SYNERGY

SCHOOL OF ARTS & TECHNOLOGY



SYNERGYARTSTECH.ORG



Music, theater, and art are more than extracurricular afterthoughts at Synergy School. Our mission is to fully integrate the arts and technology into every aspect of K-12 learning.

With a curriculum grounded in project-based learning and social-emotional learning, we create fun and engaging interdisciplinary deeper learning projects centered on real-world arts and technology. Paying close attention to California state standards, we are committed to giving our students a well-rounded education that prepares them for higher education and successful careers in the arts and entertainment industries.

A Synergy of Arts and Technology:

The Arts

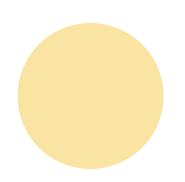
- MUSIC ARTS: Piano, Guitar, Violin, Voice
- THEATER ARTS: Acting, Playwriting, Production
- DANCE ARTS: Cultural, Classical, Ballet, Hip Hop
- VISUAL ARTS: Film, Video, Motion, VR/AR, Animation, Graphics
- COMMUNICATION ARTS: Visual Form, Writing, Design, Color Theory

Technology, Career Technical Education (CTE)

- STAGECRAFT: Lighting, Sound, Rigging, Set Design, Construction
- VIRTUAL AND AUGMENTED REALITY: Conceptual Design, Programming
- GAMING SCIENCE: Conceptual Design, Scripting, Programming, Coding
- FILM AND VIDEO: Scripting, Storyboarding, Pre-Visualization, Casting, Production, Editing
- DIGITAL: Hardware, Software, Keyboarding, Design, Copy & Digital Asset Development, Programming, Coding



SYNERGY IS THE FIRST-OF-ITS-KIND **ARTS AND TECHNOLOGY-BASED TK-12 CHARTER SCHOOL** IN THE ANTELOPE VALLEY.







"Technology, like art, is a soaring exercise of the human imagination." ~ Daniel Bell

Grounded in Deeper Learning Principles:

Project-Based Learning (PBL)

Learners engage in real-world issues through personally meaningful projects. They identify an issue, complete research, and present an evidence-based solution

PBL promotes interdisciplinary deeper learning. Learners work with multiple subjects simultaneously in one course of study. For example, students in a theater arts course may be simultaneously concentrating on math, social studies, history and language arts.

With PBL learners:

- Become problem solvers and collaborators
- Make personal connections to their learning
- Deepen their understanding and retention of material
- Become independent learners and critical thinkers
- Cover topics in greater depth
- Collaborate across disciplines
- Model and solve real-world challenges
- Analyze ideas and solve problems

Social-Emotional Learning (SEL)

Learners develop skills vital for success: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making.

SEL increases the likelihood learners will:

- Graduate from high school and college
- Have successful careers
- Foster positive relationships
- Manage their mental health









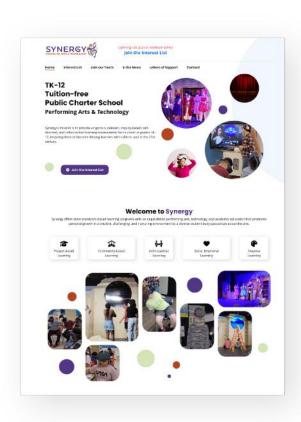
Launch Campaign

This overview outlines our marketing plan for promoting Synergy School of Arts & Technology in Antelope Valley.

Our strategies and tactics will prioritize building connections and relationships, supported by digital engagement, print collateral, and advertising.



Campaign success is measured by the number of intent-toenroll forms completed before school opening in Fall 2023.









