



Hernando School District

STUDENT RECRUITMENT CAMPAIGN *Phase 2 Launch & Full Cycle Continuation* Proposal

Caissa K12

www.caissak12.com

Contact Info:

Adrian Bond

Caissa K12, President

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Updated as of September 17, 2025

Lisa Cropley
Executive Director of Student Support Programs
Hernando School District
919 North Broad Street
Brooksville, FL 34601

Dear Director Cropley,

Thank you for your time and consideration. We are eager to explore the opportunity of partnering with Hernando School District to drive enrollment growth and stabilization using success-based strategies tailored to your district's unique strengths. We recognize and deeply value the commitment that you and your team make to providing exceptional opportunities for students in traditional public schools. Our goal is to elevate the many benefits your district brings to families in the community.

A well-executed, sustainable No Show Campaign can deliver multiple benefits, including:

- Increased resources for the district
- Boosted employee engagement, morale, and retention
- Enhanced return on taxpayer investment
- Strengthened family engagement and community loyalty
- Attraction of new business partnerships and relationships
- Internal recognition for the hard work and dedication of your team

We work exclusively with public schools to increase and stabilize student attendance, and we are excited about the potential of collaborating with you to boost enrollment. We provide customized proposals designed to meet your district's specific needs and objectives, and we hope this is the beginning of a strong, productive partnership.

Please feel free to reach out with any questions or if you'd like to discuss adjustments to the proposal. We look forward to the opportunity to work with you.

Sincerely,



Adrian Bond
President Caissa K12
901.210.8796
adrian@caissaps.com

CAISSA K12 STUDENT RECRUITMENT CAMPAIGN

CAMPAIGN GOALS

The primary objective of the Student Recruitment Campaign is to stabilize student enrollment, which will, in turn, stabilize the district's budget by locating students who have registered to attend your district but have not shown up in the first few days of school, along with students who have bypassed your district feeder pattern altogether. This aspect is essential for ensuring the district's long-term sustainability and maintaining the ability to provide high-quality education and resources to all students. The specific target enrollment numbers and financial details are detailed in the *Key Features and Pricing* section.

☺☺ Additionally, Fields researches district records for those students who had signaled plans to leave the Little Rock district by requesting the transfer of their electronic records to charters and private schools.

In those cases, CaissaK12, the company hired by the district in early 2024 to help with student recruitment, was notified and tasked with reaching out to the parents to find out their concerns and attempt to resolve them.

Fields said he has confirmed that 135 students have resumed Little Rock district enrollment as a result.

"That is huge for us," Fields said. ☺☺

Why Choose A Student Recruitment Campaign?

The competition for students has reached unprecedented levels, and your District must leverage its competitive advantages to secure families and stabilize student enrollment. Caissa K12 is here to help do that. Families are continuously evaluating educational options for their children, which makes even the students who have registered to attend the District at risk. By partnering with Caissa K12, the District will adopt a proactive approach to locate students and make sure they attend for a specific period of time. This strategy ensures your District remains competitive and successfully stabilizes enrollment.

"Great customer service and branding begins within. And with Caissa K12's external communications assistance, my team was able to dedicate more efforts toward our internal audience."

Dianne Foletto - Associate Director, Marketing & Strategic Communications, Round Rock ISD

"We are so thankful for our interaction with the staff. My child felt wanted by the district. He is excited again about starting middle school, and that's how we know we made the right choice not to transfer!"

C. Longwood, District Parent

PERFORMANCE-BASED CONTRACT

We guarantee our results.

Unlike other firms that charge you for activities, we only get paid for actual results. We eliminate the guesswork from your enrollment stabilization efforts by tracking students by name or unique identification number to ensure they not only enroll but also attend and stay through a specific period of time. The key to this "win-win" contract is ensuring we receive credit for the students we successfully locate. Therefore, it is essential that the District uses its best efforts to assist in verifying our efforts students and ensure we receive proper credit for them.

