C.2 Advertising & Promotion

A. Advertising Plan for Student Recruitment

Vista College Prep recognizes the challenges of recruiting students and families to a new school, particularly one that may be farther away than the school closest to their home. Despite the prevalence of charters in the community and across the state, there are myths associated with charter schools that we will need to dispel including (1) charter schools cost money and (2) parents have to send their child to the school that is closest to their home. Therefore, Vista College Prep's advertising and promotion plan and process will also be one that educates and informs families about their various choices. As a result, we have thoughtfully considered and planned a strategic effort that will utilize our community and business relationships to reach any interested families in the area. We will address this recruitment process openly, transparently, and honestly in order to provide families with the information they need to make a decision that best serves the needs of their individual children.

To ensure that Vista College Prep receives applications from all interested families in South Phoenix, our advertising and promotion plan is targeted, diverse, and accessible. Our active recruitment to enroll students will only begin upon authorization and after the charter contract is signed. However, by January 2013, we want parents and families to be very familiar with Vista College Prep's mission and vision. Therefore, our advertising and promotion plan started in August 2011 with community meetings and outreach. As of April 2012, Vista College Prep began using a promotional tri-fold brochure[1] that refers to the school as "proposed." We have collected over 350 signatures[2] from prospective parents and community members interested in a college preparatory elementary school. We will continue to talk about the school using this language through January 2013. Upon authorization, our updated materials will be ready, and we will continue our extensive parent outreach to prepare for the 2013-2014 school year. All advertising and promotional events/materials will be in both Spanish and English.

In addition to the signatures from families and community members, we have also received letters of support from 26 individuals representing Arizona community, business, and non-profit leaders. **Figure C.2.1** lists the name and affiliation of the individuals who have written letters of support for Vista College Prep. [3]

Figure C.2.1: Letters of Support for Vista College Prep

Name	Title	Organization
Judy Reno	Director	College Depot, Burton Barr Library
Stephanie Heyde	Local Child Wellness Coordinator	Project LAUNCH
Angelica Cruz	Director of Assessment	Girls Leadership Academy
Deb Gullett[4]	Senior Government Relations	Gallagher & Kennedy
Robert Dalager	Shareholder	Gallagher & Kennedy
Carl Zaragoza	Director, Field Engagement	Leadership for Educational Equity
John Fisher	Executive Director	Stand For Children-Arizona
Deborah Dillon	Director of Youth and Education (ret.)	City of Phoenix
Rachel Yanof	Founder and Executive Director	Phoenix Collegiate Academy
Penny Schwinn	Founder and Head of School	Capitol Collegiate Academy

[1] Prisma Graphic (2937 East Broadway Road) donated the design, translation, and printing services to create 800 brochures in Spanish (400) and English (400).
[2] Signatures are available upon request.
[3] All letters of support are available upon request.
[4] Deb Gullett and Rob Dalager wrote a joint letter.

Daniel Salgado	Community Liaison	Arizona Charter Schools Association
Lisa Graham Keegan	Founder and President	Education Breakthrough Network
George Young	Chairman	South Mountain/Laveen Village Festival
Michael Kennedy	Founding Partner	Gallagher and Kennedy, P.A.
Adria Renke	Vice President	Brophy College Preparatory
Luis Avila	Organizing Director	Stand for Children - Arizona
Sue Johnson	Director	The Family School
Rebecca Burnham	Manager, Real Estate Practice Group	Greenberg Traurig, LLP
Irene Carroll	Co-Founder and Principal	Funding the Gap
Juan Salgado	Executive Director	Phoenix IDA
Charles Mitchell*	Founder and CEO	All About People
Dawn Kennedy*	Executive Director	Brophy Community Foundation (ret.)
Katherine Cecala*	Chief Operating Officer	Valley of the Sun United Way
Kelly McManus*	Director of Policy	Stand For Children
Christopher Dang*	Associate Attorney	Quarles and Brady LLP
Cassie Breecher*	Director of Alumni Affairs	Teach For America

