



# MAGNOLIA PUBLIC SCHOOLS

## Board Of Directors

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Board Agenda Item #	II E
Date:	April 21, 2016
To:	Magnolia Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	Approval of Al Punto Advertising

### Proposed Board Recommendation

I move that the board approve the Al Punto Advertising contract to continue supporting Magnolia Science Academy-Santa Ana (MSA-Santa Ana) with the goal of recruiting 660 students for the 2016-17 school year.

### Background

During the months of December MSA-Santa Ana in an effort to boost its enrollment sought out the services of Al Punto advertising for the recruitment of 660 students. The initial contract was for the amount of \$24,250. After 3 months of services with Al Punto MSA-SA did see a jump of 200 plus prospective parents for the 2016-17 school year. For these reasons we believe it is in MSA-Santa Ana's best interest to do a second phase with Al Punto Advertising in order to further these efforts. The second phase of the services will cost \$24,250 in aggregate both of these contracts will total \$48,500.

The following services will be included in the second phase:

- Distribution of about 20,000 fliers via street teams and retail partners and 20,000 door hangers.
- As added value, Al Punto will obtain coverage on local print (2 stories) and broadcast media (1 mention).
- The above will translate into about 200 new student registrations.
- Phase two will expand on local tactics that drive traffic to the website and increase awareness of the new Santa Ana campus and curriculum.

### Budget Implications

Total amount of \$48,500 was not included in the original FY 2015-16 Board approved Home Office budget.

### Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

### Attachments

Al Punto Advertising Contracts.pdf