Caissa K12 understands the significant risk and out-of-pocket expenses we incur to locate students. In return, the District agrees to work with us to verify enrolled students who may have data reporting issues, such as misspellings or other common data entry errors. Caissa K12 will give 2 guest logins to Hernando County School District so that the district can see the progress of the student recruitment campaign in "real time. The access will be in "view only" mode. Although the district will have access to Hubspot, Caissa K12 will start to provide a list of students who wish to return on a secure FTP portal on the 15th and 30th of each month. The district will provide an update on the 15th and 30th of those students who have successfully registered to attend, or those who still need additional assistance in order to fulfill the registration requirement

We do the work for your District and offer personalized service that goes beyond just another application or dashboard. Our strategic team delivers more than just a plan—we implement a diverse range of tools to showcase your District's strengths and get students back into your classrooms. In partnership with your internal team, we verify the results and work hand-in-hand, on the ground, to recruit students.

Student Recruitment Goals:

- If there is no cap on the Student Recruitment Campaign, Caissa K12 will locate students based on the no-show, withdrawal lists provided by the district, in addition to those students that are on the external bought list of school-aged families in the area.

Tracking Results and Student Identification Numbers

We track our results using each student's unique student identifier number that the district provides to Caissa K12. If a student does not yet have an assigned identifier at the time of enrollment, the District will update the records and provide the number when it becomes available.

Providing these identifier numbers allows both the District and Caissa K12 to efficiently and accurately reconcile the contract at the start of the school year. This process is critical, as many students may share the same name or use nicknames, making it essential to have a precise method of identifying the students recruited.

Alternative Tracking if No Student ID Numbers Provided

If the District is unable to provide Student ID numbers, we will track students using first and last names

and their grade level. We understand that misspellings of names or minor data entry errors may occur, which is why we request Student ID numbers for accuracy. However, even in cases where names may be misspelled, Caissa K12 will still receive credit for the students we located, as long as the names and grade levels correspond to the students enrolled.

PROGRAM SETUP

The program setup typically takes two (2) to three (3) weeks. During this phase, we collaborate with the District to identify key enrollment targets and develop effective outreach strategies and messaging. The primary tasks completed during this setup phase include:

- Workflow approvals
- Messaging approvals
- Identification of primary challenges or barriers to enrolling
- District reporting setup
- Approval of marketing materials
- Review of the re-enrollment process (if applicable)
- Community and district research
- Development of tracking methods and reporting processes
- Establishment of a District communications plan

To ensure a smooth and efficient setup process, the District will be responsible for providing timely feedback and approvals on all workflows, messaging, and materials. We ask that any necessary edits be communicated within five (5) business days of receipt. If no edits are provided within this timeframe, we will assume the materials are approved and proceed accordingly. This helps us maintain the project timeline and ensure that the campaign launches as scheduled.

Utilizing Advanced Technology for Student Data Enhancement

By leveraging state-of-the-art data enhancement technologies, our approach ensures that student information is accurate, comprehensive, and ready for effective outreach efforts. This commitment to utilizing the latest in data processing and enrichment helps districts maintain strong communication channels and engagement with their student communities. With district approval and in full compliance with all privacy regulations, our methods provide a robust foundation for effective and secure communication strategies.

Data Enhancement and Verification Pricing

Our data enhancement and verification services, utilizing proprietary software, are included as part of the guaranteed pricing outlined below. This limited verification ensures accurate and comprehensive data updates that support our effective outreach efforts. For our internal use, we retain the enhanced and verified data to continually improve the quality of our outreach.

However, for more comprehensive services — such as data mining, predictive analytics, and access to enriched contact information for all students — there will be an additional charge. If the district

wishes to receive fully updated and enhanced data for all students for their use, this will incur extra costs based on the number of students and the timing of the updates.

1. Data Enhancement and Verification

- **Proprietary Software Solutions:** Our process begins by utilizing proprietary software that integrates various public records and verified data sources to locate and confirm current contact information for students and their families. This ensures that outdated or incomplete data is updated with the most accurate information available.
- **Real-Time Data Validation:** The software cross-references information against authoritative databases to verify the accuracy of email addresses, phone numbers, and physical addresses. This step reduces the risk of communication failures due to incorrect contact details.

2. Data Mining and Machine Learning - *With District Approval and Privacy Compliance*

- **Machine Learning Algorithms:** We employ machine learning algorithms capable of scanning large datasets to match and enhance existing student data. This technology identifies patterns and correlations within the data that reveal updated contact information while maintaining compliance with privacy laws.
- **Predictive Analytics:** Using predictive analytics, we forecast changes in contact details (e.g., relocations) based on demographic trends and other relevant data points. This proactive approach helps keep data current for future outreach efforts.