*Indicates a Governing Board Member

In our first year of operation, our student enrollment goal is 126. In Y2, our goal is 198 students, and in Y3, our goal is 265 students. In looking just at Y1, our targeted zip codes of 85040, 85041 and 85042 have an approximate enrollment of 1,792[5] kindergarteners and 1,804 first graders. Therefore, if we pulled students from just these areas[6], we would represent 3% of the enrolled kindergarten population and 4% of the enrolled first grade population. We believe that despite the number of public schools (both charter and district) we will be able to successfully meet our enrollment targets based on the numbers above. To demonstrate how we will meet these targets, **Figure C.2.2** outlines our advertising and promotional plan with a timeframe that is consistent with the start-up of Vista College Prep's first year of operation, August 2011-August 2013.

Figure C.2.2 Advertising/Promotion Plan (Timeframe and Explanation of Cost)

Timeframe	Strategies/Descriptions	Materials Needed & Cost
Started August 2011 (ongoing)	**Word of Mouth** The Leadership, Governing Board and staff will generate enthusiasm, interest and excitement about the school and its college preparatory program and encourage families, friends, neighbors and community members to freely share information. Specifically, we will use our relationships with community-based organizations to help spread the word. Below is a list of organizations we have met with in South Phoenix: • **Faith-Based Community**: Kingdom Communities of the Valley	No additional cost

[5] Our data is from NECS – "Search for Schools" during the 2009-2010 school year. Based on growth projections from First Things First, we anticipate this number to be even higher.

[6] While our goal is to be located in this area, we are 100% open enrollment and would accept any kindergarten or first grade student as long as we did not hit our enrollment cap. The purpose of this breakdown is to identify that despite the high number of public schools, we would still be able to recruit students effectively, as we are a small school.

	• **Advocacy Groups:** Stand for Children, First Things First – South Phoenix Regional Partnership Council, Teach For America • **Community:** South Mountain Family YMCA, MLB All-Star D'Backs Branch - Boys and Girls Clubs (and state office), Salvation Army – Kroc Center, South Mountain Community Library • **Non-Profits**: Black Family and Child Services • **Local Law Enforcement:** South Mountain Precinct • **Local Publications:** South Mountain Villager • **Business:** South Mountain/Laveen Chamber of Commerce **We have also met with numerous organizations from across the state including:** Soroptimist International, iTeach AZ, College Depot, Center for the Future of Arizona, Cox Communications, RBC Capital Markets, Phoenix IDA, Be A Leader Foundation, Armstrong Family Foundation, Arizona State University, Social Venture Partnerships, Arizona Multihousing Association, Phoenix Suns, SRP, Xavier College Preparatory, Greater Phoenix Leadership, Loyola Academy, DMB Realty, Arizona Town Hall, Camelback High School, Arizona Commerce Authority, O'Connor House, Virginia Piper Charitable Trust, Expect More Arizona, Arizona Teaching Fellows, Maricopa County Manager's Office, City of Phoenix, AWEE	
Started January 2012	**Newsletter & Database** Starting in January 2012, Vista College Prep began sending out a newsletter to friends and supporters—the newsletter identified progress, discussed Vista College Prep core values and outlined upcoming community events. As we meet with interested individuals, we add them to our growing database of supporters which includes community, business, and non-profit leaders. There will be 10-12 newsletters per year.	Free newsletter service through MailChimp
Started February 2012	**Community Meetings/Events** Community meetings will be held to provide a forum by which the Board and Executive Director can share information about Vista College Prep (i.e. mission and key tenets). When possible, meetings will be scheduled during or after standing community meetings or events (i.e. following a parent gathering at a local church, following enrichment programs at South Mountain Community Library, etc.).	Time donated Materials Needed: • Tri-fold brochures (no cost, donated by Prisma Graphic)

