

# Student Engagement

Information Guide



**caissaK12.com**





# About Our Company

## Nation's Leader in Student Recruitment for Traditional Public Schools

With decades of experience, our team develops customized, research-based campaigns that go beyond simple marketing. We specialize in holistic recruitment and retention strategies that engage teachers, families, the broader school community, and leadership teams. Our proven methodology ensures that our clients are not just telling their stories but creating lasting connections.

When you work with Caissa, you're not just getting a plan; you're getting a dedicated team that supports you every step of the way. We believe in strategic thinking and hands-on execution, ensuring that your district's unique attributes shine through. Let us help you share your compelling story and build a vibrant school community.



# Leadership



Brian J. Stephens  
CEO



Paige Walkup  
President



Adrian Bond  
President



EmaDella Connors  
COO



Jasmine Pena  
Controller



Rashai Holmes  
Director of Operations



Bria Hathorn  
Business Development  
Manager



Jametria Williams  
Project Leader

# Vision & Mission



## Company Vision

Transforming recruitment and keeping students. Giving schools a competitive edge.

Competition for students is inevitable but falling behind isn't. Put students in seats and enhance positive enrollment trends with Caissa K12's proven student recruitment and retention strategies.

Our vision is to grow public schools by recruiting students and teaching you how to keep them.



