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Kids to Fill Your School

Enrollment Marketing Partnership Proposal for Intergenerational Schools



Reflecting on What We Heard

Intergenerational Highlights

- 3 charters:
 - The Intergenerational School
 - Near West Intergenerational School
 - Lakeshore Intergenerational School
- Utilizing Bloomwell Group for marketing & Inbloom Consulting for fundraising
- Have a strong brand guide
- Current enrollment for each campus: 210, 216, 117
- Model is 250 students per campus
- Enrollment marketing coordinator: Tameisha

Goals

- Increase enrollment:
 - 238: TIS
 - 238: Near West
 - 150: Lakeshore
- Holistic approach to enrollment marketing
- Full team of experts that will integrate and support
 Tameisha's recruitment efforts
- Create stronger awareness within Cleveland for Intergenerational schools

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Filling Your School—Key to Surviving and Thriving

Enrollment Marketing Partnership

Filling Schools is More Difficult Then Ever

- Plenty of choices and few kids.
- Increased competition in the face of demographic and geographic shifts.
- Hard to get a compelling story in front of families in a cluttered environment.
- Limited resources / expertise to consistently deliver kids.



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Helping You Get Where You're Going

Enrollment Marketing Partnership

A Vision and a Purpose

All kids have access to a nourishing school environment where they can flourish.



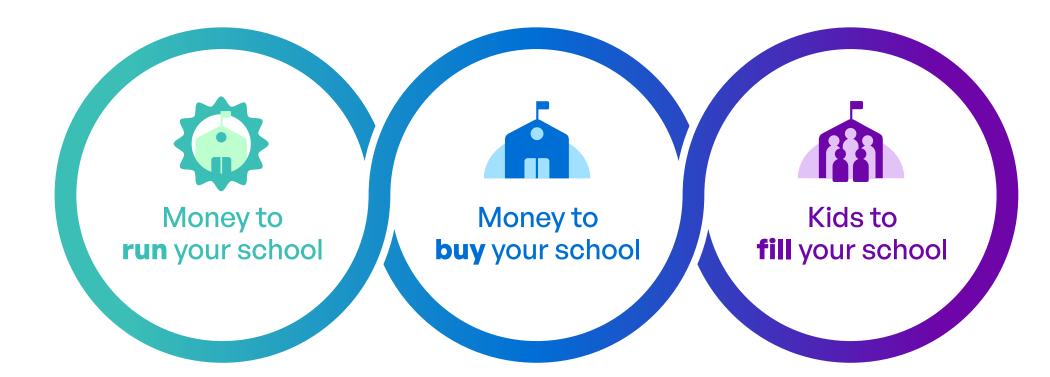
A Shared Mission

We help others get where they are going.

For school leaders, that means getting you the money, resources, and know-how to create thriving schools.



How We Support You



Kids to Fill Your School



- Kids to attend the first day of school.
- Partner on the path to thriving classrooms.
- A partnership that aligns to increase and steady your school's enrollment.

How can we help fill your school?



- What has proved successful in the past?
- What does enrollment success look like going forward?

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A Partnership to Fill Your School

Enrollment Marketing Partnership

We Get to Know Your School's Story and Voice

Story Arcs Help Build Your Brand

Example: Growing Great Kids

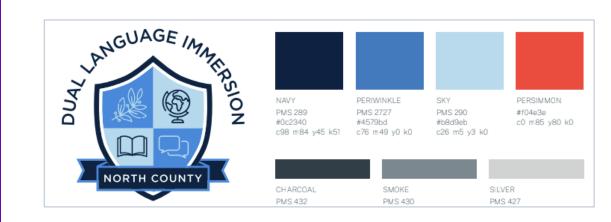
We create good citizens.

We cultivate our students' development and creativity. Since we are a small school we can affirm, stretch and celebrate every child's uniqueness and every child's individuality – together.

We figure out what makes each child tick – and then tenderly, attentively support our students on their personal, robust academic journey, helping them become the best versions of themselves. We honor the unique in every child.

