. Due to the rigorous curricular requirements, especially at the high school level, we will not replace students who withdraw during 8th Grade, as the expected academic gaps will potentially be too large to prepare them in only one year for the rigorous high school curriculum.

student attrition rates and ensure students feel connected and invested in the mission of the school throughout their entire middle and high school experience at SySTEM Phoenix.

SySTEM Phoenix will use multiple strategies to inform students and parents in the targeted community about the charter school prior to and after authorization. SySTEM Phoenix considers marketing and communication during the enrollment period to be the first opportunity to build integral partnership between the school, families, and the community. SySTEM Phoenix will utilize five key marketing strategies to recruit students during this time:

1. Media
2. Target Population Outreach
3. Online Presence
4. Community Leaders
5. Parent Ambassadors

In conversations with charter school leaders throughout Phoenix (including Phoenix Collegiate Academy, Empower College Prep, and Vista College Prep), these five strategies were identified as high impact strategies that result in students enrolling more than traditional marketing strategies (such as TV, radio, and print advertisements). Additionally, Angelica Cruz has significant experience with student recruitment as a turnaround team member of Girls Leadership Academy and a founding staff member of Empower College Prep, a charter school that opened in the 2012-2013 school year and implemented these five recruitment strategies. All recruitment strategies will focus on collecting names of eligible students to compile an interest list prior to charter authorization. Once the charter is authorized, recruitments efforts will focus on collecting contact information for eligible students and initiating enrollment paperwork with each family. Additionally, data will be collected from all enrolled students regarding how they heard about the school and the main reasons they chose to enroll. This data will be analyzed and considered to enhance the marketing and promotion plan during each subsequent school year, ensuring SySTEM Phoenix utilizes only most successful methods in future years.

Table C.2.2: Strategies for Advertising and Promotion

Strategy	Description	Responsible Party(ies)
Media	Newspaper articles, marketing video, and press releases in a variety of media publications (Arizona Republic, New Times, Prensa Hispana, Univision, La Voz, Telemundo Azteca, radio stations, etc.)	• Board Members • School Leaders
Target Population Outreach	Canvas neighborhoods with flyers and personal contacts, frequent neighborhood locales (i.e. Peter Piper Pizza, soccer games at local parks, etc.), attend specific community events (i.e. farmer's market, county fair, los perros market, grocery stores, etc.), and organize apartment complex outreach (i.e. popsicle parties, hot chocolate parties, etc.)	• Board Members • School Leaders • Parents • Advisory Board/School supporters • Community Leaders
Online	Website, Facebook and Twitter pages, in addition to	• Board Members

Presence	postings to online community calendars, updated frequently to reflect upcoming recruitment events, with links to request information or fill out enrollment paperwork	• School Leaders
Community Leaders	Organize community leaders to host recruitment events and showcase SySTEM Schools at organized events (i.e. town hall meetings, house meetings, school interest fairs, regularly scheduled community events, charter school network events, etc).	• School Leaders • Community Leaders • Parents
Parent Ambassadors	Recruit parents to reach out to families (i.e. assist with target population outreach, organize house meetings, assist with translation services, etc.)	• School Leaders • Parents

B. Plan Costs

SySTEM Phoenix will implement a marketing and promotion plan using the most cost-effective marketing services available, based on extensive research on marketing options in the Phoenix metro area. Funds have been allocated each year for advertising and promotion purposes: $6,512 in Y1, $6,512 in Y2, and $6,512 in Y3. While several of the marketing and promotion options require no monetary compensation, the costs for each type of media that may require funds are detailed in the table below.

Table C.2.3: Marketing Strategies and Associated Costs

Type of marketing	Cost	Source
Media: ***Newspaper articles/press releases***	Donated ad space in AZ Republic and other publications, as well as articles on new STEM charter school opening.	School leaders will solicit articles and donated ad space from Phoenix area publications through personal connections.
Target Population Outreach: ***Flyers***	$1,000 for 10,000 flyers to households in target population area, to be distributed 3 times=$3,000 total	Flyer Guys
Target Population Outreach: ***Ranch Market Booth***	$175 per day for marketing booth space, to be conducted on 4 weekend days = $700	Ranch Market
Target Population Outreach: ***Apartment Complex outreach***	$50 per event for popsicles/hot chocolate to provide to families that attend information sessions, approximately 20 apartment complexes targeted = $1,000	Estimated cost of 100 popsicles at Food City or 100 packs of hot chocolate
Online Presence: ***Website Management***	$12 domain registration through GoDaddy. Website creation and maintenance provided through donation.	GoDaddy, donated website creation and management from Madhu Prem Web Development.
Online Presence: ***Marketing***	$1800 for marketing video creation	Helios Media Marketing

