

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.



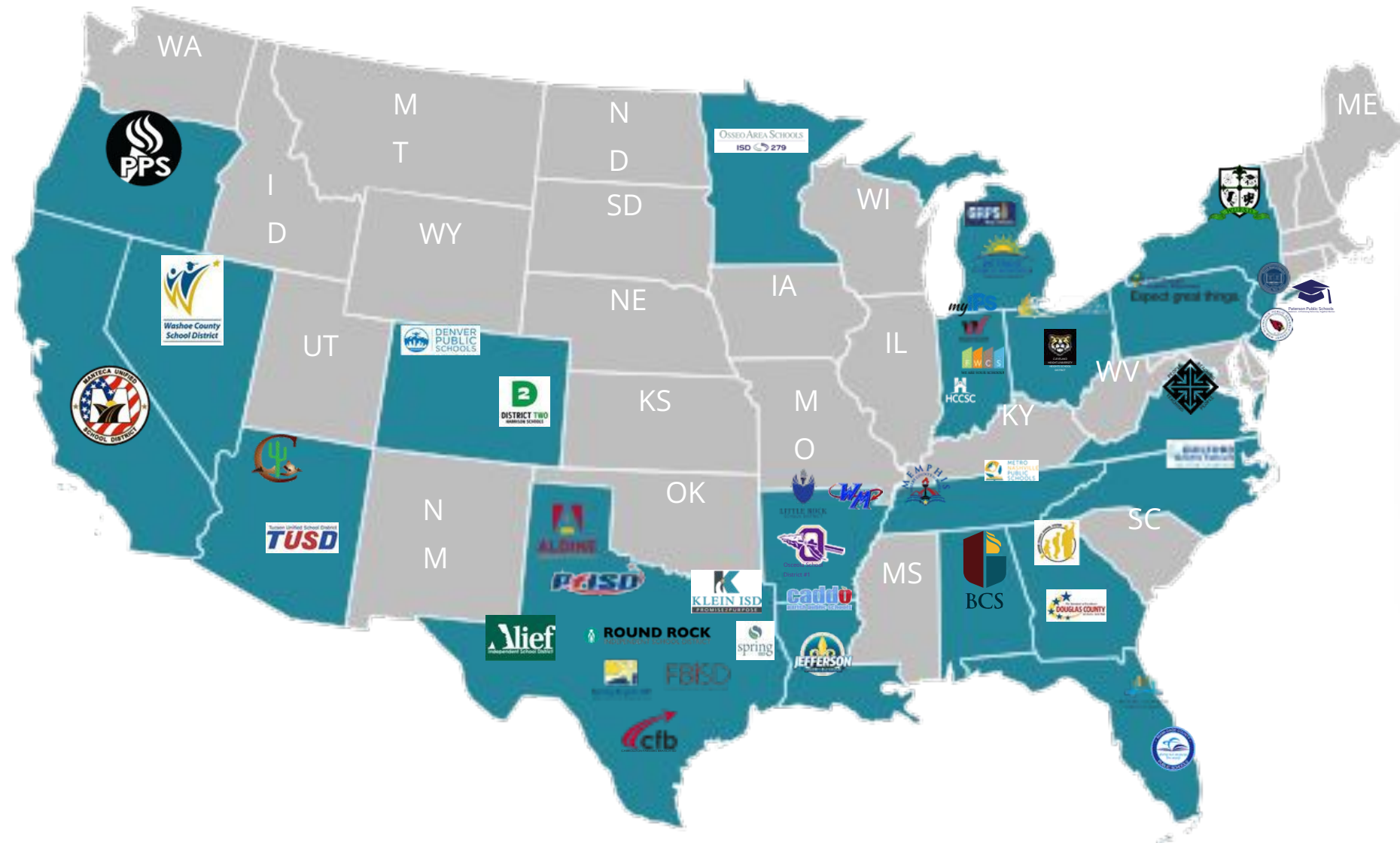
Company Mission

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



Caisa 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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Services



New Student Recruitment



Chronic Absenteeism



Retain Students



Professional Development Training



Secret Shopper



Strategic Communications



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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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.