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Digital / Ground Game Campaigns Use Story Arcs to Drive Interest







4/27/22

More Than Just Another Language: Immersion Education

You may already be aware that Dual Language Immersion North County (DLINC) is a tuition-free public school that offers academically excellent

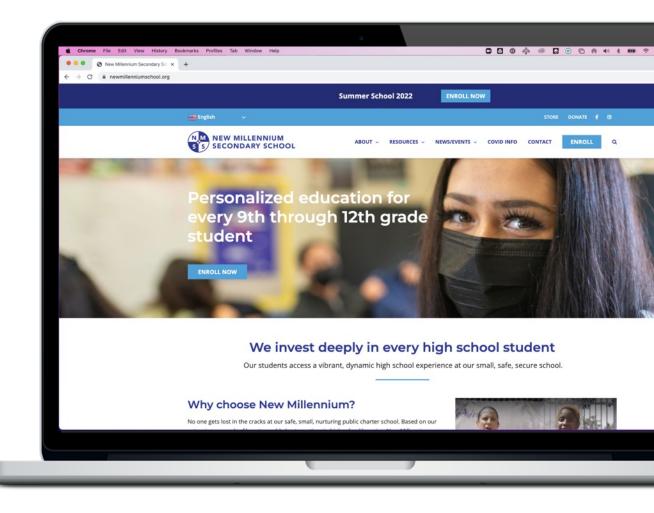


8/29/22

Beyond the Classroom

Dual Language Immersion North County is a TK-8 tuition-free charter school that is building tomorrow's leaders in an increasingly multilingual world. We do this through an innovative immersion curriculum in Spanish and English. But bilingual education is only

Interest Engaged Through Website Experience



Interest Driven Through Enrollment Funnel

How It Works

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Partner School



Awareness

- Story Arcs
- EM-focused Social Media

- Paid Media
- SEO
- Content Calenda

- Establishing Social Media Profiles
- Photos & Content



Engagement

- EM-focused Social Media
- Blogs
- Postcards

- Landing Page
- EM Website Updates
- Online Enrollment Form

- Social Media
- Comunity Events & Outreach
- Meet the Staff Events
- Open Houses
- Mobilize Current Parents
- Registrations



Conversion

- EM-focused Social Media
- Event Promotion

- Accept & Complete Applications
- Registrations
- New Student Orientation
- Social Media
- Staff & Teacher Events
- Mobilize Current Parents



Loyalty

- Ongoing Parent Emails / Notes from Teachers
- Ongoing Meet the Principal Events

- School Satisfaction Surveys
- Great School Experience

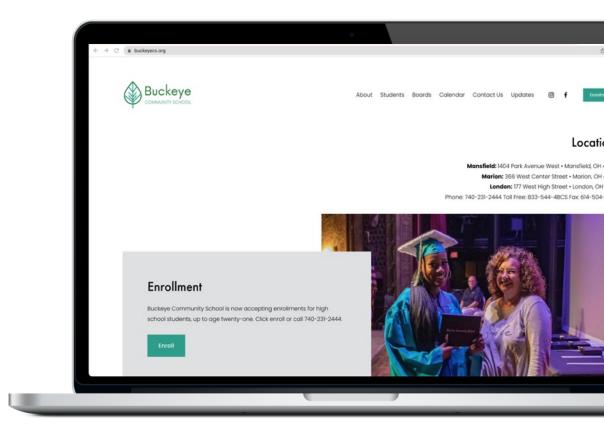
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Driven by Integrated Marketing Campaigns

	Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
PARTNER SCHOOL	Story Arcs							
	Planning							
	Paid Media							
	Social Media							
	Print Assets							
	Reporting							
	Open Houses							
	Community Events							
	Registrations							
	Integration							
	School Starts							

Kids for a School's First School Year

- Challenge: Buckeye Community Schools were new, opening in a rural community.
- Path: Partnered to get the word out to the community, highlighting the unique model offered to the community.
- Destination: Helped open two brand new schools and added more than 300 kids to their schools last year.

