

ASPEN ACADEMY

Adopted: Dec 2007

Revised: Jan 2008

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501 MARKETING POLICY

I. PURPOSE

The purpose of this policy is to promote community awareness and a positive image of Aspen Academy, as well as ensure and retain student enrollment.

II. GENERAL STATEMENT OF POLICY

- A. Aspen Academy seeks to actively promote awareness of its presence in the community as a tuition-free public charter school in the southern suburbs serving grades K-8.
- B. Aspen Academy will recruit students in a manner that ensures equal access to the school and does not discriminate against students of a particular race, color, national origin, religion, or sex, or against students with disabilities. Furthermore, Aspen Academy's Enrollment Policy is designed to: 1. Meet the requirements of all Minnesota and federal statutes; 2. Ensure equal access to the school, particularly for students with special needs; and, 3. Serve at-risk (defined as those eligible for free and reduced lunch) as well as all other students.
- C. Aspen Academy's targeted enrollment is:
 - a) 60 new Kindergarten students each year
(20 per class and 3 classes total)
 - b) Full enrollment at each grade level above Kindergarten
(22 per class and 2-3 classes per grade)
 - c) Waitlists at each grade level.

III. PROCEDURES

- A. Annually, Aspen staff will develop a marketing plan that promotes community awareness of the school, defines and promotes a positive image of the school, and actively addresses enrollment and student retention.
 - 1. Community awareness may include but is not limited to
 - a. notices, posters, and brochures sent to organizations and individuals interested in Aspen Academy
 - b. presentations at local events or to local groups

- c. press releases
 - d. business partnerships
 - e. mailings
 - f. informational meetings
2. Positive image of the school may include but is not limited to
 - a. press releases and media interviews
 - b. high student test scores
 - c. large enrollment wait-lists
 - d. positive data in the annual report
 3. Actively addressing enrollment may include but is not limited to
 - a. parent informational meetings
 - b. advertising the school and its open enrollment
 - c. providing curriculum information
 - d. currently underserved populations
 4. Student retention may include but is not limited to
 - a. presenting clear information to enrolling families
 - b. strong communication between parent and school
 - c. asking for feedback from parents, including those who withdraw
- B. The Aspen Board of Directors shall annually address marketing needs when planning the budget.
- C. The Aspen Board of Directors and staff shall provide support for marketing the school, recognizing their role as ambassadors of and for the school.
- D. Aspen Academy will provide effective and authentic communication with the community and its membership base as a means of retaining enrollment.