Community Learning Center Schools, Inc. (CLCS)
California Public Charter Schools
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Kelly Bitzer, MAT Director, September 15, 2016
CLCS Board Report

Current Enrollment and Waitlists
SM = SchoolMint (Offers to new learners) PS= Power School WL= Waitlist

ACLC	As of Date:	9/13/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			in	Out of	WL
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
6	60	48	0	48	-12		0	0	0
7	60	56	4	60	0		0	10	10
8	60	59	1	60	0		0	19	19
9	51	51	0	51	0		0	50	50
10	52	52	0	52	0		0	0	0
11	60	53	0	53	-7		0	0	0
12	53	53	0	53	0		0	0	0
TOTAL	396	372	5	377	-19		0	79	79
Nea	As of Date:	9/13/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			in	Out of	WL
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
K	48	48	0	48	0		2	61	63
1	48	48	0	48	0		15	17	32
2	48	48	0	48	0		0	20	20
3	52	52	0	52	0		1	18	19
4	52	52	0	52	0		11	28	39
5	52	53	0	53	1		4	22	26
TOTAL	300	301	0	301	1		33	166	199

Nea	As of Date:	9/13/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			in	Out of	WL
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
6	48	24	0	24	-24		0	0	0
7	52	40	0	40	-12		0	0	0
8	52	46	0	46	-6		0	0	0
9	47	36	0	36	-11		0	0	0
10	26	26	0	26	0		0	0	0
11	48	35	0	35	-13		0	0	0
12	17	17	0	17	0		0	0	0
TOTAL:	290	224	0	224	-66		0	0	0
TOTALS	As of Date:	9/13/16							
			SM	PS +			WL	WL	
	Target	Current	Offers/	SM			in	Out of	WL
Grade	Class Size	Enroll	Accept	Offers	Var		Dist.	District	Total
NEA K-12	590	525	0	525	-65		33	166	199
CLCS Totals	993	897	5	902	-84		33	245	278

Enrollment and Waitlist Summary:

- Enrollment: ACLC has 372 current learners and the numbers are stable after some beginning of the school year shifts.
- ACLC currently has no in-district waitlist. ACLC has out of district waitlist grades 7, 8, 9.
- ACLC needs to keep some space to have availability in math, science and Spanish classes that overlap between grades.
- Nea's LV is over-enrolled by 1 student, for a total of 301 learners.
- Nea LV has a healthy wait list of students both in and out of district.
- Nea's UV is under-enrolled (224 learners) and the waitlist has been exhausted for grades 6-12. Enrollment continues to slowly climb as new applicants register.

Enrollment Retention:

- ACLC and Nea middle school programs reported a lower 6th grade retention and demand due to competition in Alameda. Within a 4-block radius there are now 6 middle-school programs. The new program at Encinal High School (Junior Jets), ASTI and the Academy of Alameda, in addition to Wood Middle School's improved programs, has created more choices for families.
- Both ACLC and Nea traditionally trend down for grade 9 as many learners opt for a more traditional High School experience.
- Nea enrollment note: Nea's UV experienced a large drop in enrollment when the announcement of a possible move was made. 50% of the non-returning learners stated the possible move to Bay Farm was the reason for transferring schools. This pending move has had an effect on UV enrollment.

- ACLC's challenge with 8th grade last year caused a decrease in enrollment at the 6th and 9th grade entry points.

- Other main reasons for transferring:
  - Moved
  - Attending another charter or school/ want different or traditional experience.

In-District Enrollment:

ACLC Enrollment 2015-2016 9/13/16

Grade	In-district	Out of District	Total	Enrollment In District %
6th	40	8	48	83.33%
7th	48	8	56	85.71%
8th	53	6	59	89.83%
9th	39	12	51	76.47%
10th	27	25	52	51.92%
11th	26	27	53	49.06%
12th	33	20	53	62.26%
Totals	**266**	**106**	**372**	**71.51%**

ACLC's total In-District Enrollment is 71.51 %

Summary:

- A drop in ACLC's enrollment for In-District starts in 10th grade.

In-District Enrollment:
NEA LV

Nea LV Enrollment 2015-2016 9/13/16

Grade	In-district	Out of District	Total	Enrollment In District %
K	45	3	48	93.75%
1	46	2	48	95.83%
2	42	6	48	87.50%
3	40	12	52	76.92%
4	40	10	50	80.00%
5	43	12	48	89.58%
Nea LV Totals	**256**	**45**	**301**	**85.05%**

Summary:

- Nea's LV shows over 85% of learners are live In-District.

Continued on next page.