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

This Declaration is attached to and forms part of the Policy

ITEM 1: Named Insured:	Carson Public Strategy, LLC
CNA:	Not Applicable
	5500 Piedmont 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.

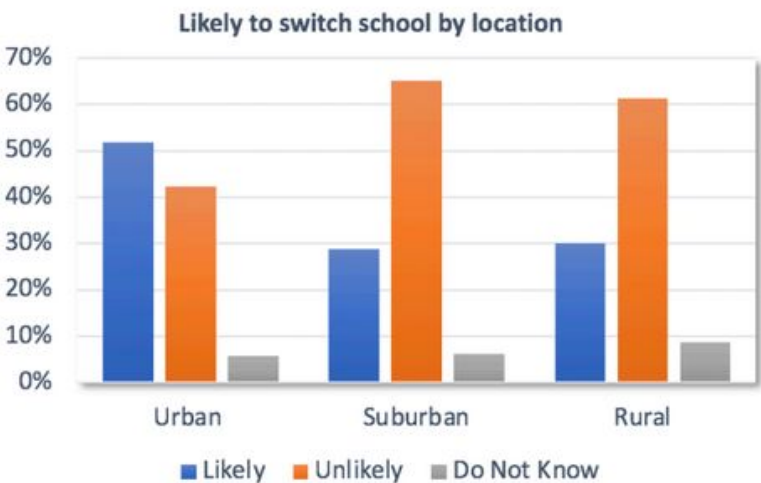
Annual Student Recruitment and Retention Report

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.



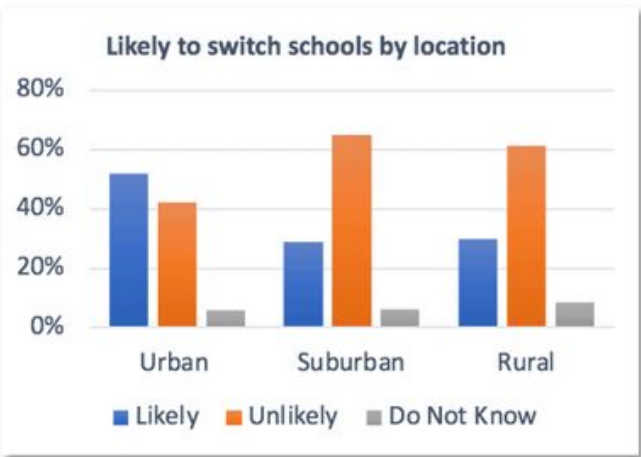
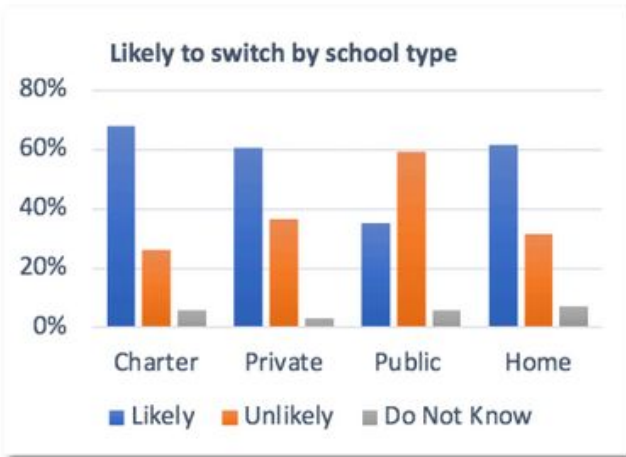
Q9 How Likely are you considering switching schools for your child in the next year?

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?

