C.2 Advertising and Promotion

Synergy Public School will use a strategic and diverse recruitment campaign to advertise and promote the school. Synergy will begin intense recruitment and campaigning following the charter authorization in December 2016. Informal campaigning and public outreach will begin in May of 2016. Synergy Public School will actively recruit 200 students for grades K-3 between May 2016 and August 2017. (*See Figure C.2.1 Target Enrollment Details*)

Beginning in year 1, Synergy will enroll 50 students in each grade, Kindergarten- 3rd grade. The 50 students per grade will be split into two homerooms of 25 with a teacher assigned to each class. In year two, K-3rd grade will grow to serve 75 students per grade and 50 fourth grade students. In the start of year 3, Synergy will have 425 students with 75 students in each grade level except 5th as shown in figure C.2.1. In order to be financially sound, Synergy Public School anticipates reaching its goal of 425 students by the beginning of 2019-2020 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.

Synergy Public School has created a detailed list of calendar events in figure C.2.2 below. This calendar includes activities before and after authorization. Upon authorization, Synergy Public School will begin its official recruitment campaign and extensive parent outreach in an effort to fully prepare for the 2017- 2018 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, Synergy Public School will make every effort to hire individuals who are Spanish speaking. 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 Synergy Public School to meet the needs of the diverse Phoenix Urban Core.

A. Advertising and Promotion Plan for Student Recruitment

Synergy Public School plans to attract and enroll students at a high rate for its initial year. As previously mentioned above, C.2.1 shows 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 rigorous educational model and plan.

Figure C.2.1 Target Enrollments Years 1- Year 3

Grade Level	Year 1 2017-2018	Year 2 2018-2019	Year 2 2019-2020
Kindergarten	50	75	75
1st	50	75	75
2nd	50	75	75
3rd	50	75	75
4th		50	75

5th			50
Total	200	350	425

In order to recruit enough students, Synergy Public School has tailored its advertising and promotion plan for student recruitment to appeal to community needs. Synergy's main message when marketing to parents will be, "Every Student Matters, Every Moment Counts." Synergy will advertise itself as the heart of the community where every student will be academically challenged in a nurturing environment that creates productive, caring, and responsible individuals. Synergy Public School will further promote its vision and mission by highlighting the following topics:

1. Synergy Public School has higher expectations than surrounding schools: students will score an 80% or above on all unit and benchmark tests to demonstrate mastery.
2. Synergy Public School teachers are committed to instructional excellence and will deliver engaging and challenging curriculum that creates life-long learners.
3. Synergy Public School operates as a family whose members are students, student families, teachers, administrators and community members.
4. Synergy Public School seeks to develop strong character in students, with an emphasis on building confidence to make smart choices, being kind and having the courage to do what is right.
5. Synergy Public School has strong partnerships with parents and community because we know it takes a village.
6. Synergy Public School provides learning opportunities to teach cooperative and collaborative skills to prepare students to work with a variety of people.
7. Synergy Public School is child-centered and creates a warm caring environment that nurtures the needs of the whole child.
8. Synergy Public School makes every moment count by extending the school day and school year calendar to exceed state requirements. More time=more learning.
9. Synergy Public School has flexible classrooms that provide students with a choice of what kind of learning space works best for them, and help them to collaborative, communicate and engage in critical thinking.
10. All Synergy Public School teachers will be highly qualified and SEI endorsed, meaning that these teachers will understand and apply strategies that best support English Language Learners' language development needs.