3. Data Enrichment Tools - *With District Approval and Privacy Compliance*

- **Third-Party Integrations:** Our system may integrate with reputable data enrichment services that specialize in aggregating updated contact details, social media profiles, and public information to provide a well-rounded view of each student. This adds value by enabling more effective and personalized communication.
- **Automated Data Matching:** Advanced matching algorithms assess current student records against external databases to locate corresponding updated emails, phone numbers, and addresses. This automated process ensures high efficiency and minimizes manual labor.

4. Use of Open Data Sources and APIs - *With District Approval and Privacy Compliance*

- **Public and Commercial Data Sources:** We access open data and commercial APIs that pull from publicly available records, such as postal databases and telecommunications records, to enhance contact information.
- **Geolocation and Mapping Tools:** For address verification and updates, we use geolocation technology that confirms the validity of physical addresses and highlights discrepancies in current records.

5. Data Privacy and Security - see *Safety and Security* section below

- **Compliance with Data Protection Laws:** All data enrichment and enhancement activities are conducted in strict adherence to applicable data privacy regulations, including GDPR and CCPA, to safeguard student information and
- ethical use of data.
- **Encryption and Secure Data Handling:** Our systems employ high-level encryption protocols to protect all data processed during the enhancement phase, maintaining confidentiality and security.

6. AI-Powered Search Engines - With *District Approval and Privacy Compliance*

- **Deep Search Capabilities:** Our proprietary software includes AI-powered search functions that can locate hard-to-find or hidden contact details by crawling digital footprints, like social media accounts and public records.
- **Natural Language Processing (NLP):** NLP tools allow us to analyze textual data for clues that suggest changes in contact information, ensuring comprehensive data updates.

7. Real-Time Updates and Automated Monitoring - With *District Approval and Privacy Compliance*

- **Continuous Monitoring:** Our system is equipped with real-time monitoring capabilities that alert us when a change in contact details is detected, enabling continuous data accuracy and relevancy.
- **Automated Alerts:** Stakeholders can receive automated notifications of updated contact information for proactive outreach planning.
- **Update Schedule:** Typically, information is updated bi-weekly to the District

Recruitment Strategies



Live Calls



Ground Team



Events



Text Messages



Email Blasts



Digital Ads



Robo Calls



Canvassing



Door Knocking



Collateral & Mail Pieces

Unlike typical marketing or advertising efforts, our campaigns go beyond awareness-building; we focus on tangible results by driving student enrollment. Below, we discuss our 100% performance-based guarantee, which ensures that the District only pays for students who attend your District.

All campaign strategies will be coordinated with your team to ensure that our marketing efforts are cohesive, complementary, and not redundant to the initiatives already in place.

Student Targets Overview

Caissa K12 will focus exclusively on students in grades 1st through eighth. Caissa K12 recruitment efforts will focus on Homeschool, Private, Charter, and any other alternative educational options where a child is not attending the Hernando School District, that are in grades first through eighth. The success of our Student Recruitment Campaign is directly tied to the quality and accuracy of the student target lists. These lists, provided by the District, serve as the foundation for our outreach efforts. By identifying and engaging students from these lists, we can tailor our location strategies to effectively bring them back to the District. Ensuring these lists are comprehensive and up-to-date is essential to maximizing enrollment and achieving the District's goals. Caissa K12 will also buy list of school aged families to engage with and recruit to Hernando School District in addition to the withdrawal list that the district will provide.

Below, we discuss the safety, security, and privacy measures we take to protect all data associated with these lists. For more information, please refer to the [Safety and Security](#) section.

District-Provided Student List

For Phase 2, the District agrees to provide data of students who have registered for the upcoming school year but have not shown up within 2-5 days of the first day of school, excluding any students who are currently enrolled and attending at the time of the implementation stage of Phase 2. Caissa K12 will actively recruit from this initial list and receive credit for any students who return as a result of these efforts. This list is required in order to receive the quoted pricing for no show location services.

For Phase 1, the District agrees to provide data of students who have withdrawn from a district school over the last three school years, excluding any students who are currently enrolled and attending at the time of the implementation stage of Phase 1. Caissa K12 will actively recruit from this initial list and receive credit for any students who attend as a result of these efforts. This list is required in order to receive the quoted pricing for recruitment services.

