C.2 Advertising and Promotions

Tucson Country Day School current enrollment is over 680 students. After factoring for normal attrition, we anticipate the need for some minimal advertising from year to year. With a long history in the community we have focused mostly on word of mouth recruitment efforts from staff and parents.

The budget allocates $5000 each year to help maintain the enrollment near 700, although in full capacity at each grade level the school will enroll 762 students.

Advertising costs may include limited print materials and costs for some special recruitment events that will take place in the Spring each year. The estimate of costs is based on a historical record of advertising expenses from Tucson Country Day School.