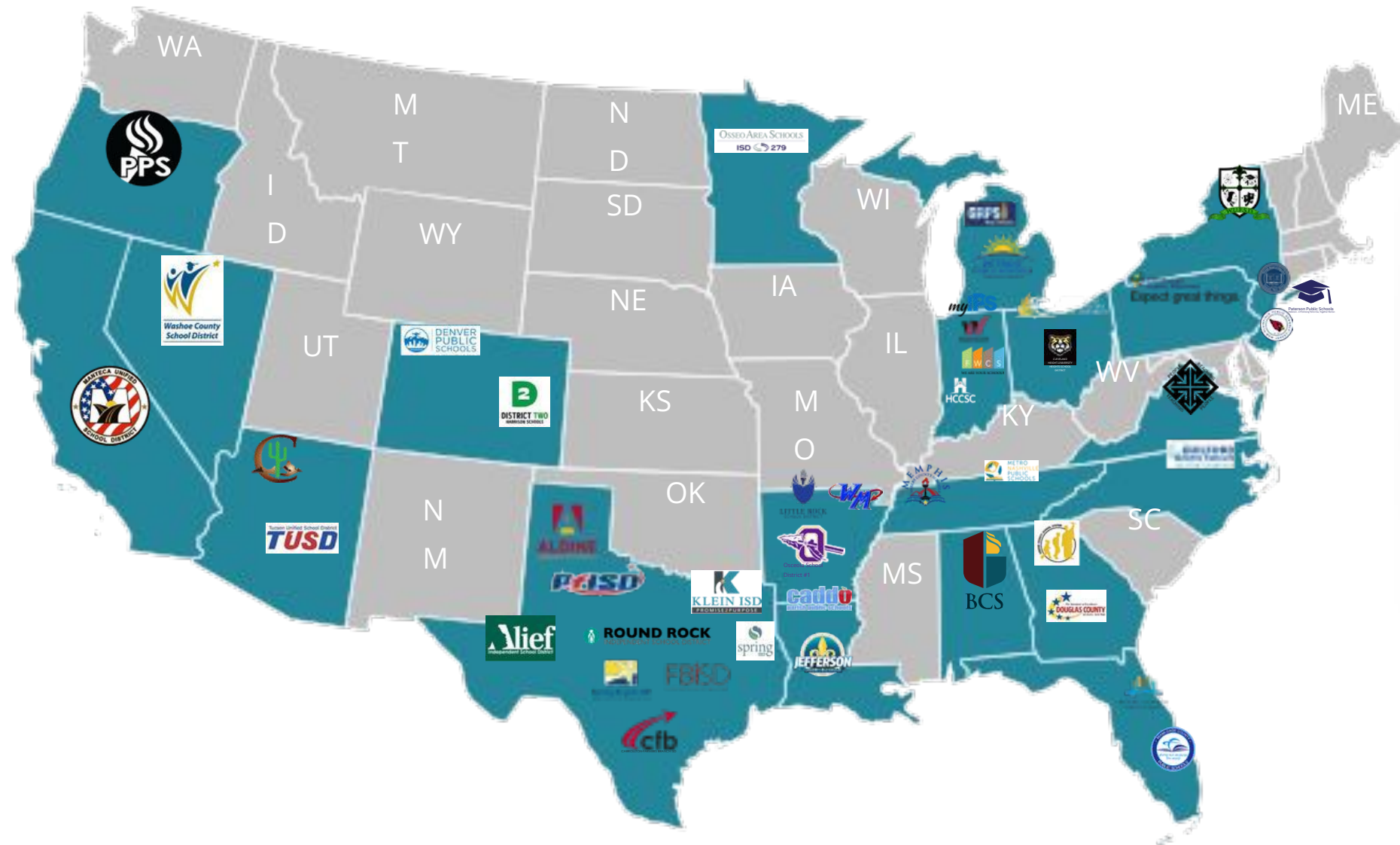
## Company Mission

Our mission is to ensure that every student is in school, engaged, and prepared for a successful life.

We are committed to fostering educational environments where attendance is prioritized, and every student is equipped with the skills and knowledge necessary to thrive in their future endeavors.

# District Work

**\*We currently operate in 23 states\***



**Calssa K12**  
Exclusively for Public Schools



# Why Caissa K12?

There are complex reasons why students and their families choose a traditional school district, but data like test scores and graduation rates only tell a part of the story of how they choose a school. The human tendency to be drawn to compelling stories and make decisions based on feelings means that parents gravitate toward schools that have strong cultures, or key attributes and offerings that speak to their uniqueness.

Your own compelling story is waiting to be told. Caissa's team matches your district's greatest strengths with decades of experience developing customized, research-based campaigns. Our proven methodology lets you know you are doing more than just marketing.

While we offer several core services to our clients, we consider recruitment and retention campaigns to be holistic processes that involve teachers, families, the broader school community, and your entire leadership team.

We deliver more than a plan. We offer a strategically-minded team that is with you each step of the way to help execute it.



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Exclusively for Public Schools



# New Student Recruitment

# **New Student Recruitment**

**At Caissa K12, we recruit students to your school or district by running strategic campaigns with a clear pricing model that provides you with a guaranteed return on investment.**



# NO RISK GUARANTEE

**Guaranteed Results \*First Year Returns\***

**No Infrastructure Needed**

There is a reason we are the nation's leader in running Student Recruitment Campaigns for traditional public schools:

**\*\*\*\*\*WE GUARANTEE OUR RESULTS!\*\*\*\*\***

Unlike other firms that charge you for advertising and for activity – we run campaigns and only get paid for actual results. We take the guesswork out of your student recruitment efforts because we track students by name to ensure they enroll and even attend class.

We **DO THE WORK** for your district and provide personal service beyond just another application or dashboard. Our strategically-minded team delivers more than a plan, we implement a diverse range of tools to showcase your district's assets and get students back in your classrooms. In partnership with your internal team, our results are verified, and we work hand in hand on the ground to recruit students.

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Exclusively for Public Schools

# Data Security and Privacy Plan

## Data Privacy Plan

### 2. PURPOSE, SCOPE AND DURATION.

A. For Provider to provide services to the District it may become necessary for the District to share certain Data related to the District's students, employees, business practices, and/or intellectual property.

B. The Parties acknowledge that the District is subject to FERPA, which law and supporting regulations generally address certain obligations of an educational agency or institution that receives federal funds regarding disclosure of personally identifiable information in education records. As set forth in more detail below, the Parties agree that Provider is a "school official" under FERPA and has a legitimate educational interest in personally identifiable information from

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Data Security and Privacy Plan

Caissak12

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education records because Provider: (1) provides a service or function for which the District would otherwise use employees; (2) is under the direct control of the

District with respect to the use and maintenance of education records, and (3) is subject to the requirements of FERPA governing the use and redisclosure of

## Insurance Policy

At-Bay Insurance Company

### Cyber Insurance Policy Declarations

Insurance coverage underwritten by At-Bay Specialty Insurance Company | 1209 Orange Street | Wilmington, DE 19801

This insurance contract is with an insurer not licensed to transact insurance in this state and is issued and delivered as a surplus lines coverage pursuant to the Tennessee insurance statutes.

