

Chronology of the Agenda Item

This request is established to address the concern of declining student enrollment and the loss of educational funding based on student attendance at private, charter, homeschool, and other educational institutions. The district proposes a partnership with CaissaK12, a national leader in student recruitment for public school systems, specializing in direct outreach, engagement, and enrollment recovery. CaissaK12 has a targeted approach to ensure that recruitment efforts are strategic, measurable, and aligned with district enrollment priorities.

The Agreement will be a one -year, performance-based contract not to exceed \$500,000.

Under this contract, the vendor CaissaK12 is agreeing to a 100% performance-based model, ensuring fiscal responsibility and eliminating financial risk to the district. DeKalb County Schools will pay CaissaK12 \$890 per student only after the student has been successfully enrolled, is actively attending, and is verified during the official Full-Time Equivalent (FTE) count. While the state provides approximately \$4,000–\$5,000 per student on average, total funding per student is significantly higher when local and federal sources are included, further increasing the financial benefit of each student recovered. This model creates an immediate positive return on investment and ensures that the district only pays for verified results, not effort or outreach activities.

The district has not used this vendor before. This request is for a one-year contract year, that may be subject to renewal based on performance.