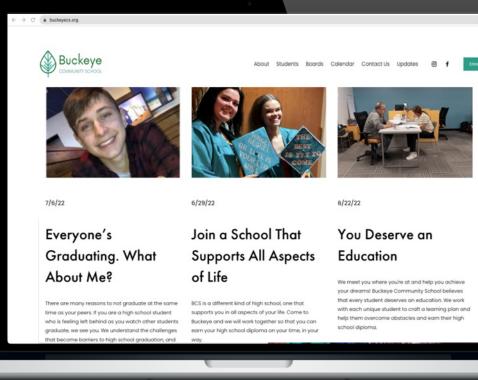


Brand Work That Coverts Interest









Expert Resources Guide School Marketing Campaigns



CONTENT STRATEGISTS

Writers create meaningful enrollment marketing content for our charter schools including story arcs, social media posts, blogs, digital ads, boilerplates, and taglines. This content drives critical enrollment and retention strategies for your school.



PROJECT MANAGERS

Project managers are your primary point person and the "glue" between our school leaders and our Writers, Designers, Paid Media, Technical Team, and Vendors.



IMPLEMENTATION

Our Implementation Team often operates behind the scenes but is no less critical in helping you execute successful programs and campaigns. This team includes talented Designers and Website Developers, and experts in Paid Media, SEO / Analytics, Marketing, and Social Media.

Campaigns Fill Schools with Kids

More Kids Support Mission, Build Revenue

15% Increase

Average Net Enrollment Increase

100% Growth

Several Schools Doubled
Their Enrollment

\$750,000

Average Incremental Revenue Per School From Net Enrollment Increases

Structure and Timeline Aligned Around Kids in School

Flexible
Campaigns
Delivered to Meet
Your Needs

- Kickoff ASAP!
- Partnership arrangement aligned to fill your school
 - Blended: Fixed fee + Amount per enrolled student over baseline
 - Fixed Fee: Monthly fee

Partnership That Empowers School Into Future

Always Enabling Your Success

- All our work together is yours to keep.
- No proprietary technology or accounts are withheld everything created is done with secure logins inside your owned channels.
- You get ongoing access to everything-story arcs, branding, digital and ground game campaigns, creative and graphic design files, website logins, etc.

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Results That Fill Your School

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15% Average Net Enrollment Increases



5 Years

First client started on May 1, 2018.



89 Schools

Hundreds of offline and online campaigns developed for schools.



16 States

Schools from coast to coast—urban and rural.

5,000 net new kids attracted through the doors.

Success Across a Diverse Set of Schools

New Schools

Filled Catalyst Academy Charter School's Kindergarten Class and increased enrollment by 83%.

Rural Schools

Buckeye Community Schools grew by 400 students across three campuses.

Urban Schools

El Paso Leadership Academy grew from 72 to 423 kids, a 487% increase

Mature Schools

Tucson's oldest charter school, EDGE High School, stabilized enrollment declines and grew by 14%.

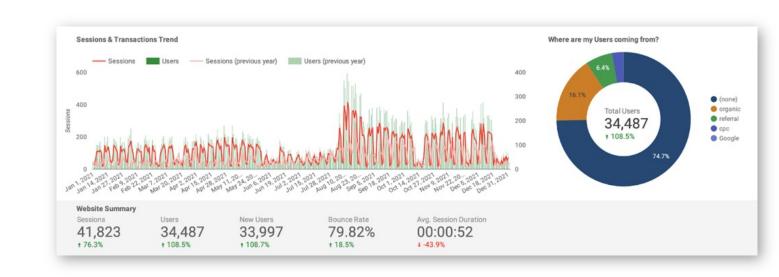
STEAM Schools

Drove 32% growth over 3 years for SET in San Diego.

Digital Impact That Generates Long-Term Success

EDGE High School Moved to the Front Page of Google

- Increased website traffic by 63%.
- 45% increase in organic search.
- Grew website traffic from social media by 3,400%.
- Occupies the #1 position on page 1 of Google for a phrase previously ranked on page 2 and 3.