Marketing Mix

Digital Channels

- Facebook/Instagram Ads
- Email Newsletters
- NextDoor Ads
- TikTok Ads
- YouTube Ads

Boothing

- Boothing Kits
- Boothing Events

Communications

- Press Releases
- Earned Media

Print Ads

- Alignable Lancaster
- Alignable Palmdale
- Local Newspaper Ads

Printing

- Banners
- Brochures
- Business Cards
- Envelopes/Letterhead
- Postcards
- Premiums
- Vehicle Magnets
- Vehicle with Wraps

Networking

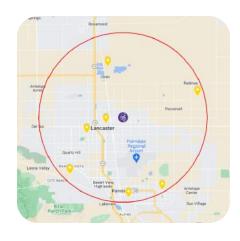
- AV Black Chamber
- AV Chamber
- AV Edge Membership
- Institute of Noetic Sciences







Lancaster





Digital Ad Demographic

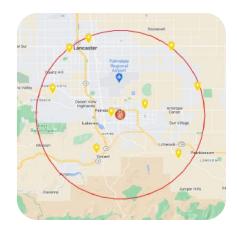
Radius: 10 MileAge: 25-65+

• **Zipcodes:** 93534, 93536, 93551, 93552, 93535, 93560, 93550

Lancaster	Average	93534	93535	93536
Total Population (2020)	61,100	39,800	74,900	68,600
Population Change since 2019	-200	400	600	-1,600
Population Change since 2015	-133	1,400	900	-2,700
Population 5 years or Less	4,330	3,240	5,460	4,290
Population 5-19 years	9,850	6,350	14,370	8,830
Median Individual Income	\$32,333	\$25,900	\$29,600	\$41,500
Median Household Income	\$59,067	\$43,200	\$49,300	\$84,700
Median Age	34	33	31	37
Housing Units	20,600	15,600	23,000	23,200
Enrolled in School	18,100	11,200	24,400	18,700
Not Enrolled in School	140,800	326,700	47,900	47,800
Not Enrolled in School, 3-4 Years	1,477	923	1,995	1,513
Not Enrolled in School, 5-19 Years	267	134	395	273
Enrolled in Grades 1-4	3,648	2,260	5,680	3,005
Enrolled in Grades 5-8	4,173	2,890	5,820	3,810
Enrolled in Grades 9-12	4,170	2,520	5,250	4,740
Primary School	4,757	2,890	7,230	4,150
Middle School	3,077	2,250	4,270	2,710
High School	4,170	2,520	5,250	4,740
Worked at Home	1,206	848	1,290	1,480
Employed, Educational Services	2,619	1,460	2,658	3,740
Household: 4 Person or More	6,517	3,860	8,890	6,800
Median Salary - Teacher	\$60,717.33	\$62,909	\$56,334	\$62,909
Elementary Schools	7	6	8	7
Middle Schools	5	1	7	7
High Schools Lancaster	5	3	5	Q



Palmdale





Digital Ad Demographic

Radius: 10 MileAge: 25-65+

• **Zipcodes:** 93352, 93543, 93510, 92551, 93534, 93535, 93531, 93536, 93550

Palmdale	Average	93550	93551	93552
Total Population (2020)	55,467	75,600	51,000	39,800
Population Change since 2019	-533	-1,900	400	-100
Population Change since 2015	1,400	500	900	2,800
Population 5 years or Less	4,100	6,280	3,360	2,660
Population 5-19 years	9,213	12,940	7,780	6,919
Median Individual Income	\$30,333	\$23,200	\$40,900	\$26,900
Median Household Income	\$79,950	\$48,00	\$93,600	\$66,300
Median Age	33	30	36	32
Housing Units	16,333	22,600	15,700	10,700
Enrolled in School	17,067	23,000	15,000	13,200
Not Enrolled in School	35,800	48,600	33,900	24,900
Not Enrolled in School, 3-4 Years	1,025	1,749	745	580
Not Enrolled in School, 5-19 Years	311	532	276	124
Enrolled in Grades 1-4	3,553	4,590	3,420	2,650
Enrolled in Grades 5-8	3,753	5,340	2,800	3,120
Enrolled in Grades 9-12	4,247	6,190	3,240	3,310
Primary School	4,513	6,008	4,230	3,300
Middle School	2,763	3,850	1,980	2,460
High School	4,247	6,190	3,240	3,310
Worked at Home	1,393	1,500	1,790	888
Employed, Educational Services	1,917	1,885	2,543	1,322
Household: 4 Person or More	6,483	8,820	5,620	5,008
Median Salary - Teacher	\$60,510.67	\$56,334	\$62,599	\$62,599
Elementary Schools	8	8	8	7
Middle Schools	4	3	5	3
High Schools Palmdale	2	5	1	1





Community

Examples of Community Events and Organizations to Foster Connections and Raise Awareness of Synergy School of Arts & Technology.

