

MEMO

To: Amana Faculty, Staff, and Board

Date: December 29, 2009

From: Amana Marketing Crew

RE: Enrollment Campaign Talking Points

Background:

As of today all Alpharetta, Roswell, Milton and Johns Creek *AMI Montessori schools, GA DOE childcare programs, GA DOE Pre-K programs, North Fulton NAEYC programs, Roswell Homeowner Associations w/email addresses, and all North Fulton FCS elementary school principals* have been sent a notice of our upcoming **Open House on Thursday, January 14, 2010, from 6-8pm**. We are well on the path of contacting parents of over 20,000 potential students. Press Releases will go out this week and we are mobilizing Amana parents to work diligently on marketing the Open House. We are calling into service all Amana parents, staff, and board members to work in promoting this event.

As you can imagine the next two weeks is critical to us having a successful Open House. I am asking for each of you to personally support this effort. You will be given a small marketing package to aid in this endeavor. Inside you will find flyers and the talking points below so that as you go about your daily travels you can distribute a flyer to a prospective parent, post a flyer in the common area of your subdivision or apartment/condo complex, or ask a business to hang our flyer where customers can see it.

Let us know you are willing to help by picking up your marketing package and letting your dry cleaners, Girl Scout troop, church choir or pediatrician's office have an Open House flyer.

Remember to spread the word; YOU have made Amana too good to keep secret!!

Talking Points:

Enrollment/Admissions Process:

- May I please post/place this flyer regarding upcoming enrollment for Amana Academy, a Fulton County public charter school?
- Enrollment is on a first come-first served basis. Applying to enroll does not guarantee that your child will be enrolled; your documentation and eligibility must first be reviewed.
- Open Enrollment is **January 1st - January 31st**. Applications are accepted for all grade levels K-8. Use online forms at www.AmanaAcademy.org
- If the number of applications exceeds the number of available spaces for any grade level, a random lottery will be held on **February 11th** to determine who is admitted.
- Amana Academy is open to any student residing in the Fulton County Schools district; there are no other qualifications. It is a public school and is tuition-free. Amana follows the Fulton County Schools annual calendar.

Unique to Amana:

- Hands-on instructive style, with many field studies per year to expand horizons and promote enthusiastic learning
- Naturally-embedded opportunities to develop communication skills, teamwork, and ethical character
- Fully accountable to GA Performance Standards via annual state assessments (CRCT, etc)
- Small classes limited to 21; small school size of under 500 students K-8
- Gender separated Middle School
- Looping in the Elementary School (2 years with the same teacher)
- Active parents welcomed!
- Daily recess and outdoor Physical Education
- Weekly Art classes
- Daily foreign language classes (Arabic)
- After-school programs offer variety and security till 5pm

Come visit us during the Open House or Tours!