Figure C.2.2 list the timeline of activities that Synergy Public School will use to recruit families within the 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 Synergy Public School. 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 Advertising and Promotion Timeline and Cost

Month	Action Step	Details	Person Responsible	Budget Alignment
February 2016		**Awarded AZCSP Start-up Grant $250,000 received for 2016-2017 Planning Year**		
March 2016 (on-going)	Use word of mouth to spread the news about Synergy Public School	The two founders have been educators in the surrounding target area a combined 41 years. They are currently reaching out to former student's families to build interest for their siblings, relative and friends.	Executive Director of Business and Operations Executive Director of Academics Board members Community Volunteers	$0
April 2016-May 2016	Acquire domain for website.	The website that prospective families, community members, and potential staff will view to get information about Synergy Public School.	Executive Director of Business and Operations	$18.00 per year April 2016-2017 **(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** Year 1,2,3 included in the 3 year operational budget equaling $54.00
May 2016-June 2016	Determine brand, identity, logo, colors, and mascot	Synergy Public School used a contest through www.hatchwise.com to select a logo	Executive Director of Business and Operations Executive Director of Academics	$200.00 for contest **(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)**

May 2016	Join and begin to attend Local First events	Attending Local First events will allow the Executive Directors to network with local business to build partnerships.	Executive Director of Business and Operations Executive Director of Academics	Start Up-$98.00 for 2 for 2016-2017**(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** Y1-Y3 Membership Year 1- $129.00, Year 2- $129.00. Year 3- $249.00 Total =$507.00 Cost is based on a quote from Local First.
May 2016 - August 2017	The Executive Directors begin meeting with the following types of organizations to create community connections and support within the target area: Faith Based Community Organizations Advocacy Groups Community Groups Non-Profits Local Law Enforcement Local Publications Local Businesses	The Executive Directors will build relationships with these organizations to promote Synergy Public School.	Executive Director of Business and Operations Executive Director of Academics	$0

May 2016-July 2017	Attend Community Events (parades, festivals, etc.) to generate interest in proposed school.	Synergy Public School will host information booths at various community events throughout the year. Once Synergy's charter is signed enrollment forms will be available at booths.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers Community Volunteers	$120 2 Folding Tables $400 for Tent $300 for 10 chairs $249.00 Basketball Shot Game $587.00 Popcorn Machine $153.00 Popcorn Supplies **(All items Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** <u>Prices are determined by the following sources:</u> www.officemax.com http://www.nortexevent.com/carnival.html www.samsclub.com www.preferredpopcorn.com Other Marketing and Promotional Materials (cost already assumed below-promotional materials)
May 2016-July 2017	Synergy Public School will begin marketing in local public areas, including grocery stores, swap meets, parks, local Spanish markets, and local sports leagues games.	Synergy Public School will host information booths at various local public areas throughout the year. Once Synergy's charter is signed registration forms will be available at booths.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers Community Volunteers	Cost for tables, chairs and tent (cost already assumed above) Other Marketing and Promotional Materials (cost already assumed below-promotional materials)
June 2016-July 2016	Order Business Cards	This set of business cards will be for professional contacts we meet as we network with community stakeholders.	Executive Director of Business and Operations	$60.62 for 500 **(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** Prices based on estimates from www.staples.com

June 2016-July 2016	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.	Executive Director of Business and Operations	$80.87 for 1000 **(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** Prices based on estimates from www.staples.com
June 2016-January 2017	Design and purchase promotional brochures, magnets, pens, banners, and flyers	The items will be used at promotional events.	Executive Director of Business and Operations Executive Director of Academics	$500 for 2000 Tri-Fold Brochures $91.95 for 5000 Flyers $245 for 2500 Door Hangers $55 for (2) 2.5 X 8 Banners $65 for (1)2.5 X10 Banner $690.00 for 1000 Pens $315 for 300 Lanyards $162.50 for 250 Goody Bags $400 for 1 Table Cover $480 for 1000 Magnets $240 for 20 T-Shirts **(Paid with AZCSP 2016-2017 Start-Up Funds prior to Start-up Budget)** Prices based on estimates from www.vistaprint.com www.positivepromotions.com www.nextdayflyers.com
June 2016-August 2016	Create a website	www.wordpress.org will be used to make the initial website.	Executive Director of Business and Operations	$0
December 2016	**Charter Application Approved**		**Arizona State Board for Charter School**	**$6500 for application fee** **The founding team will use AZCSP grant funds. This is not included in final advertising and promotion budget.**