Furthermore, it is crucial that the District carefully reviews these lists to ensure no currently enrolled and attending students are included. If any students on these lists are already attending the District, please notify us prior to the campaign's start. If the District provides no show or withdrawal names and those students enroll and attend during the target year, Caissa K12 will receive credit for their return.

To ensure success, the District agrees to provide us with timely updates on located students, with lists provided on a weekly basis, or other frequencies that works for the district, to allow us to continue engagement with these families and ensure they return to school. In lieu of the district providing

verified lists back within a specific time period, the district can provide Caissa K12 with limited access (view-only) to their PowerSchool or a similar platform to monitor registration status directly for Phase 1 and 2.

Outreach and Use of District Branding

The District agrees to grant Caissa K12 permission to use its logos, trademarks, and other associated branding solely for targeted communications and location activities aimed at increasing and or stabilizing student enrollment. This includes, but is not limited to, emails, text messages, digital advertisements, landing pages, and other communication methods. All messaging created by Caissa K12 will be submitted to the District for approval prior to distribution.

SAFETY & SECURITY

Protecting student data is our highest priority throughout the outreach process. Caissa K12 is committed to maintaining the strictest standards of data privacy and security, in full compliance with all relevant state and federal regulations, including the Family Educational Rights and Privacy Act (FERPA) and other applicable privacy laws.

We employ a range of secure, encrypted methods for handling, storing, and transmitting student data. Our systems are designed to safeguard sensitive information, ensuring that only authorized personnel have access to student records. All data is stored in encrypted databases, and any data transfers are done via secure channels to prevent unauthorized access.

Throughout the campaign process, Caissa K12 uses secure systems to track and manage student data. We maintain detailed records to ensure full transparency and accountability while safeguarding the privacy of each student. In the event of any data breach, we have protocols in place for immediate notification and resolution under applicable laws and best practices.

We also collaborate closely with the District to ensure that data privacy policies are strictly adhered to and that all student data is handled in a manner that meets or exceeds the District's privacy standards.

Caissa K12 maintains the following insurance coverages to meet your district requirements:

- Commercial General Liability
- Automobile Liability
- Umbrella Liability
- Workers' Compensation
- Professional Liability
- Cyber Liability

We are able to furnish Certificates of Insurance upon request.

CAMPAIGN TIMELINE

Phase 1 of the Student Recruitment Campaign will begin in November 2025 in preparation for the 2026-2027 school year and run through two weeks after the start of the 2026-2027 school year. Caissa K12 will receive one-page documents from the District outlining school sites, campus locations, and registration processes. The District will provide general information, which Caissa K12 will use to develop a comprehensive communications plan for District approval, along with any additional materials necessary to initiate the student recruitment campaign. On January 5, 2026, the district will provide Caissa K12 with the withdrawal list, Caissa K12 will then begin the Student Engagement campaign, and this will run through the first two weeks of school for the 2026-2027 school year.

Phase 2 (No-Show Campaign) will start on the 7th day of school and run through October 2026 for the 2026-2027 school year.

SAMPLE STUDENT RECRUITMENT CAMPAIGN SCHEDULE

November to March: Ideal Campaign Launch Period

The most effective time to begin a student recruitment campaign is between November and March. Launching during this window allows ample time to build momentum and make meaningful contact with families before the summer break. However, campaigns can begin later, and we are committed to working with your District to develop a schedule that aligns with your specific timing and needs while establishing realistic expectations.

April to May: Direct Contact and Engagement

During this phase, our team focuses heavily on making direct contact with families through various outreach methods, including live calls, events, text messaging, door-to-door outreach, and more. The goal is to engage families early and maintain consistent communication throughout the spring, keeping them informed about the benefits of enrolling in your District.

June to Two Weeks Before School Start: Enrollment Finalization

As the school year approaches, we shift our focus to finalizing enrollments. From June until approximately two weeks before the start of school, our efforts intensify to ensure that all interested families complete the enrollment process. This phase is critical for converting interested families into enrolled students.