In-District Enrollment:

NEA UV

Nea UV Enrollment 2015-2016 9/13/16

Grade	In-district	Out of District	Total	Enrollment In District %
6th	14	10	24	58.33%
7th	15	24	39	38.46%
8th	22	24	46	47.83%
9th	7	28	35	20.00%
10th	9	17	26	34.62%
11th	25	9	34	73.53%
12th	7	10	17	41.18%
Nea UV Totals	**99**	**122**	**221**	**44.80%**

	In-district	Out of District	Total	Returning Enrollment In District %
NEA TOTALS (LV + UV)	355	167	**522**	**68.01%**
NEA + ACLC	621	273	894	**69.46%**

Other Admissions Information:

- Working with School Managers at both ACLC and Nea to make adjustments to the SchoolMint system for smoother transition from acceptance to registration.
- Preparing the SchoolMint rollover and new enrollment application and lottery for October 15.
- Daily reporting and communication with Lead Facilitators to keep current on enrollment and offers.

Technology and Facilities:

- Transitioned into managing the Technology and Facilities Coordinator. Working with him on the following projects:
    - Transition to AUSD Lunch program
    - BIIG Grant
    - School Bus management
    - General campus facilities and maintenance
    - Prepped and deployed new computers to facilitators
    - Troubleshoot any copy, printing and computer issues
    - Research school video surveillance equipment and service.

Marketing

- Created fliers to increase awareness of Nea UV. Posted fliers in Alameda shops, stores and coffee houses. Gave packets to non-Alameda Nea families to distribute in their communities.
- Placed advertisement in the East Bay Times for Nea UV on August and September school pages.
- Worked with Lead Facilitators to design new mailing postcard to be distributed in October.
- Updated the general marketing plan. Please see following document:

Continue to next pages for:

Document 1 (2 pages) General Marketing Plan for ACLC an Nea

Document 2 (4 pages) 1501 Harbor Bay Parkway marketing plan

Document 3 (3 pages) 1501 Harbor Bay Parkway marketing plan budget.

CLC Schools Marketing Plan 2016-17

	August	September	October	November	December
Advertising					
print ads		Advertisment for Nea UV	Research opportunities for alternative print ads (City Recreation Guide, other school publications, etc.)	run print ads in "school" issues - Alameda Sun & Journal	
billboards	not practical to use due to high cost				
online ads	others to be determined based on cost		Research online ads	Facebook?	
Ambassadors					
word of mouth mktg			identify Parent & Learner Ambassadors		
speaking engagements					identify opportunities at local preschools/elem/middle schools
on-line reviews			review Great Schools, School Digger, Yelp, etc.		
flyers		Create and distribute flier for Nea UV			
ambassador cards					
Direct Marketing					
emails				invite to all families on previous year's waitlist for tour and info night at newly-painted campus	
postcard mailings			direct mailers to all Alameda residents -Nea and ACLC		
Internal Appreciation					
family outreach					external families sent emails
give aways	if funding available				
mentors					
Collateral					
postcards		Create & print small postcards (like ads) for 2016/17	Distribute postcards	Distribute postcards	
lawn signs					
banners	"Apply Now" banners on side of building	"Apply Now" banners on side of building	"Apply Now" banners on side of building	"Apply Now" banners on side of building	"Apply Now" banners on side of building
Public & Community Relations					
tours and family info nights				tours and family info nights at Nea and ACLC	tours and family info nights at Nea and ACLC
events	to be determined... (coordinated w/PTSA & PAC)				
alumni night	to be determined				
moms' groups					identify possible places/topics/speakers from Nea/ACLC
News Releases	Garden Grant	Science Winner Nea	Application Deadlines	ACLC	
Website					
Facilitator section		all bios and grade pages updated	Develop facilitator blogs		
ED blog			blog updated	blog updated	blog updated
admissions		update with current admissions information			
Learner Blogs		Assess interest	Rotating blog?		
Video?		Coordinate w/Dilworth?	Senior Project?		
SEO	to be updated				
Social Media					
Facebook	to be determined	Coordinate w/Nea &ACLC parents clubs for administration			
Twitter	to be determineed				

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Social Media					
Facebook	to be determined	Coordinate w/Nea &ACLC parents clubs for administration			
Twitter	to be determineed				

- Created marketing plan contingency in preparation of purchase of new building for UV campus. Please see marketing plan and budget on following pages.

Nea | NEA COMMUNITY LEARNING CENTER

Marketing Plan
Nea Upper Village New Building

PROPERTY OVERVIEW:

New building located at 1501 Harbor Bay Parkway to house the Nea Upper Village campus for grades 6-12. 1501 Harbor Bay Parkway is a 2-story building consisting of approximately 32,000 square feet on Bay Farm Island in Alameda, California. Built in 1985 and renovated in 2009 for the Chinese America Schools, the building is of quality construction and has been maintained in excellent condition. The building is on 2.3 acres and includes 100 parking stalls.