Video	through Helios Media Marketing, to be posted on school website and shown to families during target population outreach.	
Total Yearly Cost	**$6,512**	

C. Determining Plan Costs

SySTEM Schools has performed significant research on marketing options in the downtown Phoenix area and selected marketing strategies that have a low cost yet significant return on investment based on conversations with several charter school leaders. Quotes were collected for all services that require funding to ensure the lowest price options are selected (i.e. video development, flyer distribution, grocery store booth outreach, etc). The majority of advertising and promoting will be conducted through little to no cost activities such as target population outreach, specifically through canvassing neighborhoods with school leaders, board members, community leaders, and parents of interested or enrolled students.

D. Timeframe for Advertising and Promotion Plan

Timeline	Action Items	Outcome Goal
August 2013	• Create database with interest list to collect contact info of interested, eligible students and families • Research upcoming community events (farmer's market, county fair, Los Perros market) and secure volunteers/staff to attend each event. Create schedule on Google Calendar to ensure no major events are missed and volunteers are well informed of upcoming dates. • Develop website and marketing video, post video on website • Develop Facebook and Twitter sites, linking to website and posting upcoming recruitment events on all pages, ensure all pages are updated at least weekly from this point forward	• 10 Intent to Enroll forms
September 2013	• Schedule apartment complex outreach events and secure volunteers/staff/board members and parents of interested students to participate • Create enrollment packet with all required forms in preparation for charter school authorization	• 20 Intent to Enroll forms
October 2013	• Continue target population outreach (attend county fair, distribute flyers door-to-door, apartment complex outreach, etc.)	• 30 Intent to Enroll forms
November 2013	• Organize community leaders to secure booth space at community events, schedule volunteers and school	• 40 Intent to Enroll forms

	leaders to attend • Continue target population outreach (apartment complexes, grocery stores, etc.)	
December 2013	• Continue to attend community events scheduled by key community leaders • Continue target population outreach (apartment complexes, grocery stores, etc.)	• 50 Intent to Enroll forms
January 2014	• Charter approved, prepare to begin official enrollment process after charter signing process completed. • Continue to attend community events scheduled by key community leaders • Continue target population outreach (apartment complexes, grocery stores, etc.)	• 60 Intent to Enroll forms
February 2014	• Sign charter school contract (contingent on securing lease) • Secure at least 5 articles or advertisements in multiple media sources through donated ad space and personal connections (AZ Republic, La Voz, Prensa Hispana, etc) • Contact all interested families in database, notifying them of charter approval and schedule appointments to fill out all enrollment paperwork	• 70 students enrolled
March 2014	• Hold at least one open house at school site (pre-lease date) for all interested students and families (continue each month until full enrollment is reached) • Continue to attend community events scheduled by key community leaders (at least 1 per week) • Continue target population outreach (significant focus on group parent meetings hosted at parents' houses)	• 80 students enrolled
April 2014	• Continue to attend community events scheduled by key community leaders (at least 1 per week) • Continue target population outreach (significant focus on group parent meetings hosted at parents' houses)	• 90 students enrolled
May 2014	• Lottery performed if more than 100 students have completed enrollment forms • Continue to attend community events scheduled by key community leaders (at least 1 per week) • Continue target population outreach, increasing presence at community parks and businesses (i.e. Peter Piper Pizza, Ranch Market, etc)	• 95 students enrolled
June 2014	• Continue to attend community events scheduled by key community leaders (at least 1 per week) • Continue target population outreach	• 100 students enrolled

July 2014	• Move into facility, begin lease • Conduct home visits (teachers and school leaders) with all enrolled families, ensuring strong relationships are established with all enrolled families • Continue to attend community events scheduled by key community leaders (at least 1 per week) • Continue target population outreach	• 105 students enrolled
August 2014	• Call each enrolled family 1 week prior and 1 day prior to first day of school to ensure maximum attendance on first day of school	• 110 students enrolled
September 2014-January 2015	• Continue target population outreach as needed to fill any decrease in enrollment • Develop enrollment packet for 2015-2016 school year	• Fill gaps in enrollment to maintain 110 students enrolled
January 2015	• Begin enrollment process for 2015-2016 school year, utilizing most successful recruitment methods from prior year.	
February 2015-August 2015	• Repeat above recruitment process for 2015-2016 school year, utilizing most successful recruitment methods from prior year.	• 200 students enrolled by August 2015, ideally enrolling 10-15 students each month
February 2016-August 2016	• Repeat above recruitment process for 2016-2017 school year, utilizing most successful recruitment methods from prior year.	• 300 students enrolled by August 2016, ideally enrolling 10-15 students each month