January 2017-July 2017	Meet with local preschool and early childhood providers to generate support for the school	Members of the Synergy team will work together to share information about the school.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers Community Volunteers	$0
February 2017		**AZCSP Funds in the amount of $250,000 received for 2017-2018 planning and start-up budget.**		
February 2017- June 2017	Meet and Greet with families (5)	Synergy Public School will host 5 events with recreational games such as basketball, softball, flag football, and games for families at local parks. 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.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers Community Volunteers	$50 per event for water and small snacks Total=$250 Prices based on estimates from www.Costco.com

March 2017-July 2017	Door-to-Door Campaign Begin canvasing neighborhoods (multiple times)	At this time, Synergy Public School will have chosen their location and signed a lease. Strategic canvases of the area will begin.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers Community Volunteers	$91.95 for 5000 Flyers $245 for 2500 Door Hangers Prices based on estimates from www.vistaprint.com www.nextdayflyers.com $25 per hour for 4 Spanish speaking canvassers for 4 hours to support this campaign. (4 times) $400 per event $1600 total $100 Water and Lunch Prices based on estimates from www.Costco.com
March 2017-July 2017	Home Visits	Synergy staff will visit the homes of each student who has submitted a registration packet.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers	$0
June 2017-July 2017	Open Houses (2)	These 2 open houses will provide families the opportunity to tour the school and learn about the programs.	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers	$250 for refreshments Prices based on estimates from www.Costco.com

July 2017	Start-Up Kid Kit Day Event	Families will be invited to Synergy Public School to pick up start-up kits for the school year.	Executive Director of Academics Executive Director of Business and Operations Founding Teachers	$1000 for an activity book, paper, pencil, crayons, glue stick and scissors for 200 students. Prices based on estimates from www.discountschoolsupply.com $200 Light Refreshments Prices based on estimates from www.costco.com
August 2017	First Day of School	Synergy Public School will open its doors with 200 students enrolled	Executive Director of Business and Operations Executive Director of Academics Board members Founding Teachers	$250 for refreshments (Private Donation) Prices based on estimates from www.costco.com First Day of School Photo Booth Laser Printer $229.99 Ink $164.97 Photo paper=$124.80 www.officemax.com
Total for Start-Up Budget				Total: $4506.71

Additional Advertising and Promotion Costs for Years Two and Three

Synergy Public School will continue the same process provided above in years two and three with the exception of tasks related to starting the school. Synergy anticipates and is prepared to engage in a thorough process of enrollment strategies that take place throughout the year and are adjusted according to outcome of the previous years. Synergy Assumes $4506.71 for marketing and advertisement expenses in the start-up budget for the recruitment of 200 students for Year 1. Assumes $3,379.50 in Year 1 for the recruitment of an additional 150 students for Year 2. Assumes $1,689.75 in Year 2 for the recruitment of an additional 75 students for Year 3. Assumes a static amount of $1,689.75 in Year 3 for student mobility to maintain an enrollment of 425 students in Year 4. Advertising and Promotion costs for Year 2 and Year 3 are based on the average per student cost of $22.53 to recruit 200 students in Year 1.

These cost will cover expenses for printing, material and recruitment events. In recruiting for our second and third years, we will rely significantly on the help of current parents to recruit additional families to our school,

B. Associated Cost for Advertising and Promotion Plan

The costs associated with the advertising and promotion plan are viable and adequate to attract the projected student enrollment not only in Y1 but as we gradually add grade levels in Year 2 and beyond. Synergy has based this plan on charter school student recruitment training and consultation provided by New Schools for Phoenix. Year 1 costs are based on recruiting the projected enrollment of 200 students. Costs for Year 2 and Year 3 are based on the addition of grades 4 and 5 and the expansion of current grade levels.

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. Synergy Public School plans to network and build community partnership with local Arizona owned businesses to secure discounted rates and in-kind donations.

The word of mouth campaign has already begun. The two identified directors have worked in the targeted area for a combined 41 years. Over the years, they have taught 100s of students and have remained in contact with families. The word of mouth campaign will continue through events and canvassing efforts detailed in figure C.2.2.

