



Sun Mountain Community School

# Outreach and Enrollment Plan

Implementation Year  
August 2025-June 2026



Sun Mountain Community School

## Outreach & Enrollment Plan 2024

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## 1.0 Objectives

The objective of the Sun Mountain Community School Outreach & Recruitment Plan is to enroll a ethnically and economically diverse group of students whose families understand the uniqueness of Waldorf education and can meet it. All outreach efforts will be an effort to funnel Santa Fe families into enrollment in our school. **Our goal is to enroll 102 minimum and ideally 132 students in our first year of open doors.** We will do this by focusing our objectives on:

1. Use experts as well as volunteers to diversify our methods of outreach.
2. Raise awareness about the new Waldorf-inspired school.
3. Communicate the unique educational philosophy of Waldorf education.
4. Engage with parents, educators, and community stakeholders from all the zip codes of Santa Fe County and beyond.
5. Partner with organizations already serving underserved community members.

## 2.0 Outreach & Enrollment Goals

The Outreach & Enrollment Goals, described above, and Strategies, described in section 3, support our objective of enrollment of 132 students from the full spectrum of Santa Fe demographics, economically, ethnically, and linguistically, that can succeed in our pedagogy.

### OEG 2.1: Intention for Outreach:

- communicate the unique educational philosophy of Waldorf education and our new school across the community so that we enroll students of all demographics who understand and are interested in Waldorf-inspired education.
- engage with parents, educators, and community stakeholders so that we are a positive presence that is felt throughout the community.
- partner with organizations already serving underserved community members to make our outreach more effective.

All action items will be aligned with our enrollment calendar, including our application opening and our lottery date.

### OEG 2.1. Target Audience:



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- Local families with children aged 3-14, both English and Spanish speaking.
- Educational professionals and community influencers in Santa Fe.

### OEG 3. Focus on our Key Messages:

- “A Waldorf-inspired approach fosters creativity, critical thinking, and holistic development.”
- “Our unique approach can serve students from any background and style of learning who understand our low-technology approach, human inclusive, and community supported approach to learning.”
- “Our school will offer a nurturing environment that meets children where they are and honors the three fold nature of development - head, heart, and hands.”

## 3.0 Outreach & Enrollment Strategies

The Outreach Goals will use “The Advertising Rule of 7” which asserts that potential customers should encounter a brand’s marketing messages at least seven times before making a “purchase” decision. The seven different ways we hope to reach our broad target audience include:

1. Social media (Sheli)
  - a. targeted advertising campaign
  - b. joining of pertinent groups
  - c. What’s App support group to share posts
  - d. regular posting schedule (3 times a week min, more prior to important events)
2. Website (Dovya)
  - a. More beautiful, compelling, and complete website
  - b. Google algorithms - SEO monitoring
  - c. Optimization of content
  - d. Google Ads - Geographic targeting, Set up proper ad groups, keyword match types, filters, targets and bidding optimizations in line with Google Ads best practices, Professionally written responsive search ads and ad extensions, Keyword research and optimization
3. Newspaper
  - a. OpEd (Board, parent of returning student, returning teacher)



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- b. Ad (January Tumbleweeds might be the best bang for our buck)
  - c. Article in Tumbleweeds
  - d. Press release
4. Radio
5. Trusted email lists
  - a. SMCS email list
  - b. Sharing newsletter with community partners
  - c. newsletter
6. Bulletin boards
  - a. A great graphic designed flier is needed.
  - b. Doorknob marketing
7. Word of Mouth (includes community events)
  - a. For our festivals and events: Eventbrite, Santa Fe Reporter, santafe.com, Tourist Santa Fe.
  - b. Tours
  - c. Booth (La Liga, LaFarge Public Library)
  - d. Train Board and “sold” community members with a sales pitch
  - e. Swag items to wear
  - f. Identify family evangelists

### 3.1 Outreach & Enrollment Strategies for objective number ONE:

1. Use experts as well as volunteers to diversify and make efficient our methods of outreach.

**OES 1.** The Taskforce will develop and implement its O&E Plan. The O&E Plan specifies the objectives, guiding questions, target audiences, target dates, and methods.

**OES 2.** An O&E Taskforce will be formed to distribute tasks of the plan to best use people’s skills. It will also give the community many points of contact.