This Cyber Insurance **Policy** is issued and delivered as surplus lines coverage pursuant to applicable surplus lines statutes. The surplus lines broker responsible for placement of this coverage is responsible for compliance with applicable surplus lines laws and regulations, including completion of any declarations/affidavits and payment of any taxes.

This **Policy** contains one or more Insuring Agreements, some of which provide liability for **Claims** first made against any **Insured** during the **Policy Period**, or any applicable Extended Reporting Period, and reported to us pursuant to the terms of this **Policy**. **Claim Expenses** shall reduce the applicable **Aggregate Limit of Insurance** and Sub-Limits of Insurance and are subject to the applicable **Retentions**. Please read the entire **Policy** carefully.

<b>Policy Number:</b>	AB-6617380-03
<b>Policy Issue Date:</b>	12/29/2023
<b>Home State:</b>	TN
<b>Licensed Surplus Lines Producer:</b>	Pathpoint Insurance Services 200 Pine Street, Suite 200 San Francisco, CA 94104

This Declaration is attached to and forms part of the Policy

<b>ITEM 1: Named Insured:</b>	Carissa Public Strategy, LLC
<b>CNA:</b>	Not Applicable
	5500 Pacific Avenue, Ste 1225

**We prioritize the security and privacy of your data. Here's how we ensure it stays safe:**

- **Encryption**: Your data is encrypted during transmission and storage.
- **Secure Storage**: Stored in top-tier data centers with robust security measures.
- **Access Controls**: Limited access to authorized personnel only, with regular audits.
- **Compliance**: Adherence to all relevant data protection laws and regulations.
- **Transparency**: Clear privacy policy outlining data handling practices.
- **Continuous Improvement**: Constantly enhancing security measures against evolving threats.



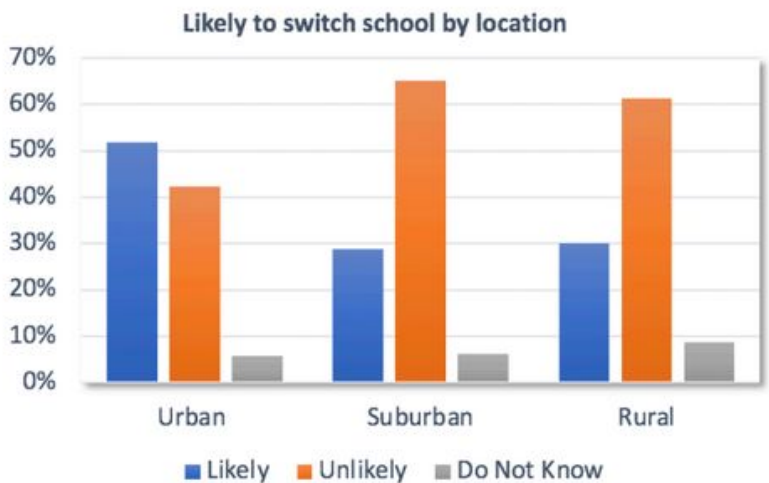
# Annual Student Recruitment and Retention Report

2022–2023 Nationwide Poll of K12 Parents

## Schools By Location That Are Most At Risk To Lose Students

52%

of respondents with students in Urban schools are likely to consider changing schools.



