C.2 Advertising and Promotion

Proposed enrollment practices per A.R.S. §15-184

The advertising and promotion plan of The Caepe School began as a grass roots initiative and, despite solid growth since its inception, continues this facet today. Not only is this approach a part of the culture of the school, but also the Anthem community at large. The founding teaching team hosted by parents in the community began meeting in people's homes to begin their initial marketing campaign in 2007. As attendance at these meetings grew, The Caepe School enrollment took shape, as did their approach to advertising and promotion of the school. This program evolved into several prongs: Professional Advertising, Community Outreach, Technology, and Parent/Stakeholder volunteer and committee involvement.

Professional Advertising
In 2008 the school hired a prominent advertising company to promote, advertise, and brand the business. The efforts paid off and now, five years in, a solid advertising and promotion plan has evolved with several prongs. Currently, the school continues to operate with this home-grown effort believing "word of mouth" is a cornerstone to building enrollment at The Caepe School. Because the school is already branded and operating for the last five years and will continue with the same mission and vision, there is little needed and zero dollars to make the transition and share the word once granted a charter.

Community Outreach
The Caepe School annually participates in the flagship, community event in Anthem, *Anthem Days*, specifically at the business expo. This weekend-long experience attracts thousands of people and allows the school to spread promotional material. The cost of the booth averages $350.00 and volunteers' staff it.

The Caepe School hosts several community events each year that have included, coffees that are topic driven for parent education, viewing educational documentaries, Fall festival with a chili cook-off, Cinco De Mayo on the patio, Spell-A-Thon and Spelling Bee. Twice a year The Caepe hosts *Night of the Arts*. In addition to hosting the teen art competition the Caepe School displays the artwork of local artists in the gallery on campus and there are Art Openings well attended every 6 weeks. These events are open to the public and are well attended.

Technology
The Caepe School maintains a website with all of the latest information about the school, www.thecaepeschool.org. This marketing tool covers school updates, school calendar, academics, and a page to make donations. Developed and maintained at no charge by a volunteer parent of one of our students, his company, Social Mojo, has created an attractive, well-thought out website.

The Caepe School reaches current and potential parents through the social media platforms, Facebook and Twitter. The Caepe School "page" and Twitter announcements reflect latest school news, educational articles, and other information. Neither Facebook nor Twitter charge for these services.

The Caepe School continues to use the free Google Education Application to manage email accounts and an internal school calendar. This app is heavily filtered for the target audience by Google and allows for enhanced communication with parents and students.

Stakeholders/Parent Involvement
The Caepe School has built an exceptional program relying on parent talents and resources. With continued support since 2008 "word of mouth" and parent referrals have been an integral part of the

school's growth. When parents are involved in the school community they take ownership and pride in its success and share it with others openly.

The Caepe School is also a member of the Chamber of Commerce and faculty and staff attend events sponsored by this organization to build relationships and promote the school. We also attend Rotary Meetings.

The Head of School, Tamara Lee has been asked to serve on a Community Panel through the Anthem Community Council presenting regarding Drug Awareness in December 2013. Tamara also spoke as an invited guest speaker at the Women's luncheon in Anthem in 2012. This exposure provides opportunity for Tamara to build relationships and share the mission and vision of The Caepe School with a significant amount of local families.

The Caepe School will continue with the ongoing advertising and promotion efforts consistent with section C.2 at the cost of The Caepe Private School until May 2014. Beginning in May of 2014, the Caepe will continue the grass roots efforts and events to recruit and promote enrollment and will additionally spend $1,000 on paid ads in May, June and July 2014.

Three-year budget projections allocate expenditures in local and North Valley publications. These include, In & Out, Images, North Valley Magazine (magazines) and two newspapers, Foothills Focus and the Arizona Republic. These publications have also printed several press releases for TCS each year at no cost to our organization.

Year one dedicates $1,000, year two, $2,000, and year three, $3,000.