**OES 3.** The Taskforce will collect data to evaluate the success of its outreach and enrollment program and adjust its program to improve effectiveness.

**OES 4.** The Taskforce will hire and/or welcome volunteer public relations specialist to specialize in specific areas of outreach:

- Sheli Marks - social media (Facebook & Instagram)



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- Tom Carrell - review of our outreach plan, direction for analog plan (radio, print media, fliers)
- Dovya Friedman - hired for website algorithms

### 3.2 Outreach & Enrollment Strategies for objective number two:

#### 2. Raise awareness about the new Waldorf-inspired school.

**OES 5.** The Taskforce will use its outreach and enrollment program to raise awareness of what Waldorf education is and what are its benefits. All outreach efforts will provide a clear path towards enrollment, including well distributed QR codes to our website, interest forms, and enrollment forms. This campaign is widespread and quick - social media, newspapers advertising, and radio outreach fall under this objective. We will create press releases announcing the school's opening and key milestones. The target audience here are community members not part of the former Waldorf school community.

### 3.3 Outreach & Enrollment Strategies for objective number three:

#### 3. Communicate the unique educational philosophy of Waldorf education and the distinction of the new Waldorf public school versus the former SFWS.

**OES 6.** The Taskforce will build awareness of the philosophy and uniqueness of our school. These efforts offer more depth than the above and can be corrective for misleading impressions of the school. They will be guided by the “Guiding Questions” in Section 6 of this document. Efforts here include submitted articles and op eds to local newspapers (Tumbleweeds spring “education” issue). The monthly newsletter can also address this goal in short blurbs.

### 3.4 Outreach & Enrollment Strategies for objective number four:

#### 4. Engage with parents, educators, and community stakeholders from all the zip codes of Santa Fe County and beyond.

**OES 7.** The Taskforce will build awareness of our school by being a **strong presence in the community** - hosting seasonal/festival events on campus, open houses to tour the campus, and outreach booths in the community, with the majority of these being targeted towards low-income neighborhoods. Outreach booths have included Southside and Downtown Farmers Markets, the Southside Library, Chavez Center, LaFarge Library, and the Children’s Museum. Advertising with our partners on their bulletin boards and through their email lists will also



meet this goal. We will also distribute fliers to Community Partners and a long list of Hispanic-targeted businesses (see attachment).

### **3.5 Outreach & Enrollment Strategies for objective number five:**

#### **5. Partner with organizations already serving underserved community members.**

**OES 8.** The Taskforce will offer all its outreach and enrollment strategies in both English and Spanish. At least two Spanish speakers will be sought out for the O&E Taskforce.

**OES 9.** The Taskforce will build awareness of our school by developing **Community Partners** - organizations that focus on serving underserved communities and/or childhood development. These include Tesuque, Pojaque, and Cochiti Pueblos, Head Start, Growing Up New Mexico, Community in Schools, the Santa Fe Public Library, Youth and Family Services, Many Mothers, and local pediatricians.

**OES 10.** Doorknob fliers. This campaign will be specifically targeted to areas we are not reaching.

### **3.0 Timeline**

SMCS O&E plan will align with our recruitment and lottery calendar. Our lottery date is February 15th.

- **October 1st - November 30th** - All outreach is funneled towards our [Enrollment Interest Form](#). This form will gather data on what grades the community is most interested in. This information will go to developing our budget to be submitted for the CSP Grant at the beginning of December. Outreach efforts will be made to build awareness of our school opening, what Waldorf-inspired education is, and laying the groundwork for community partnerships.
- **December 1 - December 15th** - We will do specific outreach for our grades we have confirmed through our Enrollment Interest Form.
- **December 15th** - Lottery application opening.
- **January 3rd** - marketing reassessment and plan adjustments if necessary and according to needs.
- **January 15th** - marketing reassessment and plan adjustments if necessary and according to needs.



- **February 3rd** - marketing reassessment and plan adjustments if necessary and according to needs.
- **Middle of December - End of February** - At this time, we will open our lottery application. During this time, all interest will be funneled into the application for our lottery.
- **February 15th** - Sun Mountain Community School will host a lottery pull party.
- **February 16th - July 1st** - All outreach efforts at that point will be targeted to any remaining openings in specific classes.