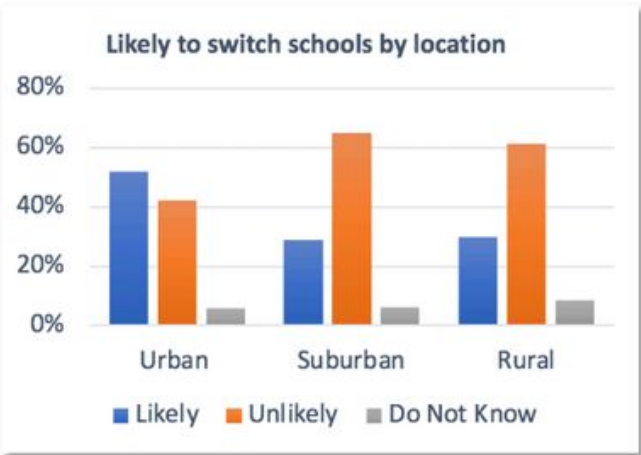
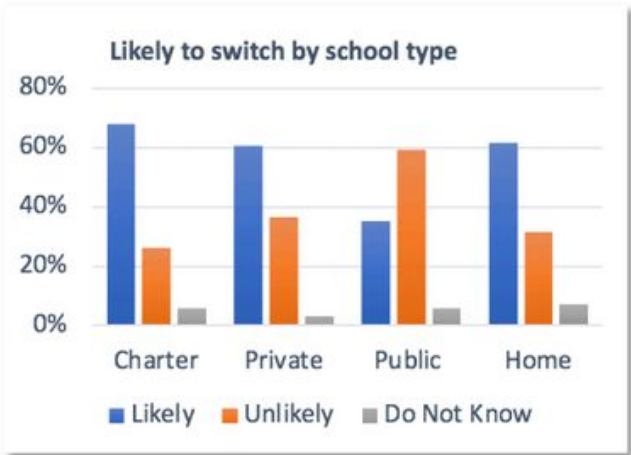
Q9 How Likely are you considering switching schools for your child in the next year?

Ca-saK12

## Parents Considering Changing Schools Next Year

40%

of parents are likely to consider switching schools next year.



Q9 How Likely are you considering switching schools for your child in the next year?

Ca-saK12

**\*Competition for K12 students is on the rise.**  
**Public Schools should actively recruit new students to remain competitive.\***