Working with Charter School Capital provided a big win for us! Their dynamic marketing team allowed us to surpass our enrollment goals for the year well ahead of schedule. Our enrollment numbers continue to climb thanks to their consistent and proactive efforts.

Bob Bourgault, Executive Director, Almond Acres



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Let's Go Fill Your School

Enrollment Marketing Partnership

Intergenerational Schools Terms Sheet

Terms							
Program Start Date:	April 2024 October 31, 2024						
Program End Date:							
Typical CSC Activities:	 Story Arcs Paid Media Enrollment-Focused Social Media Content/Design Search Engine Optimization Local Search Listings 	 Content Calendar Blogs - Teacher Profiles, Story Arcs Physical Media (e.g., Postcards) Learn More/Landing Page Directory Listings 	 Website Updates for Enrollments Online Enrollment Form Event Promotions 				

Fee	Structures (Per School)	Option 1	Option 2
Fee	Fixed Fee \$72,000		\$130,000
Fixed F	Billing Frequency	Monthly	Monthly
ι <u>×</u>	Total Billing Months	7	7
	Performance Fee \$1,300		-
Fee	Performance Fee Basis	Net Increase in Total Enrollment	-
	Final Attendance Report	State Report of Enrollment	-
rmance	Final Attendance Report Date	October 31, 2024	-
Perfor	Baseline Attendance	TBD	-
A A	Baseline Attendance Report	State Report of Enrollment	-
	Performance Fee Billing	November 15, 2024	-

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Enrollment Investment Comparison for Intergenerational Schools

Grow Sch	ools Fee Desc	ription	Scenario Analysis					
	Grow Schools	Fee Per Enrollment Increase	Total Enrollment Increase = 0		Total Enrollment Increase = 50		Total Enrollment Increase = 100	
Option Ba	Base Fee Per School		Est. School Revenue Increase ¹	Total Grow Schools EM Fee	Est. School Revenue Increase ¹	Total Grow Schools EM Fee	Est. School Revenue Increase ¹	Total Grow Schools EM Fee
1	\$72,000	\$1,300	-	\$72,000	\$550,000	\$137,000	\$1,100,000	\$202,000
2	\$130,000	-	-	\$130,000	\$550,000	\$130,000	\$1,100,000	\$130,000

¹ Assumes \$11,000 per pupil funding

Intergenerational Schools Terms Sheet

Terms							
Program Start Date:	July 1, 2024 December 31, 2024						
Program End Date:							
Typical CSC Activities:	 Story Arcs Paid Media Enrollment-Focused Social Media Content/Design Search Engine Optimization Local Search Listings 	 Content Calendar Blogs - Teacher Profiles, Story Arcs Physical Media (e.g., Postcards) Learn More/Landing Page Directory Listings 	 Website Updates for Enrollments Online Enrollment Form Event Promotions 				

Fe	e Structures (Per School)	Option 2	
Fixed Fee	Fixed Fee	\$110,880	
	Billing Frequency	Monthly	
	Total Billing Months	6	
	Performance Fee		
Fee	Performance Fee Basis	-	
ce F	Final Attendance Report	-	
man	Final Attendance Report Date	-	
Performance	Baseline Attendance	-	
	Baseline Attendance Report	-	
	Performance Fee Billing	-	

