

APPENDIX 8: Marketing Plan

The updated marketing plan should describe the charter school's continued strategy to attract and engage students and families. The marketing plan should be limited to one to three pages and updated at least annually during the subgrant period. The plan should align specifically with one or more of the subgrant project goals and activities associated with continued funding.

At a minimum, the marketing plan for the school should include the following components:

- A clear description of how the school informs the community about its enrollment process, procedures and deadlines.
- A description of how the marketing plan is multi-modal and increases access to the charter school for all prospective students.
- A description of how the school outreaches to educationally disadvantaged or at-risk student populations.
- A description of the marketing materials and the various means of distribution.
- A description of the marketing mediums to be used.
- A clear description of the target student population the school serves and its efforts to engage prospective families in those communities.
- A description of the opportunities prospective families has to ask questions, get additional information and tour the facility.
- The clear description of how the school attracts, recruits and retains the involvement of members of the community.
- A description of the current levels of parental and community engagement in the school, supported by data.

Instructions for Completing the Marketing Plan Appendix

School Information/Demographics

Briefly describe the community in which the school is located in terms of size, population and concerns, and outline the school's core marketing plan priorities and how they will be addressed with continued CSP subgrant assistance.

Current Marketing of the School

Briefly summarize the school's marketing and engagement of parents and community members during its first year of operation. Describe the school's current levels of student enrollment and parental and community engagement in the school, including supporting data from current operations.

S.M.A.R.T. Goals/Objectives with Continued CSP Funding

List the goals and objectives that the school will engage in to carry out its marketing plan with continued CSP funding. Goals should be S.M.A.R.T. (specific, measurable, attainable, relevant and time-bound) and should be rigorous and data-driven. Include types of marketing resources the school has and how they are used.

Activities and Measures

Indicate the activities identified to carry out the above goals and objectives and the measures that will be used to assess the success of and toward these proposed actions. Include dates, quantities, timeframes, etc.