

## **LAAA Expansion to 12<sup>th</sup> Grade Marketing & Recruitment Plan**

### **Target Population**

1. LAAA Students
  - Current LAAA students in 5<sup>th</sup> and 6<sup>th</sup> grades (will transition to second campus as 7<sup>th</sup> and 8<sup>th</sup> graders in Fall 2020)
  - Current students attending LAAA in 7<sup>th</sup> grade (transitioning to 9<sup>th</sup> grade in Fall 2020)
2. Other Charter Schools
  - Specifically schools ending with 5<sup>th</sup> or 8<sup>th</sup> grade
3. Other Students
  - Students with an interest in pathway to biliteracy
  - Students residing in New Castle County with an interest in offered career pathways

### **Timeline**

- February 2019 – June 2019
  - Secure school facility; begin necessary renovations; create artist rendition of completed facility for marketing purposes
  - Develop detailed recruitment plan with assistance from UD MIS Capstone Team
- August 2019 – October 2019
  - Host open house events at high school school campus (if possible) or K-6 campus
  - Participate in scheduled high school preview events at local charter schools (with grade configurations ending before 9<sup>th</sup> grade)
  - Visit local charter schools (without scheduled high school preview events) to provide graduating 8<sup>th</sup> graders with high school presentation
  - Advertise high school through local newspapers, radio stations (English and Spanish), school website, email blasts and social media
- November – December 2019
  - School Choice Application Opens (November 4<sup>th</sup>); begin accepting choice applications
  - Host open house events and tours at high school campus
- January – March 2020
  - School Choice Application Closes (January 8<sup>th</sup>)
  - Conduct lottery if necessary
  - Notify students/families to complete enrollment registration process
  - Choice decision deadline for students/families
  - Begin staff recruitment for 2020-2021 open positions
- April – June 2020
  - Finalize hiring for all open positions
  - Fill any open enrollment slots (after Choice deadline deadline) from wait list
  - Achieve >80% of enrollment goal by May 1<sup>st</sup> Unit Count

- July – August 2020
  - Host family social event to help students get ready for school year
  - Use website and social media to stay connected with students/families over summer break and provide them updates as needed
  - Host Back to School event prior to first day of school
- August – September 2020
  - ASPIRA high school opens

### **Marketing Strategies**

- Face-to-Face Marketing
  - Information Sessions
  - Open House events
  - School Tours
  - High School Preview Events
  - School Visits
- Online Marketing
  - School Website – to be designed by UD MIS Capstone Team; to be connected to current LAAA website; will include enrollment information and link to School Choice application
  - Social Media
    - Facebook
    - Instagram
  - Email blasts
- Print Marketing
  - Flyers
  - Yard signs
  - Newspaper ads newspapers (News Journal, El Tiempo Hispano, HOY en Delaware)
  - Billboards
- Radio Marketing
  - Radio ads (English and Spanish)