## **Our Proven Process**



**Phase 1**  
**Discovery Phase**



**Phase 2**  
**Outreach Phase**

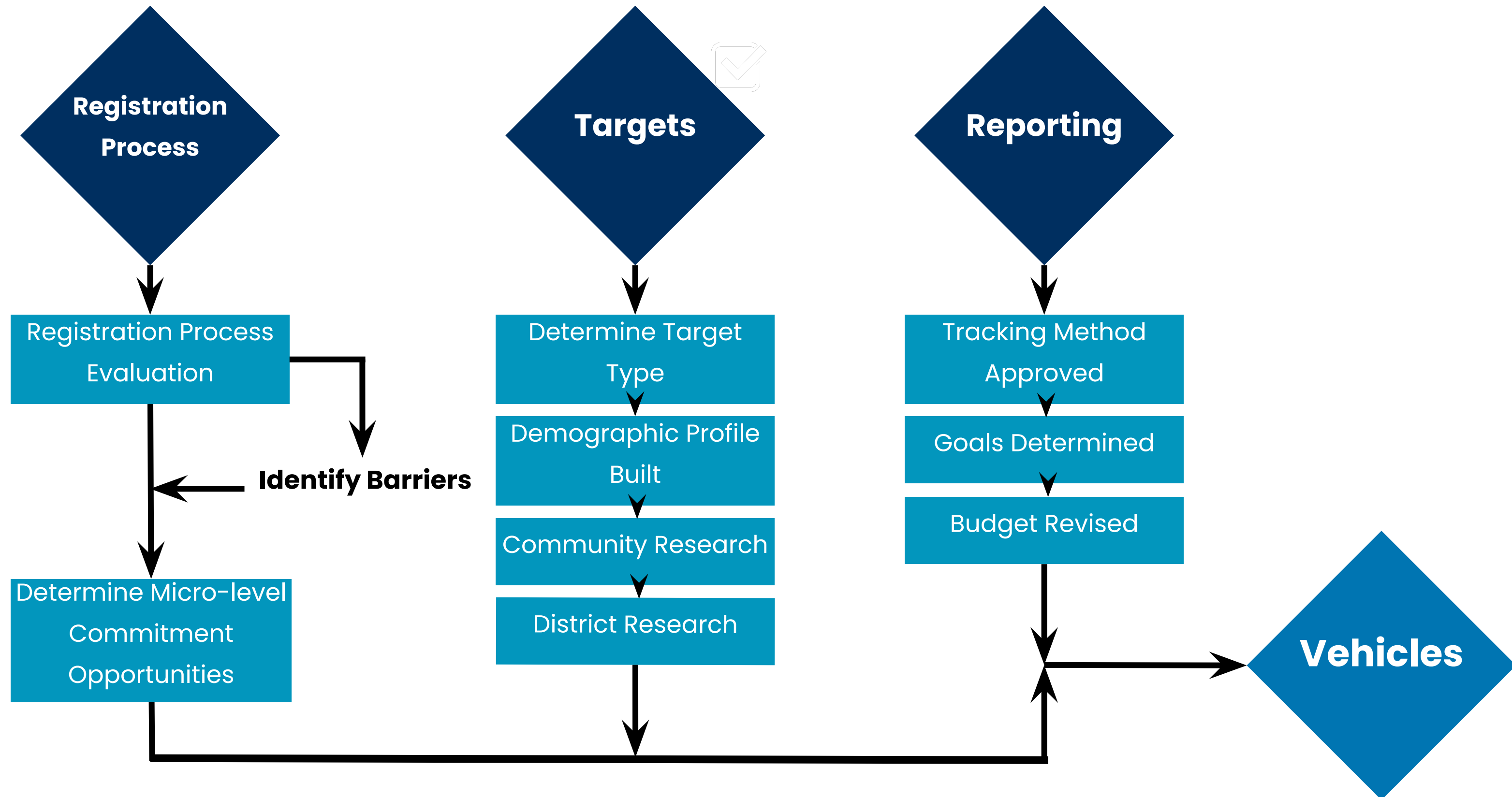


**Phase 3**  
**Tracking Phase**