E. Fair and Equitable Enrollment Procedures

To ensure students have an equal opportunity to enroll in the school, SySTEM Phoenix will hold a lottery for admissions in May each year as described in the timeline above. Families who are interested in enrolling their children who are entering 6th grade in SySTEM Phoenix will complete Intent to Enroll Forms by the day before the lottery, which will guarantee them a place in the lottery. There are no restrictions for entering the lottery, and all students have equal weighting in the lottery. The only students who are automatically allowed to enroll outside the lottery process are siblings of enrolled students and children of the school's governing body, teachers, and staff. If more than 50 students per grade complete Intent to Enroll forms by May 1st, we will hold a blind lottery in which an independent third-party will randomly pull names for the first 50 places in each grade, and then additional names to determine the order of the waiting list.

Upon assurance of a seat, families will complete official enrollment paperwork. Prior to this, only contact information will have been provided. This prevents the possibility for discrimination based on information about English proficiency or other special needs. The enrollment form will include space for the student's name, gender, date of birth, phone number, address, ethnicity, primary language used at home, grade, previous school, place of birth, health information, guardian name and contact information, and emergency contact name and information. When enrolling, families will also be required to sign a "Contract of Excellence," which will include the school's values; expectations for academic performance, behavior, and homework completion; opportunities for additional support and enrichment; the Discipline/Rewards policies; and a place for the parent, student, Chief Officers and teacher to sign. Additionally, enrollment packets will include all compliance-required forms (i.e. Birth Certificate, immunization records, Proof of Residency, Assumption of Risk form, Primary Home Language Other than English (PHLOTE) form, and parent/guardian release form for prior school records). All forms will be available in English and Spanish.

Consistent with ARS 15-184, SySTEM Phoenix includes all students in the lottery who have completed and submitted the Intent to Enroll Form, and enrolls all students selected through the lottery who complete and submit the school's enrollment forms, until capacity for the grade is full.

SySTEM Phoenix's enrollment policy is also aligned with CSP Non-Regulatory Guidance, April 2011, in the following ways:

SySTEM Phoenix's enrollment policy is to provide every family that desires to enroll their child in SySTEM Phoenix with an "Intent to Enroll" form. To prevent the occurrence or appearance of discrimination, the only information on the Intent to Enroll form will be contact information. All names from Intent to Enroll forms that are received by 5 p.m. on May 1st will be entered into a lottery that will occur on May 2nd. There will be no restrictions for entering the lottery, and all students have equal weighting in the lottery. The only students who are automatically allowed to enroll outside the lottery process are siblings of enrolled students and children of the school's governing body, teachers, and staff. If more than 100 students complete Intent to Enroll forms by May 2nd, we will hold a blind lottery in which an independent third-party will randomly pull names for the first 100 places in each grade, and then additional names to determine the order of the waiting list.

This is consistent with the CSP Non-Regulatory Guidance that states, "A lottery is a random selection process by which applicants are admitted to the charter school (E-1). A charter school receiving CSP funds must use a lottery if more students apply for admission to the charter school than can be admitted (E-2)… a charter school receiving funds under the program is precluded from holding separate lotteries for boys and girls (E-5)."

SySTEM Phoenix's marketing plan, outreach activities, and lottery process will ensure students from all segments of the parent community are represented in the school, including students with disabilities and English Language Learners. This is consistent with the CSP Non-Regulary Guidance that states, "When recruiting students, charter schools should target all segments of the parent community (E-4). ESEA requires charter school grant and sub grant recipients to inform students in the community about the charter school and to give each student "an equal opportunity to attend the charter school" (E-7). Charter schools should reach out broadly to the community, including English language learners and students with disabilities (E-7)."

SySTEM Phoenix will cultivate relationships with various community leaders, including church leaders, in combination with teachers, educational advocacy groups, and others in the community, as part of a broad-based and balanced effort to inform parents in the community about the charter school and the educational opportunities it seeks to provide their children. This is consistent with the CSP Non-Regulatory Guidance that states, "A charter school's outreach and recruitment activities should be designed to reach all segments of the parent community. Thus, a charter school may conduct outreach or recruitment activities in churches or through religious organizations as part of a broad-based and balanced effort to inform parents in the community about the charter school and to recruit a diverse student body, but may not favor or disfavor religion in general or any particular faith or house of worship (F-5)."