	When possible, we will align our recruitment efforts with pre-established community events that have historically drawn large crowds of community residents (i.e. parades, festivals). We will also ask organizations and local community groups representing our target population to allow us to speak about our school program at their regularly scheduled meetings. In addition to attending community meetings, we held two "Connect with Vista College Prep" community days (Saturday, May 5 and Saturday, May 12) where we had 20 volunteers talking with parents and community members about Vista College Prep's mission and vision. Over the course of just six hours, we collected 354 signatures from individuals who have young children and would like to send their child to Vista College Prep and/or from community members who agreed that a college preparatory elementary school is needed in South Phoenix.	
Started February 2012	**Early Childhood Education Providers** Working with early childhood education providers, Vista College Prep will spread the word about our college-prep approach to elementary school to those currently serving three and four year-olds. As we get closer to identifying a facility, Vista College Prep staff will ask for additional opportunities to speak with families about their future educational options and explain Vista College Prep's mission and vision. We have met with the leaders or left promotional material at the following early childhood providers: • Shellie's Early Start Learning • Li'l Kids • The Family School • Phoenix Day • Li'l World Day Care • Kids Playland and Preschools • American Childcare Centers • South Mountain Family YMCA • MLB All-Star D'Backs Branch - Boys and Girls Clubs **We have also met with representatives from the following organizations:** • Arizona Head Start Association • Southwest Human Development • Travis L. Williams Services Center	Materials Needed: • Tri-fold brochures (no cost, donated by Prisma Graphic)
Started March 2012	**Social Media** Through Julia Meyerson's participation in the Arizona	Website Design is donated, Domain name has already been purchased

	Charter Schools Association Charter Starter program, she received training on effectively using social media by Matt Tuttle, Senior Education Marketing Consultant for EnrollMark. Building Excellent Schools also provided social media training through a presentation from David Singer, BES Fellow and Lead Founder of University Prep in Denver, CO. Mr. Singer also started his first year with kindergarten and first grade and held a lottery due to the high enrollment. We will use the following tools to help with recruitment efforts. **Website:** We will create a website providing parents and community members with information about the mission of the school as well as its core components. The site will also contain information about the upcoming community meetings and events we will be attending and/or hosting. This site will be operational as of Summer 2012. Upon authorization, we will include a downloadable copy of our school application in both Spanish and English. **Facebook and Twitter**: As of March 2012, Vista College Prep created a Facebook page and Twitter account. Both became active approximately one week before the first "Connect with Vista College Prep" canvassing event in early May. We were purposeful when we decided to start using these features, as we wanted to be able to announce "something" to draw more attention to the pages and Twitter feed. We announced the two May community events and the selection of the Vista College Prep logo. We will use these tools to create name recognition and publicize events. Communicating effectively and frequently will directly impact our name recognition, which will positively impact our student recruitment.	No additional fee for Facebook page and Twitter usage
Started March 2012	**Community Advisory Council** Throughout our community outreach and preparation to open Vista College Prep, the founders have met with many incredible community activists and leaders. In March 2012, Vista College Prep created a Community Advisory Council that will meet quarterly to advise the Executive Director and Board and advocate for the school across the community. The group is comprised of individuals committed to South Phoenix and committed to quality education. Below is the list of community members and their current affiliations: • Lt. Sean Connolly, South Mountain Precinct • Shawn Pearson, CEO – Kingdom Communities of the Valley • Daniel Salgado, fmr. Teacher in the Roosevelt Elementary District and Community Liaison at the Arizona Charter	Time donated