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Next Steps

1 Align on approach (Today)

2 Contract Completion (03/27)

3 Kickoff & in market! (by 04/05)

In Support

How We've Helped Schools Get Where They're Going

2 million+

Kids accessing a nourishing school environment

900+

Charter schools supported with the money, resources and know-how

\$3 billion+

of money to help charter schools and their kids flourish

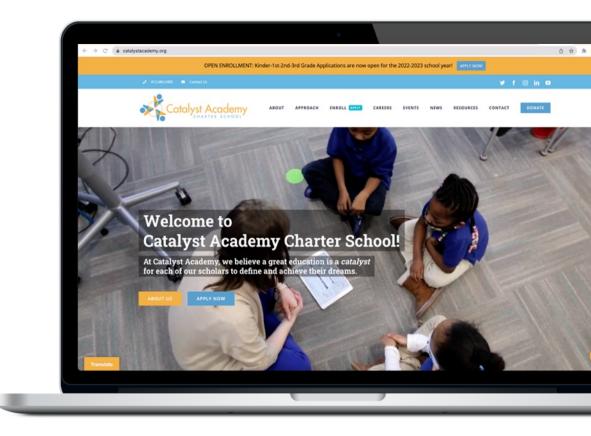
"Grow Schools really helped harness our special qualities by creating an engaging narrative around who we are & what we do. Their expertise in getting the message in front of the right people has given a huge boost to our enrollment & enhanced our online profile."

CARRIE HEATH, SET HIGH "Despite the COVID-19 pandemic, Grow Schools was able to get 80%+ of our students for new school year pre-enrolled by July (up from ~50%) and increased student count for the year."

JACOB PAWSON
HA:SAN EDUCATIONAL SERVICES

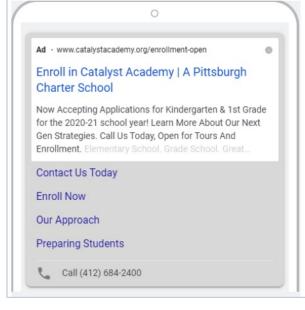
Bringing Kids to Fill Their School During a Challenging Year

- Challenge: A new school beginning its journey in the middle of a global pandemic.
- Path: Through a guided partnership, was able to double down on marketing efforts to reach and engage families.
- Destination: Filled four kindergarten classes and grades 1-2 in the second year.



Bringing Kids to Fill Their School During a Challenging Year



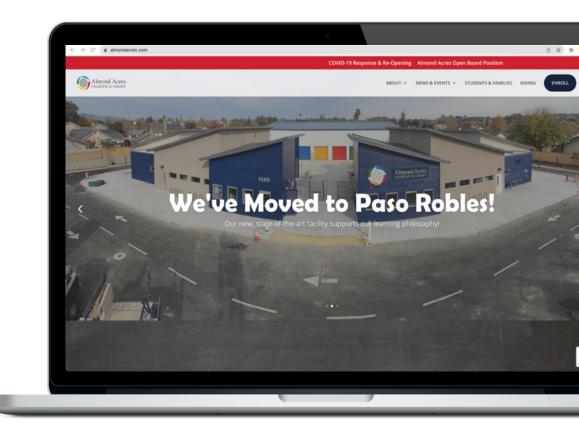






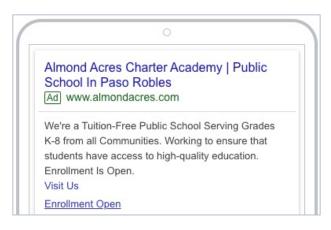
A Two-Season Partnership for Kids to Fill Classrooms

- Challenge: Moved back to their home community, and into a threat of not being authorized.
- Path: Through a partnership, Almond Acres mobilized the community and overcame objections.
- Destination: Brought in kids to fill their school two years earlier than planned.

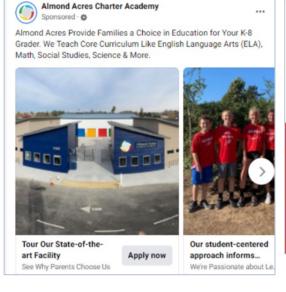


SCHOOL SPOTLIGHT | ALMOND ACRES













Kids to Fill Classrooms in Indianapolis

- Challenge: Vanguard Collegiate needed to keep their number of kids steady.
- Path: Scheduled regular weekly meetings and partnered for a plan for regular community activism.
- Destination: Although enrollment didn't increase, the numbers of kids held steady during the pandemic – and despite moving buildings.