Start of School to 2-4 Weeks After the Start of School: Attendance Follow-Up

Following the start of the school year, our team spends 2-4 weeks ensuring that the newly enrolled students not only start school but also maintain attendance. We monitor attendance closely and follow up with families to address any potential issues, helping to secure the District's enrollment goals for the academic year. It is imperative that the District collaborates with us during this time to inform us which students have or have not begun attending school. If the District does not provide us with a list of students we have enrolled who are not attending within the first 10 days of the school year, allowing us to conduct additional outreach, those students will be deemed attending, and Caissa K12 will receive credit for their enrollment. However, if the District notifies us after this period that the students

have not actually started attending, we will not receive credit for those students.

Phase 2 Timeline

Start of School to 2-5 Days After the Start of School: No Show Kick-Off

Following the start of the school year, the District will provide contact data of students who have registered for the upcoming school year but have not shown up within 2-5 days of the first week of school, excluding any students who are currently enrolled and attending at the time of the implementation stage of Phase 2 of the Student Recruitment Campaign. Caissa K12 will maintain continuous communication with the designated district point of contact to report the number of students who have confirmed their intent to attend, as well as to provide insights into the reasons why certain students have not reported for school. Caissa K12 will receive credit for any student listed in the data who enrolls and meets the required attendance threshold.

CAMPAIGN MAINTENANCE

One Week After Campaign Start: Hand-Off and Pricing Process

Approximately one week after the campaign begins, we will initiate the Hand-Off Process, which occurs on a cadence agreed upon with the district. During this process, Caissa K12 will submit a list of students to the District for verification on the agreed-upon frequency.

The District plays a critical role in this partnership by informing Caissa K12 of which families have returned to school. This allows us to assist families in completing their return and ultimately attending school.

If the District does not notify Caissa K12 within a 15-day window, we will assume that the students are not CURRENT students and are enrolled, and Caissa K12 will receive credit for those students in the final count that will be invoiced as if they attended the District. In lieu of the district providing verified lists back within 15 business days, the district can provide Caissa K12 with limited access (view-only) to their PowerSchool or a similar platform to monitor registration status directly for Phases 1 and 2.

45 Days After the Start of School: Invoicing and Wrap-Up Report

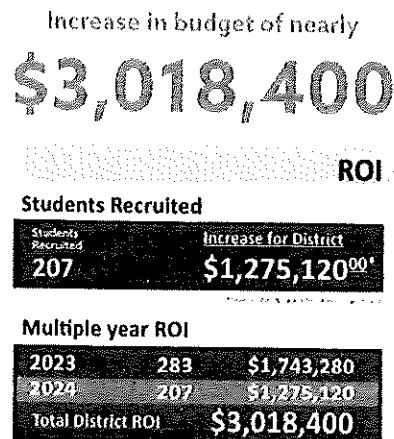
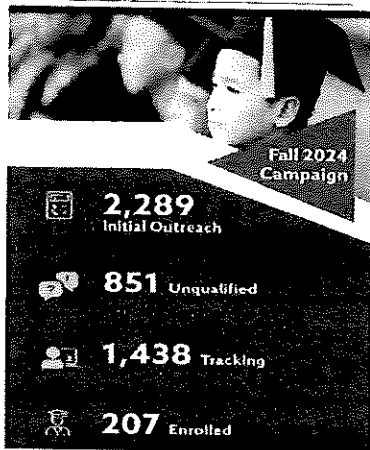
Forty-five (45) days after the start of the school year, all lists of students enrolled and attending should be finalized, based on the parameters outlined above. At this point, Caissa K12 will issue an invoice along with a detailed wrap-up report summarizing the campaign's outcomes for the District.

This payment is due within 30 days (Net 30), as more particularly outlined below. Given the 100% risk-free guarantee, the District understands that Caissa K12 has expended significant resources throughout the campaign and should be compensated accordingly within this timeframe.

WRAP UP REPORT

At the completion of the campaign, Caissa K12 will provide a detailed wrap-up report that outlines our efforts in detail. This report can also compile all of the District's efforts into a single comprehensive

document. Additionally, the report will include **Family Response Data**, which Caissa K12 will collect through documented conversations with families. This data will capture opinions, perceptions, and other relevant information regarding why families are choosing specific schools.



Upon request, the raw Family Response Data can be provided in report form for an additional fee, offering valuable insights for the District's future recruitment and retention strategies.

Caissa K12 is also authorized to submit press releases to local and national media outlets, highlighting the innovative work of the District and our collaborative efforts. If the District prefers, sample press releases can be provided, allowing the District to submit them on its own behalf.