Professional Organizations











Community Events

May

BLVD Farmers Market Lancaster BLVD Boothing

18 BLVD Farmers Market Lancaster BLVD Boothing

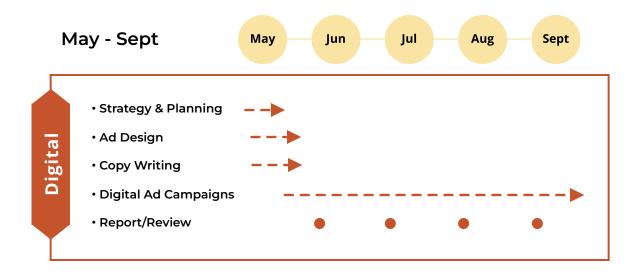
- Gabriels Day
 Poncitlan Square
 Boothing
- AVUSD Multicultural Festival
 District Office Back Lot
 Boothing
- 25
 BLVD Farmers Market
 Lancaster BLVD
 Boothing

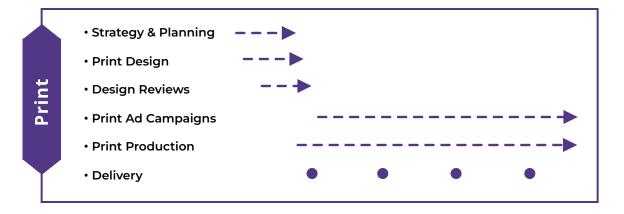
June

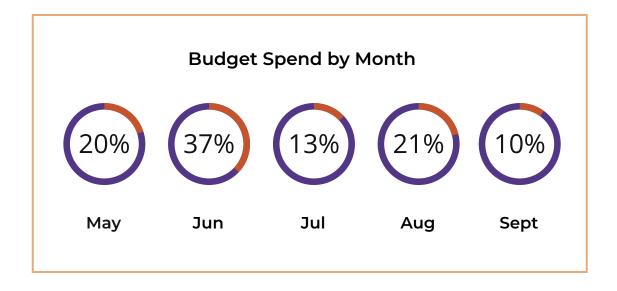
- 01 BLVD Farmers Market
 Lancaster BLVD
 Boothing
- AV Chamber Non-Profit Lunch and Learn
 AV Chamber Office
 Networking
- 03 BLVD Glo
 Lancaster BLVD
 Boothing
- 08 BLVD Farmers Market
 Lancaster BLVD
 Boothing
- Antelope Valley Taco Festival
 Poncitlan Square
 Boothing



Timeline









Budget



Synergy Launch Budget Summary May - Sept 2023

Boothing

ITEM	AMOUNT	
Alignable Newsletter - Lancaster	\$1,500	
Alignable Newsletter - Palmdale	\$1,500	
AV Black Chamber Membership	\$275	
AV Chamber Membership	\$350	
AV Edge Membership	\$1,200	
Banners	\$750	
Booth Tent	\$2,400	
Boothing Events	\$2,000	
Brochures	\$450	
Business Cards	\$500	
Envelopes	\$215	
Facebook and Instagram Ads	\$22,000	
Institute of Noetic Sciences	\$1,000	
Misc. Communications	\$4,000	
Newspaper Ads	\$3,000	
NextDoor Ads	\$2,100	
Postcards	\$500	
Premiums	\$3,250	
Press Release Distribution	\$406	
Staff Shirts	\$2,150	
Table Cover	\$400	
TikTok Ads	\$3,500	
Vehicle Magnets	\$270	
Vehicle with Wrap	\$10,600	
YouTube Ads	\$5,000	

Communications Digital Ads Networking Premiums Print Ads Printing





Prepared by Maker Learning Network
MakerLearningNetwork.org