The building is currently constructed as a school containing 15 classrooms, 3 of which are configured as science labs. There is ample space for administrative offices and a student center or "Tree".

NEA MARKETING STRENGTHS:

Nea Community Learning Center Upper Village is a 6-12 public charter school located in Alameda, CA. Nea boasts of a strong community with an innovative project-based curriculum. The faculty consists of a majority of tenured staff that chooses to work in at Nea because they believe in the Community Learning Center School model.

The marketing focus will concentrate efforts on the current strengths of the Nea Upper Village which includes:

- **Individualized Pathways to Education:** With our project-based learning model, Nea is able to adjust the curriculum based on learners' needs. For example, math placements are based on ability, not grade level.

- **Size:** Smaller school and class sizes offer a more personalized Facilitator to Learner ratio. This small size allows Facilitators to get to know Learners, and therefore provides opportunity to personalize the educational experience.

- **Fostering Ownership and Community:** Nea gives learners ownership of their learning and creates an environment of community with their "Tree" or learning center. Nea also utilizes Restorative Practices for conflict resolution and offers multiple leadership opportunities.

- **Career and College Readiness:** WASC accredited, Nea offers challenging UC compliant courses to prepare students to be college-ready. For those students not on the path to college, Nea offers Career Technical Education (CTE) and training.

- **Educational Enrichment Opportunities**: Nea learners have won awards in Robotics, Science and Engineering competitions. Educational and cultural field trips, as well as college visits and tours are just some of the opportunities open to Nea learners.

PROPOSED MARKETING OUTLINE:

EVENTS AND TOURS:

Ribbon-Cutting Ceremony:

- Agenda:
  - Ribbon Cutting
  - Tours
  - Catering (non-alcoholic beverages and small snacks)
- Ribbon Cutting by CLCS Board, Staff and Lead Facilitator.
- Invitation List:
  - Nea and CLCS Board members
  - Nea Staff
  - Parents and Learners
  - Alameda officials (Mayor, City Council etc)
  - Relators
  - Press
  - Public invited
    - Special attention to invite residents of:
      - Alameda
      - Bay Farm Island
      - San Leandro
      - Hayward
      - Oakland

Tours:

- Schedule regular weekly information sessions and tours.
  - Led by Nea and CLCS administration.
    - Potential Learners and families
  - Relators

Events:

- Street fairs and community events.
    - Alameda
    - Oakland
    - San Leandro
    - Hayward
  - Tables at events
  - Current learners at events. (Community Service)

Family Information Sessions:

- In-home information sessions hosted by current Nea UV families
  - Involve current students and families.

Presentations at Charter, Independent and Faith-Based Schools:

- Identify schools in Oakland, Hayward and San Leandro that would be open to presentations and acceptance of information on enrollment to Nea.
  - Presentations by Nea faculty, staff, parents and Board at identified school sites.

PRESS and PR:

- Create press packet
  - Press release(s)
  - Photos of new building and classrooms
  - Mailer Card
  - Information on Nea UV
    - Test scores
    - Demographics
  - Driving and transportation information
  - Contact information for:
    - Admissions
    - School Information
    - Educational information

PRINT and MARKETING MATERIALS:

Print Materials:

- Mailing Postcards targeting:
  - Alameda (Specifically Bay Farm Island)
  - San Leandro
  - Oakland
  - Hayward
- One page (glossy) information sheets to give to:
  - Realtors
  - Places of Worship
  - Businesses along Harbor Bay Parkway
    - Please see separate list.
  - Coffee houses (Message boards)
    - Alameda
    - Oakland
    - San Leandro
    - Hayward

Signage:

- Signage for outside of Building
- Banners for enrollment on outside of Building
- Additional Billboards: (WOULD BE EXPENSIVE – Delete if not able to get donated)
  - Harbor Bay Landing Shopping Center (Alameda)
  - Southshore Shopping Center (Alameda)
  - Southland Mall (Hayward)
  - Westgate mall/Pelton Plaza (San Leandro)
  - Oakland malls (need to establish locations)

Advertising:

- Advertise in newspapers to local communities.
  - Alameda
  - Oakland
  - Hayward
  - San Leandro
  - East Bay newspaper group.

Internet and Media Technology:

Digital Media / Internet

- Produce spots and advertise on Internet radio spots specifically targeting audiences.
  - Pandora
- Identify and Purchase advertising on targeted internet web sites to promote Nea's new school site.

Website / Technology

- Create a new Nea (UV) high school web site
- Create high school only Facebook page.

Other:

Parents Association

- Create a Nea UV Parents Association.