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***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



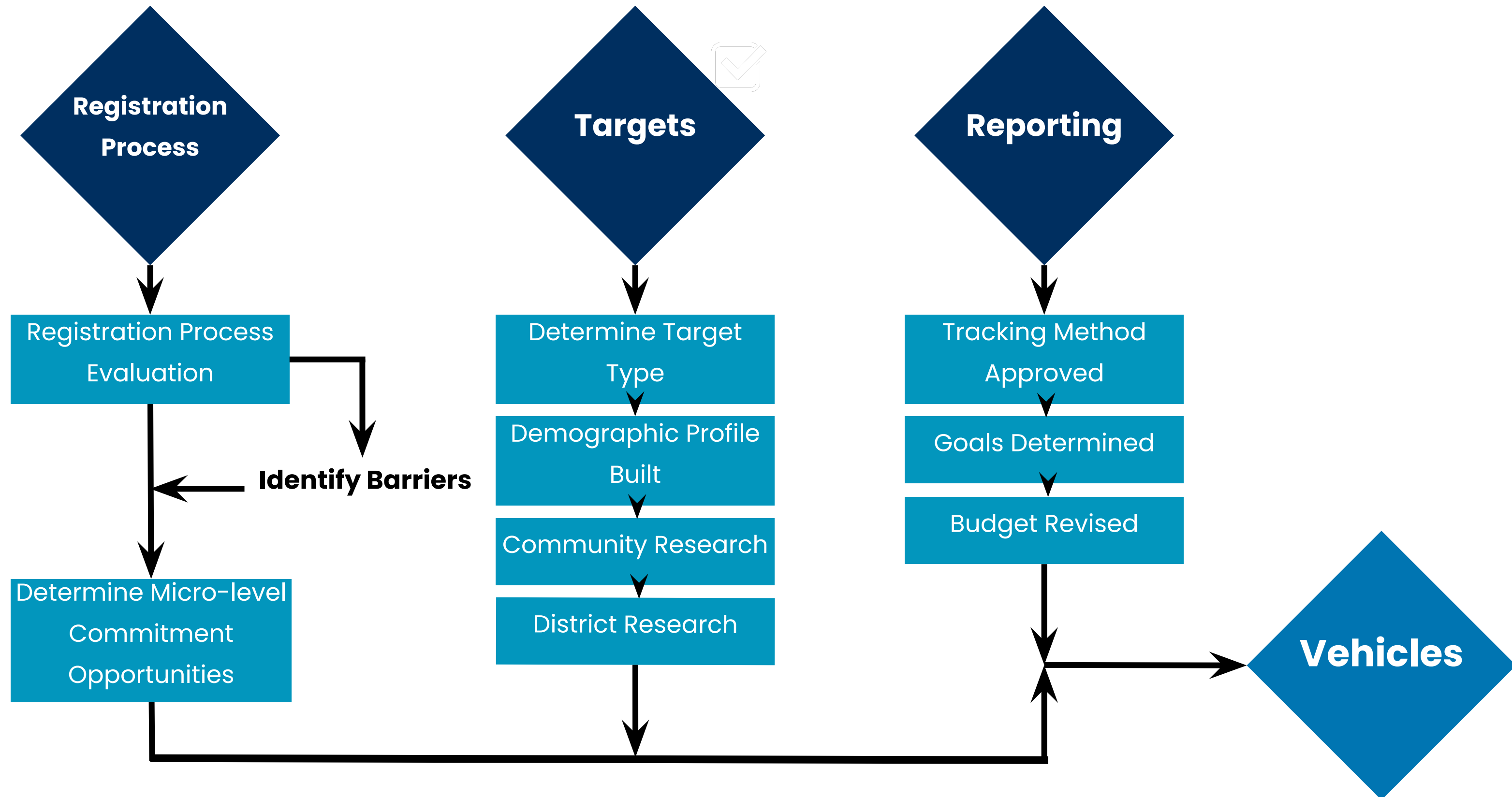
Phase 2
Outreach Phase



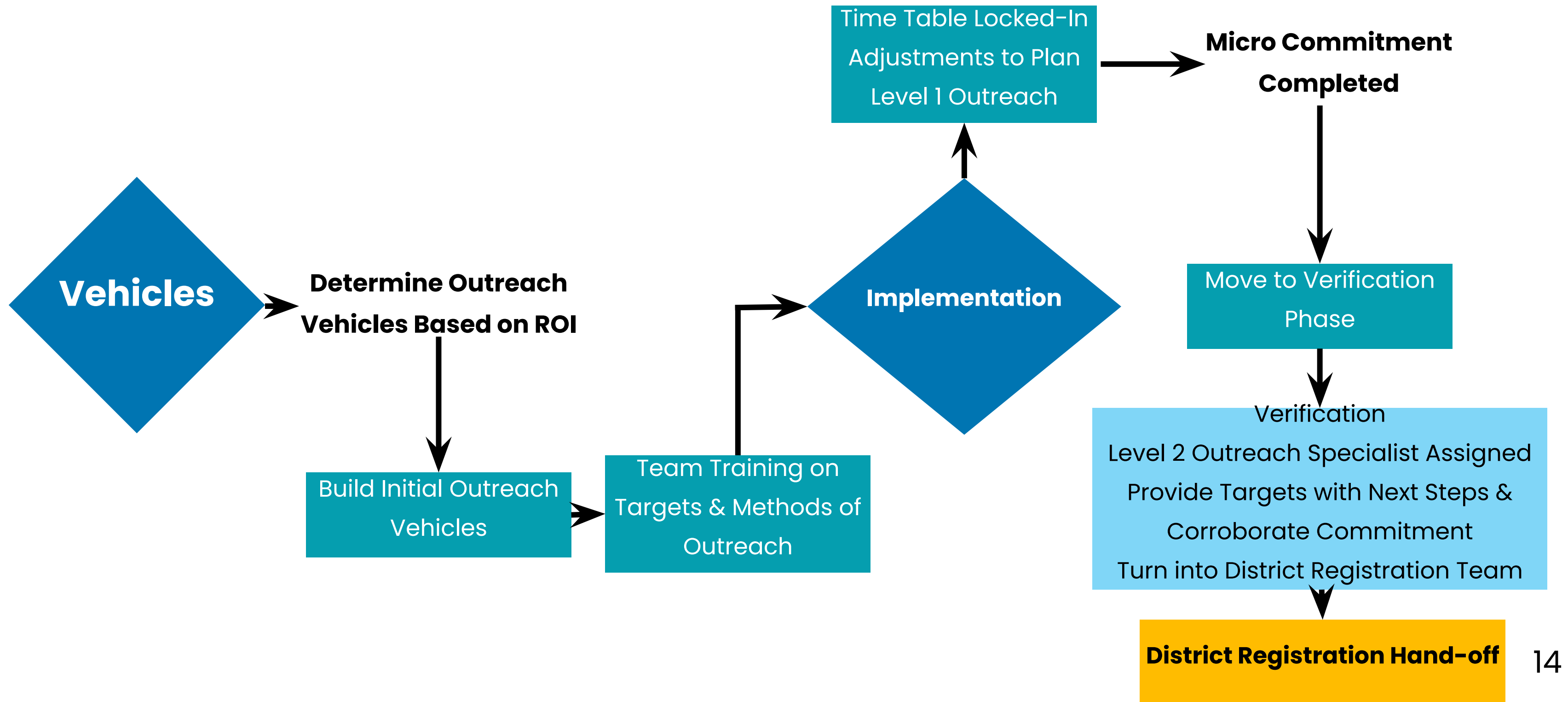
Phase 3
Tracking Phase