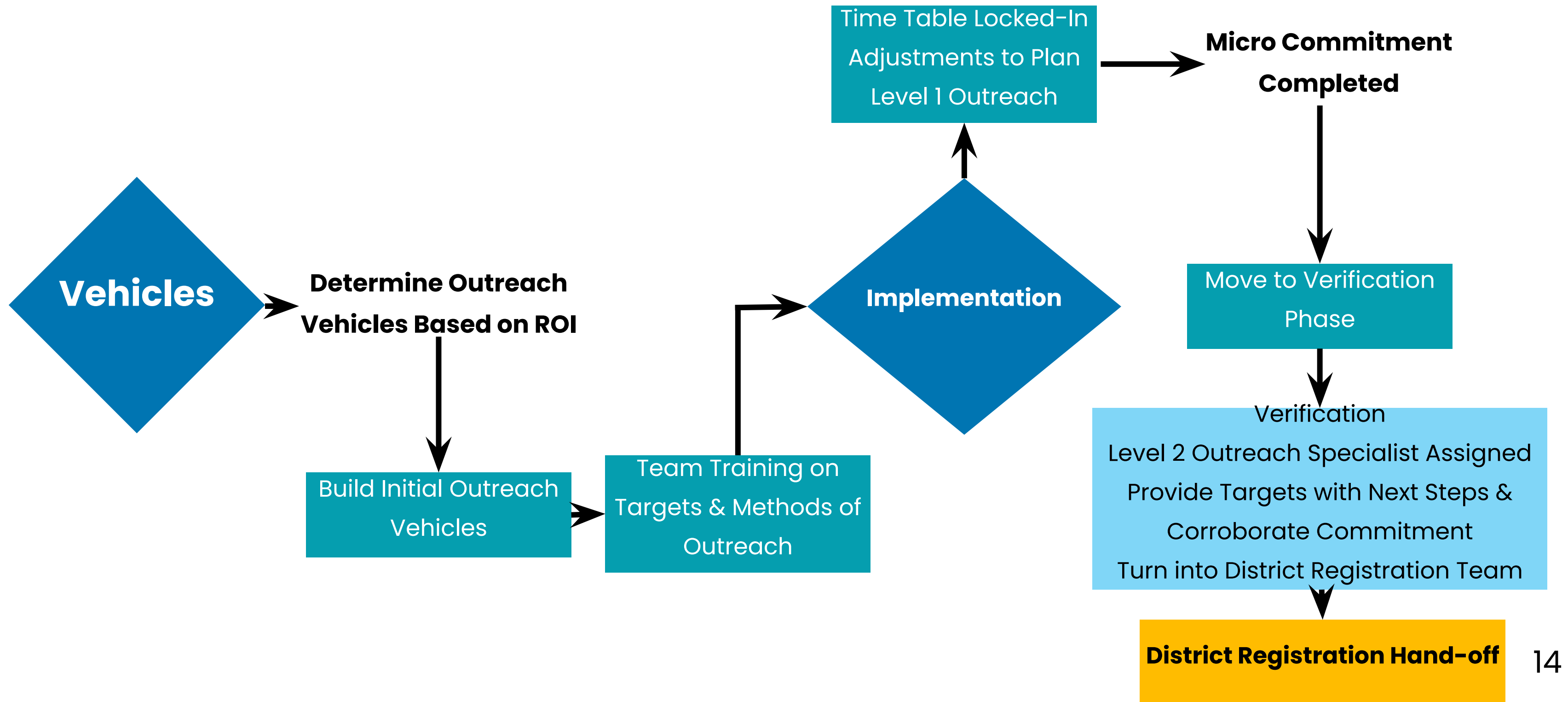
**Our competitive advantage over typical public relations and marketing firms is our ability to offer a performance based contract for a win-win advantage.**



