

LAAA Expansion to 12th Grade Marketing & Recruitment Plan

Target Population

1. LAAA Students
 - Current LAAA students in 5th and 6th grades (will transition to second campus as 7th and 8th graders in Fall 2020)
 - Current students attending LAAA in 7th grade (transitioning to 9th grade in Fall 2020)
2. Other Charter Schools
 - Specifically schools ending with 5th or 8th 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 9th grade)
 - Visit local charter schools (without scheduled high school preview events) to provide graduating 8th 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 4th); begin accepting choice applications
 - Host open house events and tours at high school campus
- January – March 2020
 - School Choice Application Closes (January 8th)
 - 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) from wait list
 - Achieve >80% of enrollment goal by May 1st 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)