ADDITIONAL SERVICES AND EVENTS

Caissa K12 is available to assist with additional services outside this scope, such as participation in community events, workshops, and other activities that support the District's enrollment stabilization efforts. We also offer specialized services, including parent, student, and teacher surveys, as well as secret shopping to gather insights on the District's strengths and areas for improvement. These additional services will be provided at an extra cost, which will be determined in collaboration with the District.

For any additional events, services, or surveys, Caissa K12 and the District will work together to create a detailed task list and establish pricing. To ensure proper planning and execution, the District agrees to provide Caissa K12 with at least thirty (30) days' notice for such requests.

TERMS OF AGREEMENT

The Terms of this Agreement ("Term") will commence upon the execution of the contract and last for one (1) year, due to the specific infrastructure and setup costs associated with running this Student

Recruitment Campaign. Phase 1 recruitment activities will begin in November 2025 and run through the first two weeks of school for the 2026-2027 school year. Phase 2 will start on the 7th day of school and run through October 2026.

Fiscal Year and School Year Considerations

If the District requires a contract extension to cover additional time or funds, it is the District's responsibility to ensure that this extension is executed in a timely manner.

Early Termination Clause: Performance-Based Contract

The District may terminate this Agreement at any time with thirty (30) days' written notice. However, the District acknowledges that Caissa K12 will have invested significant resources toward locating new students and elevating the District's reputation, benefits that are difficult to quantify. Therefore, if the Agreement is terminated before the completion of the agreed-upon no-show campaign Term, the District agrees to the following payment structure:

- **Within the First 30 Days:** The District is liable for the setup fee.
- **31 to 120 Days:** The District is liable for twice the setup fee.
- **After 120 Days:** The District is liable for four times the setup fee, plus payment for any students successfully enrolled by Caissa K12.

Upon early termination, Caissa K12 will provide the District with a list of potentially returned students who are in the pipeline, allowing the District to continue its own location efforts independently if desired.

Dispute Resolution

If a dispute arises regarding the services rendered, invoices, or the list of recruited students, the parties agree to first attempt to resolve the dispute through good-faith negotiation. If the dispute is not resolved within thirty (30) days, either party may request mediation before pursuing legal remedies.

Modification of Services or Fees

If there is a significant change in the scope of services required or unforeseen costs arise, Caissa K12 reserves the right to modify the fees or services, provided that the District is given written notice of such changes at least thirty (30) days in advance. Any modifications must be mutually agreed upon.

Force Majeure

Neither party shall be liable for any failure or delay in performing its obligations under this Agreement due to circumstances beyond its reasonable control, including but not limited to natural disasters, pandemics, or government actions. In such cases, the affected party shall notify the other as soon as possible, and both parties will work together to find a reasonable solution.

The District confirms that the individual signing this Agreement has the proper authority to sign on behalf of the District.

In the event of litigation relating to this Agreement, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs from the other party.

This Agreement shall be binding upon, and inure to the benefit of, both the District and Caissa K12 and their respective successors and assigns.

This Agreement, including all exhibits and attachments, constitutes the entire agreement between the parties and supersedes all prior or contemporaneous agreements, understandings, and negotiations, whether oral or written.

Any amendments or modifications to this Agreement must be in writing and signed by both parties.

If any provision of this Agreement is found to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

Offer Good For Forty-Five (45) Days

Due to the dynamic nature of the education sector, changes in market conditions or other factors beyond our control, it is essential to ensure the relevance and accuracy of this proposal for both parties. As such, this proposal is valid for a period of up to 45 days from the date of initial receipt by the district. After the expiration of these 45 days, Caissa K12 reserves the right to review and, if necessary, revise the Terms, conditions, and pricing outlined in this proposal.

BILLING AND INVOICING

The setup fee is a one-time payment due at the start of the campaign unless waived or deferred as part of the contract Term. Since this is a performance-based contract, Caissa K12 will receive credit for students that Caissa K12 engaged with and recruited to attend. These will either be new students who return to the district or those who are new to the district through Caissa K12 recruitment efforts. All recruited students must be in grades 1st-eighth in order to receive credit. These students had to register, enroll, and stay through the Florida FTE Survey 2 period date in order to receive compensation. Generally, this survey 2 period has fallen in October in recent years. Caissa K12 will submit a final list of recruited students to verify the day after the Survey 2 date.