	Schools Association It is critical in both our recruitment efforts and all other school practices to meet with community members on a regular basis, and this council allows for a formal exchange of ideas and feedback.	
Fall 2012 and March 2013	**Door Hangers** Our goal is to ensure community awareness in advance of our ability to officially enroll students. Therefore, we will use door hangers written in both Spanish and English and distributed to community members within a three-five mile vicinity of our school facility (dependent on population density and ability to identify parents with children that are between the ages of three and five). Door hangers would be distributed approximately three-five days before a "Canvassing to College" door-to-door campaign, so volunteers can reference the door hanger as a starting point in the conversation.	For "Flyer Guys" to hang 5,000 door hangers on homes in targeted community, the cost is $600[7] Materials Needed and Cost to Print: • 5,000 door hangers = $278.46[8] For this to occur twice, the total cost would be $1756.92
Fall 2012 (or when building identified) - May 2013 (or when enrollment cap is reached)	**Door-to-Door Recruitment** We believe visiting families at their home and generating conversations about the hopes they have for the education of their children will be one of our most effective outreach strategies. Once we identify our building location, we will tap into the volunteer base we have generated (through community conversations in South Phoenix and across the Valley) and host "Canvassing to College" volunteer days. We will provide volunteer training, a Vista College Prep shirt, a clipboard and light breakfast (coffee and fruit). **Before January 2013:** VCP staff and volunteers will collect letters of intent to enroll at the door. **Post-January 2013 (charter contract signed):** VCP staff and volunteers will collect enrollment forms at the door.	• Time and mileage donated • Breakfast is sponsored by proposed Executive Director, Board member, or volunteer • Assume 60 shirts with logo at $300[9] Materials needed and cost to print: • 50 petition forms (printing cost donated) • 500 promotional one-pagers[10] = $121.55
January 2013	**Direct Mail** We will generate a list of names of families with children eligible to enroll in kindergarten and 1st grade as well as use the contact information gathered from signed petitions. Families will receive a 3 ½ X 5 card with an invitation to a community meeting where they can learn more about the school and ask questions. The card will have contact	Prisma Graphic is donating the printing services of 2500 3 ½ X 5 glossy, double-sided mailers

[7] Based on a quote from "The Flyer Guys" website: http://theflyerguysaz.com/services.html ($.12 per flyer)
[8] Based on online quote from www.GotPrint.com (a company used by many schools in the BES network).
[9] Based on online quote from Designed In Ink.
[10] Based on online quote from www.GotPrint.com (a company used by many schools in the BES network).

	information for the Executive Director, so they can follow-up by phone or email if interested. There are local publications, including the South Mountain Villager, that publish updates on new charter schools in the community. We recently met with the co-editor of the publication.	

All costs and source for start-up and are outlined in **Figure C.2.2** above.

Additional Advertising and Promotion Costs for Years Two and Three

Vista College Prep assumes the total cost will be $422 in Y1, $434 in Y2 (3% COLA), and $447 in Y3 (3% COLA) to include the t-shirts and one-pagers listed below. The primary development expenses are included in the start-up budget. In recruiting for our second, third and fourth years, we will rely significantly on the help of current parents to recruit additional families to our school, in addition to our volunteer door-knocking campaigns and community engagement. All website maintenance and social media help is donated. All time and materials needed to translate documents is donated.

- $300 for 60 t-shirts with VCP logo (based quote from Designed in Ink)
- $121.55 for 500 one-pagers (based on an online quote from www.GotPrint.com).

B. Equity of Student Enrollment Procedures

Legal Assurances

Charter schools are schools of choice and admissions policies will reflect all state and federal requirements. Per **A.R.S. § 15-184** a charter 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. Vista College Prep will:

- Give enrollment preference to pupils 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
- Select pupils through an equitable selection process such as a lottery (if the number of applications exceeds capacity) except that preference shall be given to siblings of a pupil selected through an equitable selection process such as a lottery
- Except as provided in subsection C (where a charter school may limit admission to pupils within a given age group or grade level) or D (a charter school may provide instruction to pupils of a single gender with the approval of the sponsor of the charter school), a charter school shall not limit admission based on ethnicity, national origin, gender, income level, disabling condition, proficiency in the English language or athletic ability.

