

Marketing, Student Recruitment, and Lottery Best Practices

SCSC New School Training

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TRUE OR FALSE?

**You Must Hire an Expensive
Consulting Firm to Create your
School's *Marketing Plan*?**



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FALSE!

A Marketing Plan can be created internally with some simple steps.

TIP: Create a Marketing Committee of volunteers, parents and other community members to help create and execute your plan.



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Step 1 – Know Your School

Identify 2-3 points that explain what makes your school unique.

- Agree on these points internally
- These points must coincide with your mission



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Step 2 – Establish Marketing Goals

- Set a maximum of three, specific, measurable marketing goals for the year
- Your internal “stakeholders” should understand and buy into these goals



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Step 3 – Identify Your Target Audience(s)

- Identify up to three, specific target audiences
 - i.e. parents of preschoolers who will be entering Kindergarten in 2018 – who reside in your approved attendance zone
- Determine how to reach these audiences
- Think about what appeals to these audiences and what is most important to them



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Step 4 – Develop Clear Message

- Create a Value Proposition
 - This is a combination of what makes your school unique and how it will **benefit** your target audience based on their needs
- Develop 2-3 key messages
 - These support the value proposition and motivate target audience to take action
- List supporting points
 - Use data-based details and facts to back up key messages



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Step 5 – Create Marketing Tactics/Execute

- Develop specific tactics to meet each of your marketing goals
 - i.e. Send direct mail piece, place fliers at preschools, host informational/community meeting, etc.
- List which target audience each tactic applies to, and what action you want them to take as a result of each tactic
- Determine the cost of each tactic
- Assign staff or volunteer to execute each tactic



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Marketing and Recruiting Tips

Website

- Have an easy-to-navigate, updated website
- Place your school mission in a prominent place
- Ensure the website is consistent with other marketing materials and incorporates key messages
- Ensure upcoming events are easy to find
- Ensure enrollment information is easy to find



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Marketing Tips

Media Relations

- Send information about your school to local education reporter(s) at the beginning of each school year
- Create an annual media calendar with story ideas and send a press release or announcement every 1-2 months (School awards, student achievement, special events, etc.)
- Invite media to school events, such as “back-to-school night,” student performances, etc.
- Twitter, Instagram, Snapchat (all the cool kids use at least two of these), Facebook



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Marketing Tips

- Build Relationships with Other Charters
 - Especially if you are a high school - get to know the K-8 charters in your area - invite their students to shadow your students for a day



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Marketing and Recruitment Considerations

- Attendance zone
- Class size
- Maximum capacity of each grade
- Transfers and withdrawals
- Student records
- Before and after school programs
- Clubs and extra-curricular programs
- Transportation
- Lottery
- School day/year
- Others??



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Conducting a Lottery

- A charter school with more applications than spaces available must conduct a lottery
- At a minimum, charter schools must publish the lottery date, time, place, and lottery procedures at least 2 weeks in advance on the school's website. The lottery should be conducted in public and at a time and location that allows for the public to attend, but the school should be respectful of student and family privacy (e.g., assign numbers to students instead of using their names).
- A charter school may utilize either computer or human randomization lottery drawing as long as the method is consistent with the school's policy and is fair, unbiased, and minimizes the potential for error. Accurate records of the lottery process should be kept.



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Weighted Lottery

How does a school implement a weighted lottery?

- New charter petitioners may request to use the weighted lottery in their petition. Petitioners must include their proposed weighted lottery policy that provides the weight/formula that will be applied to the selected subgroup(s).
- A charter school may determine whether the weighted lottery will apply to some or all of the subgroups listed
- Once a charter school has determined which subgroups will be weighted, the school can ask questions tailored to that subgroup on its admissions application (e.g., “Does your family qualify for SNAP, TANF, WIC, Medicaid, or PINS?”)
 - It must be clear on the admissions application that a response to this question(s) is optional and only for the purpose of conducting a weighted lottery
 - Supporting documentation cannot be requested with the admissions application, but it may be requested with enrollment/registration paperwork



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