The district must verify the students within 15 calendar days after the Survey 2 date. All recruited students will be noted in HubSpot, so the district can view contact dates and notes. In the event the district does not verify those students within 15 calendar days, then Caissa K12 assumes all students are verified, and Caissa K12 will receive credit for all students on the final submitted list. If data is delayed after 15 days, the price increases by an additional \$175 per student.

Invoices are due and payable within thirty (30) days of receipt. Any outstanding invoices or delays in approving the list of recruited students beyond thirty (30) days from the start of the school year will accrue interest at the rate of one and one-half percent (1.5%) per month, or the maximum rate permitted by applicable law, whichever is less, from the due date until payment is received.



KEY FEATURES & PRICING


Tasks	Percentage of Total No Show Cost
Training Dedicated Care Team - Includes wages, bonuses for team members, and trainers	8%
Team Support Material - Tracking software, GPS trackers, route mapping, phones, grassroots implementation materials (call banking list, walking lists, advertising, event materials).	10%-25%
Payroll and Wages, including field team leads and staffers, project lead, data recorders, and all associated tax burdens and benefits, where applicable	50%-60%
Per Diem Field Team Members (includes travel and meals)	5%-10%
After Action Review and Final Reporting Meetings with the District Leadership	2%
Overhead - Insurance, Risk Management, Background Checks, and On-boarding of Team Members	5%
Profit	10%
Setup Fee and Final Billing Adjustment To ensure compliance with district requirements and to establish active vendor status, a non-refundable setup fee of \$24,800 will be charged upon execution of this agreement. This fee covers the administrative process of obtaining necessary approvals and maintaining active vendor status within the district. The setup fee will be deducted from the final invoice at the conclusion of the project. Should the agreement be terminated before completion, the setup fee will not be refunded and will serve as compensation for the efforts undertaken to secure vendor approval and initiate services.	\$24,800 Waived if signed by October 30, 2025
Maximum number of authorized students allowed to recruit	no cap
TOTAL PER STUDENT PRICE:	\$935.00
ADDITIONAL SERVICES	

Data Enhancement and Verification Pricing	Prices start at \$0.10 per contact, varying by service type, student count, and update frequency
Detailed Analysis and Presentation of Campaign Findings	<p>This presentation, delivered in-person or virtually, provides key insights, benchmarking, and strategic recommendations to enhance school performance, engagement, and retention through data-driven evaluation, customer experience assessment, and actionable improvement strategies, with an opportunity for Q&A and discussion.</p> <p>Please contact us for pricing details</p>
Parent Engagement Survey	<p>This survey provides insights into family expectations, preferences, and perceptions, helping the district align with parent needs, improve communication, and enhance marketing and retention strategies.</p> <p>Please contact us for pricing details</p>
Secret Shopper	<p>Secret Shopping evaluates customer experience in your schools and competitors, providing detailed assessments of key factors affecting student recruitment and retention.</p> <p>Please contact us for pricing details</p>
Strategic Communications	<p>Caissa K12 reviews district outreach, analyzing communication effectiveness and identifying gaps to ensure clear, consistent messaging that reaches all families, especially underserved communities.</p> <p>Please contact us for pricing details</p>
Customer Service Training	<p>This training series helps develop public school professionals into communications experts by developing your team's soft skills in conflict de-escalation and customer service.</p> <p>Please contact us for pricing details</p>

Authorization of Scope of Work and Binding Agreement

This scope of work is made and entered as of September 17, 2025, by and between Caissa K12, a Tennessee Limited Liability Company with offices at 5100 Poplar Avenue, Suite 1720, Memphis, TN 38137, and Hernando School District. Caissa K12 shall provide the services set forth in the attached scope of work. In witness whereof, the parties have caused this scope of work to be duly executed and delivered as of the day and year first written above.

Caissa K12

By: 
Signature:
Authorized Personnel & Title:
Adrian Bond, President, Caissa K12
Date: 10/1/25

Hernando School District

By: _____
Signature:
Authorized Personnel & Title:
Date: _____

By: _____
Board Chair
Date: _____

Approved as to Form
Caroline Mockler, Esq.
Staff Counsel, HCSD
2:52 pm, 12/01/2025