Advertising /Promotion consistent with the Budget

Item	Approach	Cost	Timeframe
1. Monthly TCS Community Coffee Conversation	Updates to the community with information to share-continued grass roots efforts	$0	Began February 2013 and continues monthly indefinitely. (No coffee meetings June & July)
2. Facebook, Twitter, Email, Newsletters and Website Updates	Announcements, Sharing Information to Promote Enrollment	$0	Weekly- ongoing
3. Paid Ads	Using Publications in the target audience to market during key enrollment periods	$1000 year 1 $2000 year 2 $3000 year 3 Consistent with our average cost and spending to rotate ads	August, November, January, and March Annually
4. Press Releases	Using Publications in the target audience to make announcements and give consistent messaging opposite paid ads	$0	Monthly-ongoing
5. TCS Community events for the larger community to include Anthem Days	Continued grass roots effort to share our mission and vision	$350	Three or more events per quarter (12+ Annually)

Enrollment Process
The Caepe School will conduct its enrollment process per A.R.S. §15-184. The 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.

The Caepe School shall give enrollment preference to pupils currently attending the Caepe private school, siblings of these students, and the private preschool that operates on the same campus, students 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.

The Caepe School may give enrollment preference to and reserve capacity for pupils who are children of employees of the school, employees of the charter holder, members of the Governing Board of the school or directors, officers, partners or Governing Board members of the charter holder. A pupil, who attended another charter school or the siblings of that pupil if the charter school previously attended by the pupil has the identical charter holder, may also be given preference. Board and Governing board membership as the enrolling charter school, provided that any school that elects to give such enrollment preferences, shall be treated as a single charter school for the purpose of establishing support level weights for purposes of section 15-943.

If remaining capacity is insufficient to enroll all pupils who submit a timely application, The Caepe School shall select pupils through a lottery, except that preference shall be given to siblings of a pupil selected through an equitable selection process such as a lottery.

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

The Caepe School shall admit pupils who reside in the attendance area of the 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 the Caepe admits a pupil after notice is received that the admission would constitute such a violation, the Caepe will not include it in its student count the pupils wrongfully admitted.

The Caepe 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 Procedures
Open Enrollment begins in January 2014 (exact dates TBD) and continues until the first day of the school year. Students currently enrolled in The Caepe School and siblings are granted priority status. Enrollment dates and timelines will be posted on TheCaepeSchool.org as soon as they are determined. If enrollment exceeds the number of openings per grade level the remaining applications will be in a lottery to determine enrollment and waitlist numbers. Only applications submitted during the open enrollment period are included within the lottery pool. The lottery will be held in January (exact dates pending) a random selection of completed and approved applications and will create the school's waiting list.

The following documents/forms are included in the enrollment packet:
Welcome Letter
Student Application
Parent/Family Information
Demographics
Race and Ethnicity
Parent/Family Involvement-Volunteer/Committee Registration
Student Emergency Information
Parent Questionnaire
Student Questionnaire
Arizona Residency Documentation Form
Affidavit of Shared Residence
Birth Certificate
Immunization Records
Home Language Survey (PHLOTE)
Consent for Medical/Dental Emergency Treatment and Medical Information
Internet Use Policy
Consent for Off Campus Activity
Physical Activity Consent
Request for Transcript Release
School Rules and Procedures (Code of Student Conduct)
Standards of Behaviors
Withdrawal Slip
Attendance History
Discipline Records (from previous school)
Copy of Custody Paper (if applicable)
Copy of Current IEP (if applicable) and Academic Records
AIMS Report/ Standardized Tests Results

Completed and accepted applications submitted during the enrollment period will be drawn randomly and placed on the waiting list. The lottery will occur at a public Board Meeting.

The waiting list applicants are identified by number and by grade. As spaces become available at the school, they may be offered to the applicants in the order placed on the waiting list.

If a family rejects or does not respond to an offer of enrollment, they are removed from the waitlist and must reapply if they wish to enroll in a future year.

The waitlist is valid for one year and will roll over to the next year if they have completed the paperwork required from the school.