Synergy Public School will incorporate a word of mouth campaign with local companies as well. The Executive Directors, Lori and Melissa, joined Local First, an organization that 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."[1] The directors will begin attending events in May of 2016 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 Synergy Public School. Cost detailed in figure C.2.2. above.

Synergy Public School has acquired a website domain and will begin building a website to promote the school. The website will be critical in providing families, community members and potential staff to get information and learn about the programs Synergy Public School has to offer.

Synergy Public School will be doing the majority of their student recruitment at the community events and the local public areas such as grocery stores, parks, swap meets, churches, etc. In order to attract families to our information booths at these events we will use a basketball game

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[1] http://www.localfirstaz.com/index.php

and popcorn. This will provide an entertaining way for the families to interact with the recruiting staff at events and serve as a meaningful contact. People will be able to obtain information about the school, fill out letters of intent, and sign up for the email list.

Synergy Public School believes that in order for a child to be in attendance at the school on August 2, 2017, there must be multiple meaningful contacts with the families to build trust and engaging relationship. The initial contact will be most likely, at local community and neighborhood events, public markets, business establishments and neighborhood canvassing.

Within two weeks of filling out a letter of intent, Synergy's directors will call the families to follow up. During the phone conversation, the family will be updated of any new information associated with the school. 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 multiple calls before opening day.

Five meet and greets at local parks will take place from January 2017 through June of 2017. 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 is $250 for these events, $50 at each event. 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 Synergy staff will engage the family to secure a letter of interest or completed registration.

Once a facility has been secured in March 2017, Synergy Public School will begin a door-to-door campaign by canvassing neighborhoods in the targeted area. Informational brochures, fliers and door hangars will be used to provide potential families with registration information. This will occur multiple times between March 2017 and July 2017.

After a family has completed an enrollment packet, a home visit will be completed as another meaningful contact with the family to build excitement about the school. During the home visits the Synergy 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.

During June and July of 2017, Synergy will hold two open houses to the public for families. 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 actively engaging parents to register for the upcoming school year. The school will provide $500 worth of refreshments for the families while mingling with staff and other families.

Synergy Public School will host a Start-up Kid Kit day for families in July 2017. All students enrolled in Synergy Public School will receive a welcome to school kit that contains an activity book, paper, pencil, crayons, glue stick and scissors so that students have supplies at home to support the Synergy home school connection. At the event we will serve light refreshments at the cost of $200. Students who are unable to attend will receive this kit on the first day of school. The cost of these supplies are embedded in the start-up budget.

At the first day of school on August 2, 2017, the school will have refreshments for the parents after they drop off their children. The cost associated is $500. In addition, Synergy will have a

photo booth set-up so that parents can take a first day of school picture of their child. The cost associated with this is $519.76.

C. Determine Plans Cost

Figure C.2.2 shows the detailed cost of all planned advertising and promotion activities through August 2017. Each item on the chart shows the associated cost and where the quote was obtained. As noted above in section B, the Synergy stakeholders will continue to network, build community partnership, and expand current relationships to obtain materials at lower cost. Whenever possible, Synergy Academy will do business with local Arizona owned business.

D. Timeframe for Advertising and Promotional Plan

The timeframe for the advertising and promotional plan is listed in figure C.2.2. Advertising and promotion of Synergy Public School will begin in March of 2016 with networking and development of website. From March 2016 until Charter approval in December 2016, the Executive Directors will become active participants in the community attending local events, interacting with local businesses and faith based organizations. After charter approval in January 2017, Executive Directors will begin to enroll students. They will participate in meet and greet activities, door-to-door campaigning, home visits, open houses, and have beginning of the year events.

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 $4506.71. This aligns to the figures in the budget sections. The items that are needed for the three-year operational budget listed in the narrative include Local First membership at $507 for Y1-Y3 and $54 for website domain for Y1-Y3 totaling $561. Please see assumptions for full details.