IMPLIMENTATION OF MARKETING PLAN:

In order to successfully carry out this marketing plan there needs to be a coordinated effort by the CLCS staff, Nea and CLCS Board of Directors, Nea facilitators, staff and administrators, as well as parents and the PTSA.

The Director of Marketing, Administration and Technology (DMAT) will oversee the implementation with the help of the Executive Director. The DMAT will coordinate all print and media efforts with an outside design consultant. The Boards and Nea families will be contacted to recruit PR professionals who might be willing to help with this effort on a pro-bono basis.

The DMAT will work with Nea's Lead Facilitator and staff to coordinate efforts with the parents, in-home events, and publicity through current Nea Families. The DMAT along with Nea Staff will coordinate school tours and information sessions as well as Facebook posting and coordination.

The DMAT will work with the Administrative/HR assistant and the Chief Operations Officer on the web-site update and design.

This plan will take a "all hands on deck" effort in order to get the publicity needed to attract students and families to this new campus. This plan will publicize the strengths of Nea not only with Alameda families, but also to the surrounding communities of San Leandro, Hayward and Oakland. With consistent and regular communication and a clear message, we will be able to attract the learners needed to make this a successful purchase.

Respectfully submitted,

Kelly Bitzer,
Director of Marketing, Admissions and Technology

Nea | NEA COMMUNITY LEARNING CENTER

Marketing Plan - BUDGET
Nea Upper Village New Building

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The building is currently constructed as a school containing 15 classrooms, 3 of which are configured as science labs. There is ample space for administrative offices and a student center or "Tree".

PROPOSED MARKETING OUTLINE - BUDGET:

EVENTS AND TOURS: **BUDGET**

Ribbon-Cutting Ceremony:

Catering (non-alcoholic beverages and small snacks)	$500
Invitations	$100
Misc. (Signage, decorations, etc….)	$300
TOTAL Ribbon Cutting	**$900**.

Tours:
Schedule regular weekly information sessions and tours.
10 Tours @ $25. (water bottles, materials) **$250**

Events:
Street fairs and community events. (1 fair in each community) cost includes booth fee and print materials:

▪ Alameda	$500
▪ Oakland	$500
▪ San Leandro	$500
▪ Hayward	$500
TOTAL EVENTS	**$2,000**

- Tours:

Family Information Sessions:
In-home information sessions hosted by current Nea UV families includes stipend for light snack / beverages:
10 in-home sessions at $50. Per session **$500**

Presentations at Charter, Independent and Faith-Based Schools: $0

PRESS and PR:

- Create press packet to include following materials:
  - Press release(s)
  - Photos of new building and classrooms
  - Mailer Card
  - Information on Nea UV
    - Test scores
    - Demographics
  - Driving and transportation information

  - Contact information for:
    - Admissions
    - School Information
    - Educational information

TOTAL Press Packets 100 @ $10./ea **$1,000**

PRINT and MARKETING MATERIALS:

Print Materials:

- Mailing Postcards design and print cost only @35,000 $3,500
  Postage 32,500 @ .12 ea $4,875
  TOTAL postcard mailing **$8,375**

- One page (glossy) information sheets 3,000 **$750**

Signage:

- Signage for outside of Building **TBD**
- Banners for enrollment on outside of Building **$500**
- Additional Billboards:
- (WOULD BE EXPENSIVE – Try to get donated) **TBD**

Advertising:

- Advertise in newspapers to local communities.

Est. $150 per ad/ 1 ad per week/ 5 newspapers
$750 per week 12 weeks
TOTAL Newspaper Ad. **$9,000**

Internet and Media Technology:

Digital Media / Internet
Pandora : $20/CRM (Reach per 1,000) quote dependent on reach
and how many times played per hour/day **TBD**

Identify and Purchase advertising on targeted internet
web sites to promote Nea's new school site.
Price dependent on reach and "clicks" from targeted websites or blogs. **TBD**

Website / Technology

Create a new Nea (UV) high school web site (design and programming fee)	**$2,500**
Create high school only Facebook page.	**N/A**

Other:

Parents Association

- Create a Nea UV Parents Association. **N/A**

IMPLIMENTATION COSTS OF MARKETING PLAN:

These costs are just an estimate for the work proposed. The actual amounts will change based on actual design and implementation. For instance, building signage is subject to design, build and installation. Web radio and Internet is a great advertising vehicle and can target very specific audiences. However, costs can greatly vary due to many factors such as popularity, "click" ratio and CRM as well as how often you play the advertisement. Exact quotes for all materials and programs will be fully quoted before any action is taken.

Respectfully submitted,

Kelly Bitzer,
Director of Marketing, Admissions and Technology