# Phase 1 – Discovery

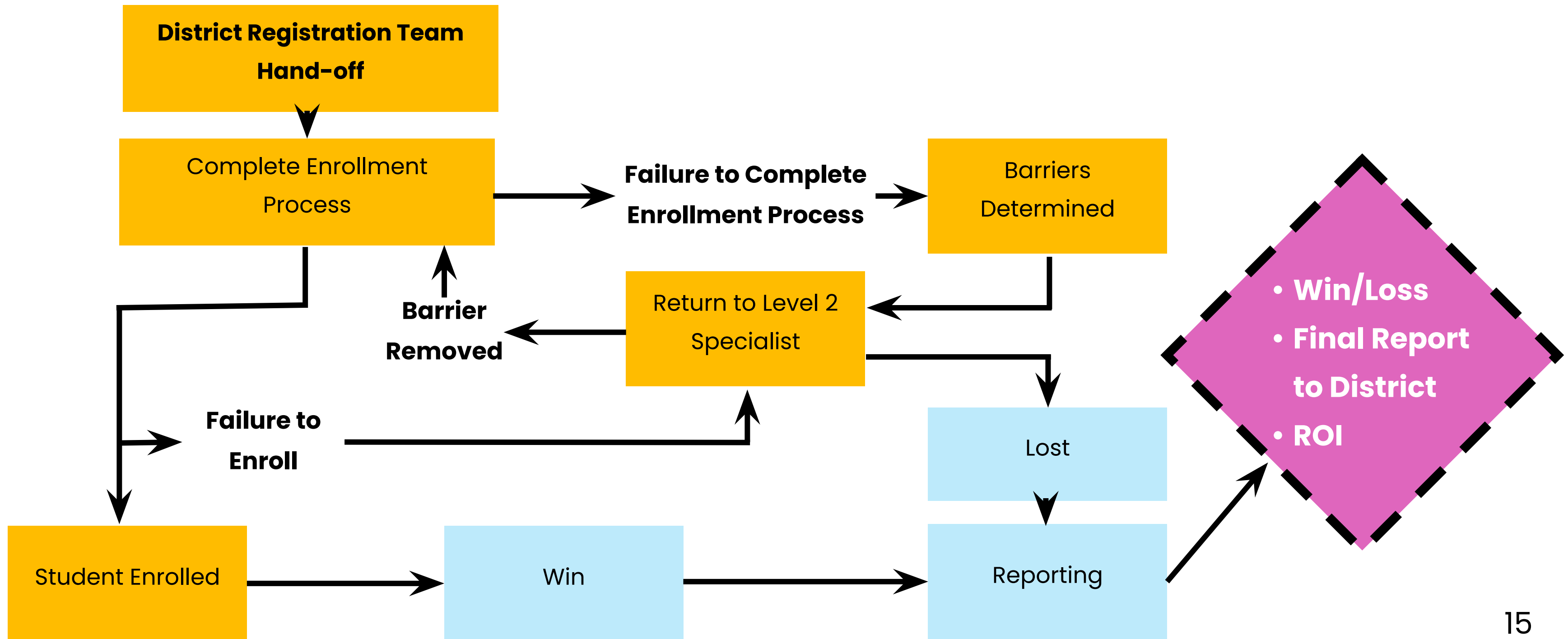


## Phase 2 – Outreach





## Phase 3 - Tracking



# Recruitment Strategies



**Live Calls**



**Grassroots Team**



**Events**



**Text Messages**



**Email Blasts**



**Digital Ads**



**Targeting**



**Canvassing**



**Day Cares**



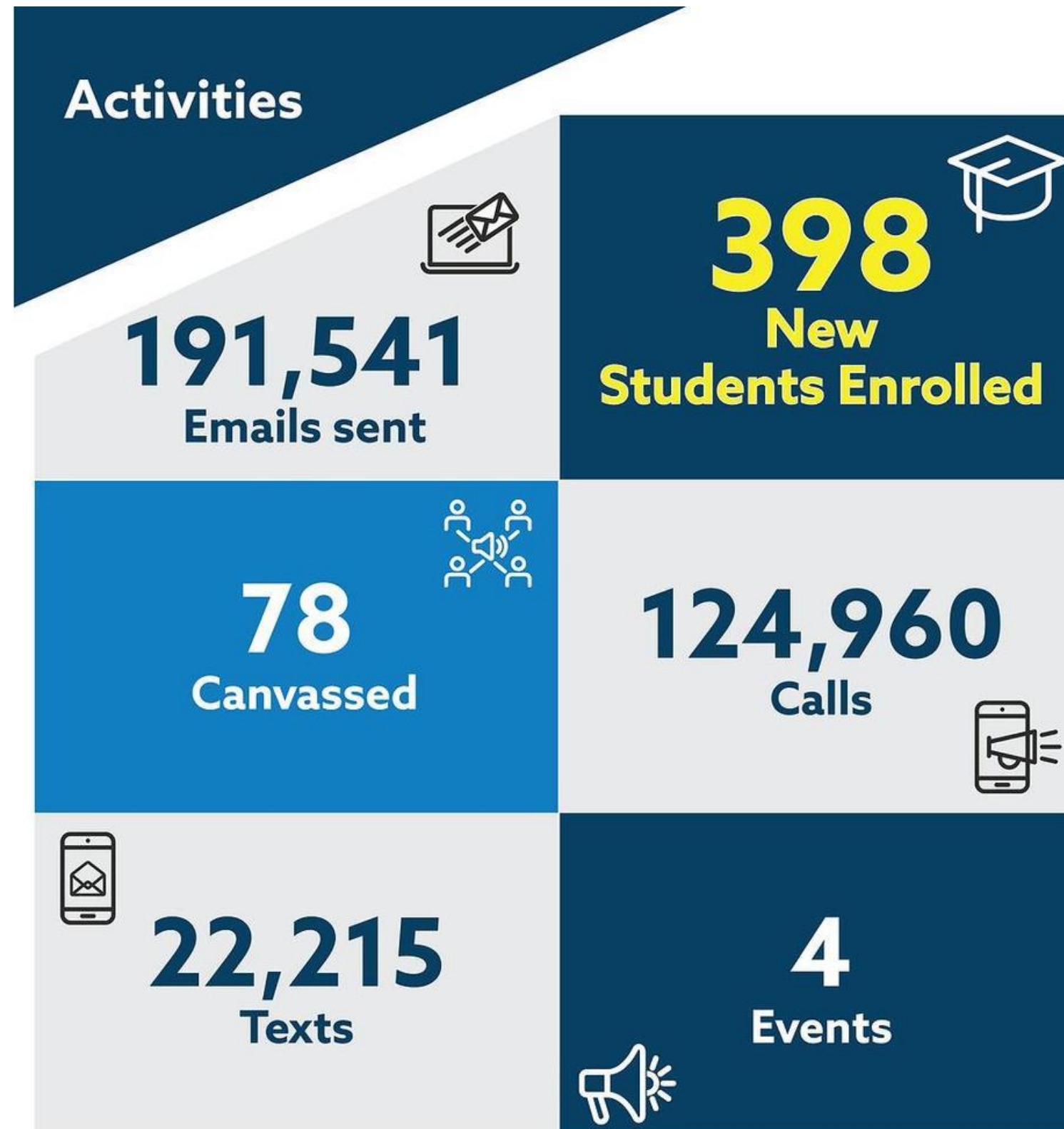
**Collateral &  
Mail Pieces**



# Enrollment Specialists



# Outreach Examples



## Additional Outreach

Direct Mail  
Thank You Notes  
Earned Media  
Traditional Media  
Training  
List Management  
Digital Ads  
Social Media  
Community Outreach  
Registration Improvements