Vista College Prep will adhere to all provisions of No Child Left Behind regarding:

- receiving students from Program Improvement schools as part of Public School Choice
- providing the Principal's attestation of highly qualified teachers and paraprofessionals
- meeting the needs of "at-risk" students if the school is designated a targeted assistance school

Enrollment Procedures

All families interested in enrolling their child(ren) at Vista College Prep will be required to complete the following steps and participate in the following enrollment process:

- Families submit an application during the Open Enrollment Period. This period lasts from the first business day after charter authorization and after the charter contract through the third Thursday of March at 5:00 PM (Y1 - March 21, 2013).
- If applications exceed the number of available spaces, 126 students, the school will hold a random, public lottery. All prospective students must participate in the lottery.
- The lottery occurs on the first Thursday of April at 7:00 PM (Y1-April 4, 2013).
- Once all of the open seats in a grade level have been filled, Vista College Prep will draw for the order of the waiting list.
- All families are notified in writing within one week of the lottery of their child's status.
- Families complete and submit Intent to Enroll paperwork within two weeks of the lottery date, including a signed acceptance letter and enrollment packet.
- Families attend two parent and student orientations: April 30, 2013 and July 30, 2013.
- Parents and students sign the Commitment to Excellence

Open Enrollment

All students interested in attending Vista College Prep will be required to complete an enrollment form (any previous signatures on petition forms or letters of intent to enroll will not be accepted) and submit this application directly to the school before the annual deadline. Applications will be available during a publicly advertised open enrollment period each year, generally beginning the first business day after January 1 and continuing through 5:00 PM on the third Thursday of March. Submitted applications will be stamped with the date and time the application was received, and the student names added to an application roster to track receipt. Following the open enrollment period, applications will be counted to determine if any grade level has received a number of applications which exceed available seats. In this event, the school will hold a public random lottery to determine enrollment for the impacted grade level.

Admission Preferences

Per **A.R.S. § 15-184** if the school receives a number of applications that exceeds the number of available spaces, a lottery will be hosted, with preference for available spaces given to students in the following order:

1. Current Vista College Prep students
2. Siblings of currently enrolled Vista College Prep students
3. Children of employees of Vista College Prep, employees of the charter holder, members of the governing body of the Vista College Prep or directors, officers, partners or board members of the charter holder

Required Age for Admission (K-1)

Per **A.R.S. § 15-821(B)-(C),** if a kindergarten program is maintained, a child is eligible for admission to kindergarten if the child is five years of age. A child is deemed five years of age if the child reaches the age of five before September 1 of the current school year. A child is eligible for admission to first grade if the child is six years of age. A child is deemed six years of age if the child reaches the age of six before September 1 of the current school year. We are also aware, per the same statute, that if a child who has not reached the age of five before September 1 of the current school year is admitted to kindergarten and

is then readmitted to kindergarten in the following school year, a school district or charter school is not eligible to receive basic state aid on behalf of that child during the child's second year of kindergarten.

Enrollment Packet

Upon submitting a signed acceptance letter, the following information will also be collected (this enrollment packet was provided to parents/guardians at the lottery):[11]

1. Per **A.R.S. § 15-828**, Vista College Prep requires that the person enrolling the pupil must provide one of the following (upon presenting this document to the school, a photocopy is taken for school records, and the original is returned to the parent or guardian):
    a. A certified copy of the pupil's birth certificate.
    b. Other reliable proof of the pupil's identity and age, including the pupil's baptismal certificate, an application for a social security number or original school registration records and an affidavit explaining the inability to provide a copy of the birth certificate.
    c. A letter from the authorized representative of an agency having custody of the pupil pursuant to title 8, chapter 2 certifying that the pupil has been placed in the custody of the agency as prescribed by law.

    Note: The provisions of this section do not apply to homeless pupils as defined in section 15-824, subsection C.
2. Immunization records
3. Home Language survey

Costs Reflected in Budget

All costs listed for the Advertising and Promotion plan are accounted for and included in the Start-up and Three-Year Operational Budget, and explained further in the respective assumptions.

[11] If Vista College Prep does not have a lottery, we will distribute enrollment packets at the first parent orientation meeting in April—we will collect each packet during the home visit in May and June.