#### 4.0 Responsible Parties

The Outreach and Recruitment Plan will be implemented by the Head of School & Outreach Taskforce. The Head of School will be responsible for all hires related to the plan. The Taskforce will be made up of the Interim HoS, two Board members, and interested community members. There will be an effort to recruit at least 2 Spanish speaking members to the Taskforce. The Outreach Task Force includes: Zoe Wilcox, Nicholas Stinson, Mary Freitas, Kathleen Taylor, and Arina Pitman.

#### 5.0 Guiding questions

Marketing efforts will be created by working backwards from guiding questions. The guiding questions will ask what fears, misconceptions, or unknowns might prevent different targeted groups from enrolling in our school?

- Will my child learn to read? Be behind in their academics?
- Will the school address the needs of my special needs student?
- Will they have classes for ELL (English Language Learners)?
- Will this Waldorf school be able to financially support itself?

#### 6.0 Evaluation

- Monitor media coverage and social media engagement metrics to assess reach.
- Conduct surveys during events to gather feedback from attendees.





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## Attachment A -

### Flier distribution list for English and Spanish speaking venues

Flier Postings for English or English and Spanish

#### Local Pediatricians

- Vincent Chmielarczyk, PNP
- Presbyterian Pediatrics at Santa Fe Medical Center
- Entrada Contenta (Spanish & English fliers)
- Christus St. Vincent Arroyo Chamiso Pediatrics
- Ridge Family Wellness

#### Tutoring organizations -

- Mathnasium
- May Center
- A+ Academic Coaching
- Sylvan Learning
- Breakthrough Santa Fe

#### Grocery Stores:

- La Montanita
- Trader Joe's
- Market Street
- Whole Foods
- Albertsons on St. Francis
- Smith's on St. Michaels
- Food King (Spanish & English)
- Sprouts on Zafarano
- Albertsons on Cerrillos
- Agora's

#### Coffee Shops & restaurants

- Java Joe's on Rodeo
- Sagches Coffee House
- Java Joe's on Siler
- Ohori's of of St. Francis
- Betterday
- Tribes
- Ranch House
- Cafe Fina

#### Community Centers

- Children's Museum



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- Reunity Center
- Chavez Center
- LaFarge Library
- Southside Library
- Downtown Library
- Eldorado Library

### **Folletos en español**

- Dentista Santa Teresa Villa Teresa
- Chainbreaker Collective (contact Yetsaly)
- CONNECT
- La Familia Medical Center (Caja del Oro & Alto)
- Alicia's Tortillaria
- Chabela Tortillaria
- Tiendas:
  - Mini Super
  - ChapiMex
  - La Delitas
  - Porto Pinasco
- Iglesias:
  - Guadalupe
  - San Isidro, on Agua Fria
  - Santa Maria de la Paz



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## **Attachment A - Community Partners Outreach List for Email Lists and Bulletin Boards**

### **EC Programs:**

Presbyterian Preschool preschool@fpcsantafe.org

Nye EC, (maybe Early Childhood Center? - Arina's notes) Bbgriffith@sfps.k12.nm.us is Brittany, the principal

Growing Up New Mexico, Rhonda Montoya

SFCC Preschool/Training Program

Flores Headstear, Andrea Vigil

Sprouts Preschool, Maggie Maddux

Many Mothers,

### **Elementary Programs:**

Pandemonium Productions,

NDI

Queen Bee Music Associations

Chainbreakers Collective

Santa Fe Youth Symphony

Fiesta Dancing

NM Fencing Foundation

Darruma

Gracie Barra Santa Fe

Girls Inc

Troop 57

Girl Scouts

Santa Fe Mountain Center

Audubon Society

Children's Adventure Company

Reading Quest

Mathnasium

Dragonfly Art Studio

***Refer to the application for contact information for these organizations***

### **Radio Stations:**

**Richard Eeds** - Santa Fe Talk Radio - morning drive

KVSF 105.5



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98.1 Radio Free Santa Fe - find a contact

Zoe to ask Bard about contacts at various radio stations for interviews

**Inez Russel Gomez** - Conversations Different (podcast)

Santa Fe New Mexican editorial page

**Lorene Mills** - Report from Santa Fe

Radio show KSFR.

**KSWV** - Zoe filled out form

**Journalists:**

Maggie O'Hara - Santa Fe New Mexican

Education Reporter

Mo Charnot - Santa Fe Reporter

Education Reporter

Justin Schroer - Tumbleweeds