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

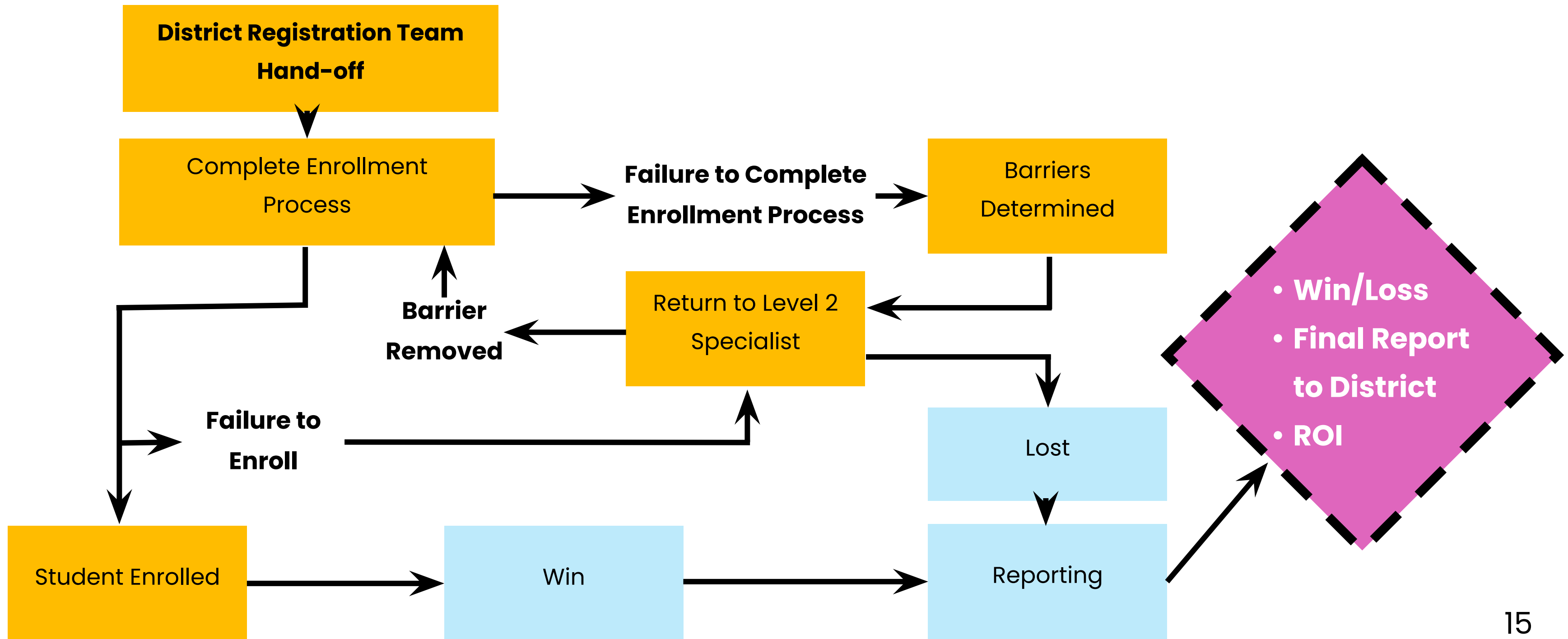
Phase 1 – Discovery



Phase 2 – Outreach



Phase 3 - Tracking



Recruitment Strategies

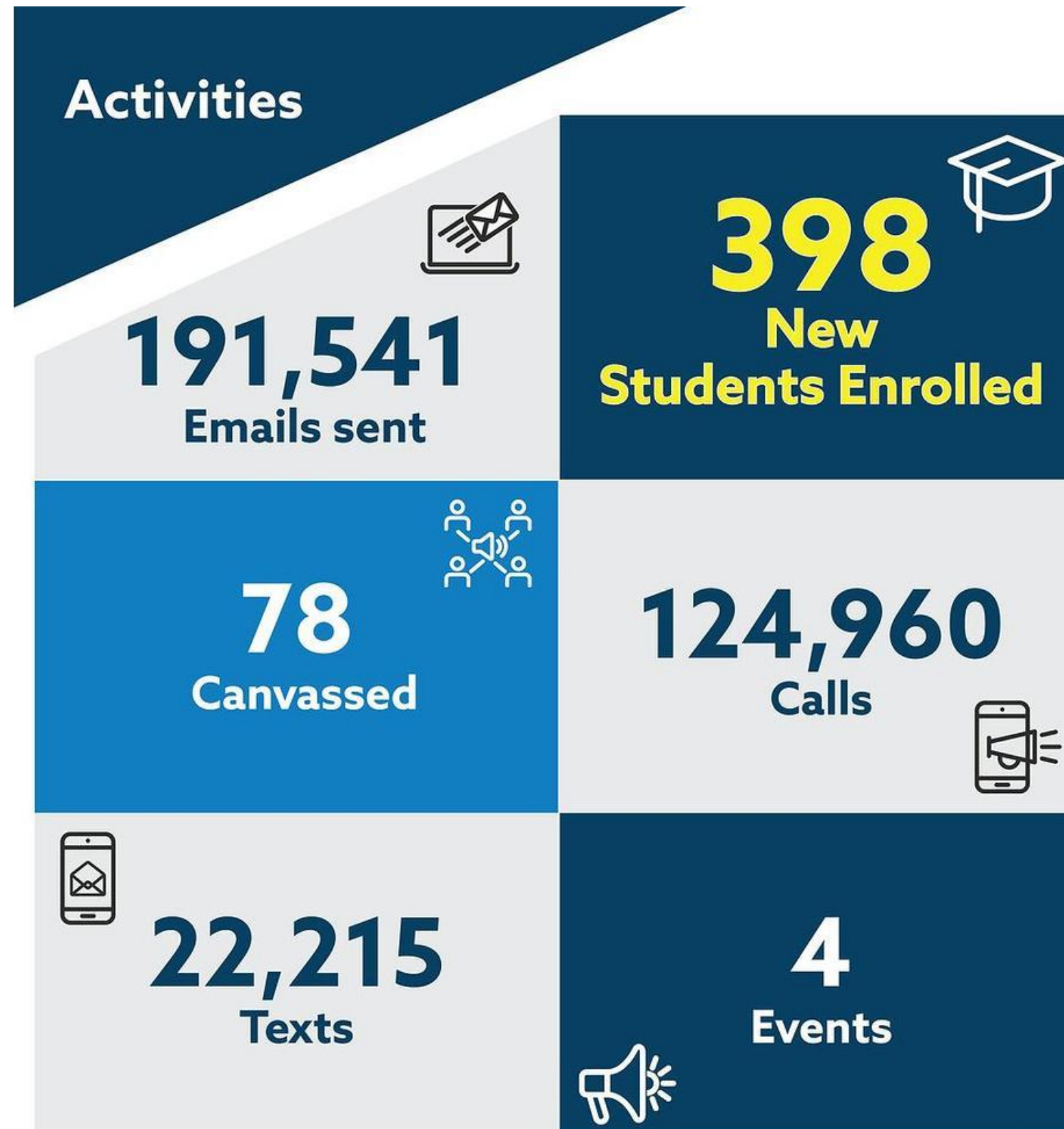
-  **Live Calls**
-  **Grassroots Team**
-  **Events**
-  **Text Messages**
-  **Email Blasts**

-  **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

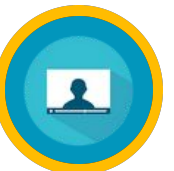
Increase Budget



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



**Draw Media Attention and
Coverage for Free**



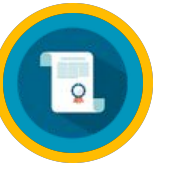
**Increase Return on Tax Payer
Investment**



**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



**WELCOME
TO THE TEAM**

CatsaK12
Exclusively for Public Schools



Contact Us



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