# Benefits of Our Proven Process

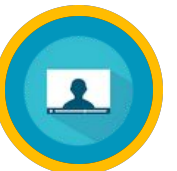
**Increase Budget**



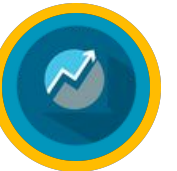
**Increase Employee Engagement,  
Morale, and Retention**



**Draw Media Attention and  
Coverage for Free**



**Increase Return on Tax Payer  
Investment**



**Increase Student Engagement  
and Brand Loyalty**



**Attract New Business Partners and  
Relationships**



**Generate Recognition for Your  
Internal Team**





# Return On Investment Examples

**9x  
Return on  
Investment**

ROI Year 1	
Students Recruited	Increase for District
75	\$854,700*
500	\$5,698,000*
1400	\$15,954,000*

\*Based on State & Local dollars at \$11,396 per student

# Return On Investment Examples

## Sample Success Stories

### Washington Township ROI

#### Recruitment & Retention

2938 (Retention)	\$20,301,580
100 (Recruitment)	\$691,000
Total \$20,992,580	

\*Based on State & Local dollars at \$6,910 per student

### Little Rock ROI

#### Recruitment & Retention

997 (Retention)	\$7,747,687
18 (Recruitment) - cap reached	\$139,878
Total \$7,887,656	

\*Based on State & Local dollars at \$7,771 per student

### Jefferson Parish ROI

#### Recruitment (Multiple Year ROI)

338	\$4,022,200
215	\$2,558,500
Total \$6,580,700	

\*Based on State & Local dollars at \$11,900 per student

### Fort Bend ISD ROI

#### Recruitment (Multiple Year ROI)

130 (Recruitment)	\$800,800
409 (Recruitment)	\$2,519,440
483 (Recruitment)	\$2,975,280
Total \$6,295,520	

\*Based on State & Local dollars at \$6,160 per student

### Round Rock ISD ROI

#### Recruitment (Multiple Year ROI)

424	\$3,459,840
329	\$2,684,640
Total \$6,144,480	

\*Based on State & Local dollars at \$8,160 per student

### Klein ISD ROI

#### Recruitment

283	\$1,743,280
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\*Based on State & Local dollars at \$6,160 per student

### Carrollton Farmers Branch ISD ROI

#### Recruitment & No-Show (Multiple Year ROI)

79 (Recruitment)	\$486,640
35 (No-Show)	\$215,600
128 (Recruitment)	\$788,480
Total \$1,490,720	

\*Based on State & Local dollars at \$6,160 per student

### Alief ISD ROI

#### Recruitment

204	\$1,256,640
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\*Based on State & Local dollars at \$6,160 per student

### Detroit Public ROI

#### Recruitment

116 - cap reached	\$1,114,064
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\*Based on State & Local dollars at \$9,604 per student

### Newark Public ROI

#### Recruitment

120	\$1,011,120
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\*Based on State & Local dollars at \$8,426 per student

### Caddo Parish Public ROI

#### Recruitment

125	\$687,500
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\*Based on State & Local dollars at \$5,500 per student

### Pflugerville ISD ROI

#### Recruitment

107	\$659,120
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\*Based on State & Local dollars at \$6,160 per student

# Next Steps



## Contract

- RFQ
- Professional Services



## Campaign Begins

- Micro-Commitments
- Verification
- Dashboard



## District Proof

- Confirm
- Send Back



## Engagement

- Tracking
- Encouragement



## Student Attends

- ROI Determined
- Wrap-Up report
- Invoice





**WELCOME  
TO THE TEAM**

**CatsaK12**  
Exclusively for Public Schools



# Contact Us



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