



New Frontiers Public Schools

## STUDENT RECRUITMENT BRIEF

**New Frontiers Public Schools is evolving its school operations and growth strategy to meet the growing needs of their student populations. This plan fully supports the strategic student recruitment effort and is aligned with the organization's overall marketing campaign. The document highlights key areas of the student recruitment campaign.**

# STRATEGY BACKGROUND

## Statement of Purpose

This campaign is an evolving strategy document detailing how New Frontiers Public Schools will effectively communicate with its parents, educators, community and other stakeholders in support of its student recruitment efforts. This strategy plan is a reference to be used in alignment across organizational initiatives to realize the following targeted outcomes:

- leverage existing parent and staff to yield qualified interest among new families & students
- increase the number of enrolled students to align with district projections
- execute a robust set of activities to support student recruitment
- leverage marketing and branding to support overall goals.

## ORGANIZATION SNAPSHOT

New Frontiers has entered a time that is paramount to the organization's journey. The upcoming school year ushers in the organization's 20<sup>th</sup> year of operation. Its operations have evolved over the years and with it - its focus. Although, New Frontiers originally launched as a K-5<sup>th</sup> grade school operation, the district quickly added 6-8<sup>th</sup> grade and most recently added an Early College High School was launched in 2014 through a partnership with Palo Alto College. This addition has shaped the direction of operations— each student now has the opportunity to set themselves on the New Frontiers collegiate pathway and earn their Distinguished High School Diploma and Associate's Degree upon graduation.

The schools are a part of a growing public charter school presence in San Antonio and across the state of Texas. New Frontiers has been a long-standing member of the education community and has found itself in an increasingly competitive market as the number of educational options across the city continues to grow. To be effective in reaching new students and families, the organization must execute a comprehensive student recruitment plan supported by the marketing arm of the organization.

## ASSET LEVERAGE: ORGANIZATIONAL VALUE POINTS

Branding of K-8<sup>th</sup> Operation – The district recently reorganized and aligned its K-8<sup>th</sup> grades levels into one campus. Additionally, the campus underwent a name change and is now known as the Frank L. Madla Accelerated Collegiate Academy completing the districts cohesive brand. This shift is more than in name; it is a shift in the way students are educated. Every student enrolled with New Frontiers Public Schools is on an accelerated academic track to ensure they are college ready by the time they exit 8<sup>th</sup> grade and prepare to enter high school at the Frank L. Madla Early College High School. Educators now integrate the college experience for each student in all grade levels.

20<sup>th</sup> year of operation – New Frontiers is a second-generation public charter school in operation since 1998. In a market where many public charters are newly immersing, it is pertinent to highlight this value position with parents and community as the recruitment campaign is executed.

ECHS News World & Report Bronze distinction of ECHS – In the summer of 2017, US News and

World Report issued their annual high school rankings. A national bronze medal was awarded to Frank L. Madla Early College High School (FLMECHS). More than 28,000 public high schools in all 50 states were evaluated. Since FLMACA feeds into FLMECHS, this is great value point to underscore with future families.

First graduating class – Since its launch in 2014, the Frank L. Madla Early College High School has grown a grade level each operational year. The upcoming 2017-2018 school year marks the additional of the 12<sup>th</sup> grade; the district will welcome its inaugural graduating class. Many of the students in this cohort are long-term students of New Frontiers – their stories will make for excellent illustrations of the organization’s collegiate pathway.

Student success stories – Students who stay with New Frontiers Public Schools demonstrate tremendous growth. There are several existing students who have attended NFPS schools from Kindergarten through High School whose stories can be utilized for additional marketing promotion.

## RECRUITMENT ACTIVITIES OVERVIEW

Activity Type	Initiative	Description	Frequency/Date
Grassroots Activity	Block Walk	Staff and district leadership to block walk targeting strategic zip codes	Monthly
Community Outreach Events	Families Empowered Campaign	Email and phone campaign; families who are on a charter school wait list. Families Empowered will provide lead list of families.	Once; one week duration during early summer
Peer Outreach (Student)	Phone-a-thon	Frank L Madla Early College HS leadership group will call Frank L. Madla Accelerated Collegiate Academy 8 <sup>th</sup> graders who have not enrolled in FLMECHS	Once; April 2018
Campus Based Effort	New Frontiers Family Referral Program	Automated calls will be made to families introducing referral incentive. Flyers will be sent home to alert parents and effort will be promoted during campus events	Weekly
Campus Based Effort	New Frontiers Family Referral Program Phone Campaign	Phone call to families during 2-week check ins asking for referral	Bi-Weekly
Campus Based Effort	Yard sign campaign FLMACA and FMECHS	Yard signs are passed out during parent pick up and other parent engagement events. Automated calls will be made to parents to alert them to yard sign contest and incentive	Monthly

Campus Based Effort	Bumper sticker campaign FMACA and FMECHS	Honor roll students at Frank Madla ACA and Frank Madla ECHS given promotion bumper stickers. Ex: 'I am a proud parent of a scholar at..'	Monthly
Campus Based Effort	Campus Tours FMACA	Follow up tours with future families. Leads generated from events and outreach will be primary targets.	Weekly
Campus Based Effort	Campus Informational Sessions	Both campuses will host periodic informational sessions to inform potential families of education model, application process, etc.	Monthly
Media Engagement	Radio/TV Campaign	Radio, TV spots targeting demographics and open enrollment	Alternating mediums monthly
Media Engagement	TV/Newspaper story	TV/ Newspaper story on Frank Madla legacy and FMACA / FMECHS and what NF is doing in the community "college for every student"	TBD; Goal two placed stories
Media Engagement	APPLY NOW Campaign	Recruitment ads placed in print, across social media, community partner communications; strategically targeting zip codes and demographics	Weekly
Direct Marketing	Direct Mail Campaign	An interest card with 'Apply Now' message strategically targeting zip codes and families will be mailed	Monthly
Direct Marketing	Outdoor Campaign	Street Banners strategically in targeted zip codes will be procured, campus outdoor banners placed, A frames on school campus in front of school and drop off area will be featured	Ongoing