



Student Recruitment and School Marketing Effort Summary

To be completed only by those charter schools beginning their first year of operation in 2020-21¹

Due: April 22, 2020

Please indicate on the attached form which of the following media you employed as part of your marketing/outreach during student recruitment for the 2020-21 school year. Please return the completed form via Epicenter. Schools past their first year of operation need not complete this form (unless directed to do so by the Institute) but should retain documentation of their recruitment and marketing efforts including those efforts directed at students with disabilities, English language learners, and eligible applicants for the Free and Reduced Price Lunch program, which is an ongoing obligation pursuant to the N.Y. Charter Schools Act of 1998.

¹ The Institute may notify some schools which are past their first year of operation that their recruitment efforts were insufficient and will need to provide this information.



STUDENT RECRUITING AND SCHOOL MARKETING FORM

Charter School Name:	
Total Student Recruitment and Marketing Budget:	

Type of Outreach	English Language Learner (Yes / No)	Students with Disabilities (Yes / No)	General (Yes / No)	Approximate Region to be Covered (city, county, school district, CSD or neighborhood)
Free Print Advertising				
Paid Print Advertising				
Free Radio Advertising				
Paid Radio Advertising				
Free Television Advertising				
Paid Television Advertising				
Free Internet Advertising (outside of school /CMO website)				
Paid Internet Advertising				
Group Meetings				
Direct Mail				
Direct Email				
Telemarketing				
Door-to-Door				
Flyers				
Website				
Twitter				
Facebook				
Other? (use additional sheets if needed)				