

## Questions and Answers for the Magnet School Marketing Bid

Q: Based on this information, we are unclear on the timeline expected from us to design and execute a targeted plan. Are you able to provide additional information on anticipated start/end dates for 2023, which will allow us to submit a more tailored cost proposal and timeline?

A: Our goal is to execute the Board approved plan immediately following the January 9, 2023 Board Meeting. The Magnet School Lottery application period is currently scheduled to close on February 24 at 11:59 pm. This will provide seven weeks to execute the selected proposal.

Our metric for enrollment will be measured by the number of submitted applications in the Magnet School Lottery. The goal is to have greater than or equal to the number of applicants for the number of seats available at each school.