Business Plan

C.2 Advertising and Promotion

Community Outreach and Promotion

Leadership members of The Paideia Academy of Chandler understand that there are different audiences to reach with targeted information about the new school. These audiences include parents and students, new faculty and staff, public school officials, business and community groups, neighborhoods surrounding the school, and local, regional and national media.

Community meetings will be held in locations that are accessible to families. Fliers, advertising, and door hangers will be utilized to inform all families who live in the neighborhood of these meetings.

In addition to the community meetings, information about the new school will be shared through advertising in local newspapers, door hangers, fliers, postings, brochures, email and web site information. The Paideia Academy is will focus communications within the 10-mile target area of the new school site in Chandler.

The Paideia Academy will seek partnering with local community organizations within the target area to ensure the families they serve are aware of the opening of The Paideia Academy and the opportunity for their children to attend the school and take advantage of all the resources offered. The Paideia Academy will also include an outreach to organizations that service underserved populations within the Chandler area, including homeless, migrants and minorities.

The Paideia Academy leadership will identify key community leaders in the area where the school will be located. The Paideia Academy staff as well as members of the Board of Directors will meet with these leaders to formally introduce them to The Paideia Academy, answer their questions regarding the school, share with them the potential community benefits, and help them identify ways in which they can support the school.

The Paideia Academy will make full use of available technology to promote and advertise the school, such as an interactive website and e-mail. The school will have an active presence on social networks, such as Facebook, You Tube and others identified.

The school will actively make press releases, including the use of technology, seek celebrity support and seek radio and television opportunities to promote the school.

School's Understanding about Competition

The commitment to equitable access for all community members to the school services is paired with a strong free market sense on the part of the founders of The Paideia Academy of Chandler. The school leadership has a clear recognition that the community needs for delivery of educational services are not the exclusive privilege of The Paideia Academy of Chandler. The community support is never taken for granted and the founders of the school have established a culture recognizing that the school must compete and continually earn the community support. The founders are open to learn from the most successful charter school operators in Arizona,

avoid the mistakes already made by others, and strive to emulate the experience and expertise of the best schools.

The school leadership believes in the quality choice that The Paideia Academy of Chandler will provide for parents and students in the target community. The founders understand that academic competition is good for the community and inspires people and institutions to excel in order to survive and exist. The focus and benchmark in the competitive process will be measured by the achievement rate of all students, regardless of their backgrounds and ability of the school to close the educational gaps, which ultimately is driven by the quality of the educational process.

The Paideia Academy of Chandler will introduce the Paideia philosophy and learning methodology that has proven successful in educating diverse student population and closing the achievement gaps in public schools across the nation.

The Paideia Academy of Chandler will implement the Paideia Philosophy into a comprehensive **Learning Center Model (**to include also a separate tutoring component, enrichment component and a preschool component – all aligned to the school's mission, curriculum and instruction). This constitutes a truly systemic approach to schooling, where all aspects of a school community are dedicated to a holistic learning approach towards education for all children.

The implementation of The Paideia Academy of Chandler will increase the choices of parents for high quality academic programs offered in the targeted area. Students, graduating 8th grade of The Paideia Academy will possess the necessary academic knowledge, skills and culture to join rigorous, high quality college prep high schools (district, charter or private) of their choice and will set the foundation for success later on in college and/or career.

The leadership at The Paideia Academy of Chandler is committed to attract families and maintain them through the strong educational program that meets the needs of the underserved markets. The leadership is committed to build a track record of student academic success and provide an educational environment that continues to attract new applicants. The Founders are also committed to demonstrate strong operational strength and leadership stability through the diversification of the Governing Board and school leadership with a more professional approach, changing the perception of school operations equal to a corporate entity. This strategy helps to demonstrate long-term viability and growth and helps alleviate fears that a change in family leadership could be catastrophic to school success. The Founders of The Paideia Academy of Chandler are committed to run the school as a viable school business. (Charter School Insider, May 2011, Tony Jones).

Marketing Strategy for Student Recruitment

The Paideia Academy of Chandler will:

- Develop a clear, succinct brochure that describes the program.
- Develop a web page where families could request materials, or even register, online.
- Develop marketing materials, which will clearly direct prospective parents how to follow-up and get in touch with a live person at the school.
- Develop materials and presentations in the language and at a level the target population can understand.
- Have a targeted recruitment effort – e.g. the school will advertise in the neighborhood newspapers.

- Announce school events through public service listings – the school will use the local newspapers calendars where the school grand opening or open house for prospective students and parents will be listed.
- Contact social workers, probation officers, welfare officials and people in similar occupations and give them information that they in turn can give to families with whom they work.
- Go door-to-door passing out material on its program. The Paideia Academy of Chandler will recruit volunteers - parents, and other community members to help.
- Drop off school materials at places where the target population spends most of its time - in those places, e.g., community recreation centers, libraries, stores and other local businesses.
- Post flyers/posters advertising the school around the targeted neighborhoods.
- Attend meetings of community groups to talk about the school program. This will include block clubs, community councils, tenants' organizations, cultural organizations, or places of worship.
- Join the local chamber of commerce, and attend meetings in order to build ties to the business community.
- Contact real estate agents so they will have information on the school to give to potential homebuyers who are often interested in area schools.
- Participate in local street fairs or festivals and will work with the community groups to have a table or booth to hand out information about the school.
- Do mass mailings to the targeted area.

Timeline

The Paideia Academy of Chandler will start its marketing and advertising campaign as early as the early planning and design stage of the charter application by involving parents and community members in that process.

The school will begin actively recruiting students in the Spring of 2012.

Implementation

Marketing/Advertising costs were determined by a comprehensive market study of the target area, market research of similar costs, pro-forma offers, research of similar costs incurred by other charter schools and target area estimates.

Planning and Start-Up

The Paideia Academy of Chandler has budgeted $1,500 in **Start-Up funds** to fund its initial marketing and branding campaign. Funds will be used as follows:

$300 - for logo design, poster design, website design, fliers design, and development of student recruitment package in English and Spanish;
$300 - for printing of posters, fliers and recruitment package;
$200 - for website maintenance and maintaining social network site presence;
$200 - for community meetings – space rental, refreshments and materials
$500 - for target market mailings, postings, including list serves by zip codes

Three-Year Operational Budget

The Paideia Academy of Chandler has budgeted $22,500 in its first **Three Year Operational Budget** to fund its continuing marketing and branding campaign. Funds will be used as follows:

Year One:	$ 7,500
Year Two:	$10,000
Year Three:	$15,000