



DORIS TOPSY-ELVORD ACADEMY STUDENT RECRUITMENT PLAN 2012-13

Mission:

Doris Topsy-Elvord Academy will achieve and maintain enrollment through organizational-wide commitment and improvement to recruitment, retention and student success.

Objective Operational Plan:

PLAN GOAL: MARKETING

Objective: To identify strategies that will promote DTEA Charter School as the choice public school in targeted area/s.		
Results or Benefits Expected: Increase Enrollment by 100% in 2012-13		
Strategies	Position Responsible	Assessment/Evaluation Measures/Strategies
Improve Internal Marketing & Communication: Train staff for better use of school website and social media feature as an information tool for daily updates of important events/dates to school employees, students and parents	-Principal -Instructors -DTEA Staff	Update events monthly Train Staff bi-annually
Create affordable, technologically-advanced ways to reach both internal/external markets: Use collected parent & student e-mail address, and text messaging to advertise/communicate events and activities	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to number of student email entries and responses
Website Design: Distribute pertinent information regarding uniqueness of programming, events and enrollment information	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to website usage
Meta Tags: Branding Uniqueness information will be distributed to parents and local community by website and printed material	-Executive Director -Principal -DTEA Staff	Annually review number of advertisements solicited and review student/parent survey data to determine most effective medium
Multi Media: Improve external marketing by placing DTEA Advertisement in Local Newspapers, Journals, Public Radio and TV Programs	-Executive Director -Principal -DTEA Staff	Advertisement annually Analyze cost per ad and analyze investment compared to increased student traffic and Information requests

STUDENT RECRUITMENT PLAN 2012-13

PLAN GOAL: RECRUITMENT

Objective: Assess current recruitment strategies throughout the organization and identify new strategies that will enable DTEA Charter School to effectively recruit more students.		
Results or Benefits Expected: Increase Enrollment by 100% in 2012-13		
Strategies	Position Responsible	Assessment/Evaluation Measures/Strategies
Improve Internal Marketing & Communication: Train staff for better use of school website and social media feature as an information tool for daily updates of important events/dates to school employees, students and parents	-Principal -Instructors -DTEA Staff	Update events monthly Train Staff bi-annually
Create affordable, technologically-advanced ways to reach both internal/external markets: Use collected parent & student e-mail address, and text messaging to advertise/communicate events and activities	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to number of student email entries and responses, and text messaging
Website Design: Distribute pertinent information regarding uniqueness of programming, events and enrollment information	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to website usage
Meta Tags: Branding Uniqueness information will be distributed to parents and local community by website and printed material	-Executive Director -Principal -DTEA Staff	Annually review number of advertisements solicited and review student/parent survey data to determine most effective
Multi Media: Improve external marketing by placing DTEA Advertisement in Local Newspapers, Journals, Public Radio and TV Programs	-Executive Director -Principal -DTEA Staff	Advertisement 4-6 months annually. Analyze cost per ad and analyze investment compared to increased student traffic and Information requests

STUDENT RECRUITMENT PLAN 2012-13

PLAN GOAL: RETENTION

Objective: Identify best practices that are currently being used and identify new strategies that will enable DTEA to retain as many students as possible and assist students to reach their academic goals with parent involvement.		
Results or Benefits Expected: Increase number of students enrolling and succeeding		
Strategies	Position Responsible	Assessment/Evaluation Measures/Strategies
Improve Internal Marketing & Communication: Train staff for better use of school website and social media feature as an information tool for daily updates of important events/dates to school employees, students and parents	-Principal -Instructors -DTEA Staff	Update events monthly Train Staff bi-annually
Create affordable, technologically-advanced ways to reach both internal/external markets: Use collected parent & student e-mail address, and text messaging to advertise/communicate events and activities	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to number of student email entries and responses, and text messaging
Website Design: Distribute pertinent information regarding uniqueness of programming, events and enrollment information	-Principal -Instructors -DTEA Staff	Each quarter, collect data related to website usage
Meta Tags: Branding Uniqueness information will be distributed to parents and local community by website and printed material	-Executive Director -Principal -DTEA Staff	Annually review number of advertisements solicited and review student/parent survey data to determine most effective
Multi Media: Improve external marketing by placing DTEA Advertisement in Local Newspapers, Journals, Public Radio and TV Programs	-Executive Director -Principal -DTEA Staff	Advertisement 4-6 months annually. Analyze cost per ad and analyze investment compared to increased student traffic and Information requests