



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 the ability to personalize the educational experience.
- **Fostering of Ownership and Community:** Nea gives learners ownership of their learning and creates an environment of community with their “Tree” or learning center. Nea also observes Restorative Practices for conflict resolution and 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.

#### **IMPLEMENTATION 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 the 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 attempt to publicize the strengths of Nea not only with Alameda families, but also with 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