

Hapeville Charter Schools Marketing Plan

Approved by Board on May 18, 2015

The goal of the Hapeville Charter Marketing Plan is to ensure the enrollment of students registered within the student information system on the first day of classes each year. The following table includes a timeline of the meetings, activities and/or reports required to:

- (a) maintain enrollment levels which support the Hapeville Charter Schools operating budget, and
- (b) support the compliance of laws, rules and regulations required by State DOE and the Fulton County School System (FCSS.)

Table 1

Month	Department	Function	Notes
July	Registrar	Enrollment and Wait List Reports prepared for Hapeville Charter Board	Reports included in Board Agenda and supporting documents for July
August	Academics	Open Houses at HCMS and HCCA	
August	Registrar	10 Day Counts	Reported to FCSS
September			
October	Marketing	Prepare marketing letters for the following school year	Determine the mail drop date for January of next year
October	Marketing	Edit Hapeville Charter Schools Marketing Brochure in preparation for the following school year	HCMS and HCCA Principals review for any recommended changes in regards to curriculum
October	Marketing and Academics	Send DRAFT of marketing letters to the HCMS and HCCA Principals for final edits	
November	Marketing	Request and prepare mailing lists for mailing house	Mailing lists are provided by FCSS

Month	Department	Function	Notes
November	Marketing and Registrar	Edit and finalize applications for the following year in preparation for uploading and linking to the HCMS and HCCA websites	
November	Marketing	Coordinate website link on HCMS and HCCA websites for online applications for access on December 1, 2015	
December 1	Marketing	HCMS and HCCA Online Applications available for public to use	
December	Marketing	Contact mailing house to finalize dates for sending the mailing lists and marketing letters	
December	Marketing	Send HCMS and HCCA mailing lists and marketing letters to mailing house	Usually the second or third week of December
January	Marketing	Confirm with mailing house that mail is dropped on planned date	Payment due to mailing house after mail drop
January	Academics	Informational Meeting #1 at HCMS and HCCA facilities	Dates of Informational Meetings are determined the preceding month of March each year The weekend after Martin Luther King, JR. Holiday
February	Academics	Informational Meeting #2 at HCMS and HCCA facilities	The third weekend in February

Month	Department	Function	Notes
February	Academics	Lottery Viewing	Wednesday of last week in February
March 1	Registrar	Uploading listings of students "accepted" post-lottery through the FCSS portal	EXCEL database is preformatted by FCSS
March	Academics	Schedule Open House dates and times (August)	Posted on HCMS and HCCA websites
March	Academics	Finalize bell schedule and school hours for the next school year (including building opening and closing to students)	Posted on HCMS and HCCA websites
March	Marketing and Academics	FCSS Budget Meeting in preparation for the following school year	Initial phase of development of Hapeville Charter operating budget
April	Academics	Determination of number of faculty positions required for the following school year	
May	Academics	Faculty/staff listing for the following school year presented to Hapeville Charter Schools Board for ratifying	Includes faculty and staff positions that are not yet staffed
June	Registrar	Communications with students and families registered and enrolled the following school year	