



DeKalb County School District

STUDENT RECRUITMENT CAMPAIGN *Proposal*

Caissa K12

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STUDENT RECRUITMENT CAMPAIGN

CAMPAIGN GOALS

The primary objective of the recruitment campaign is to significantly boost student enrollment, which will, in turn, increase the district’s budget. This growth 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 goals 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 Recruitment Campaign?

The competition for students has reached unprecedented levels, and your District is prepared to leverage its competitive advantages to attract more families and boost student enrollment, and Caissa K12 is here to help do that. Recognizing that recruitment efforts often begin as early as preschool, districts have to be committed to initiating outreach with families of preschool and kindergarten-aged children. Additionally, with new families frequently moving into the area, it is essential to include them in targeted recruitment efforts, as they are often pursued by competing institutions.

Families are continuously evaluating educational options for their children, which makes students who have withdrawn from the District or never entered its feeder patterns prime candidates for re-engagement. By partnering with Caissa K12, the District will adopt a proactive approach to not only recruit students back but also engage families who may have previously bypassed your District altogether. This strategy ensures your District remains competitive and successfully grows its student population.

“Great customer service and branding begins within. And with Caissa’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 and recruited by the school 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 student recruitment efforts by tracking students by name or unique identification number to ensure they not only enroll but also attend and stay. The key to this “win-win” contract is ensuring we receive credit for the students we successfully recruit. Therefore, it is essential that the District uses its best efforts to assist in locating students and ensures we receive proper credit for our efforts.

Caissa K12 understands the significant risk and out-of-pocket expenses we incur to recruit students. In return, the District agrees to work with us to locate enrolled students who may have data reporting issues, such as misspellings or other common data entry errors. The District further agrees to provide us with access to enrollment data or to assist in locating students we have recruited. This collaboration is critical for the success of our performance-based contract.

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 student recruitment, Caissa K12 will recruit students based on the goals determined by the targets.

Tracking Results and Student Identification Numbers

We track our recruitment 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 recruited, 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 internet landing pages and marketing materials
- Review of the enrollment process
- Identification of priority target audiences
- 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 ensure 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

NEW STUDENT RECRUITMENT - PHASE 1

The campaign will prioritize grassroots and direct contact recruitment efforts, focusing on building personal connections with prospective families.

Our team is committed to amplifying the message and values that set your District apart, positioning it as the most desirable school choice in the area. By showcasing its strengths and reputation, we aim to enhance the District's standing as a thriving and successful institution, ultimately driving increased enrollment and generating more revenue. While creating buzz and excitement is important, our primary goal is to actively engage families, make the ask, and ensure students not only enroll but also attend the District.

Caissa K12 will collaborate closely with the District to develop impactful recruitment materials. Campaigns of this nature require flexibility, and we will tailor our strategies to meet the specific goals of your District. As the national leader in student recruitment campaigns, we will use our discretion to determine which strategies are most effective based on the target universe and the overall goals for the campaign. Our recruitment efforts may include, but are not limited to, the following elements: note that these campaign elements may evolve throughout the process as we continuously evaluate effectiveness and adjust our approach:

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

The success of our recruitment campaign is directly tied to the quality and accuracy of the student target lists. These lists, provided by the District or acquired through external sources, serve as the foundation for our outreach efforts. By identifying and engaging potential students from these lists, we can tailor our recruitment strategies to effectively bring them back into the District. Ensuring these lists are comprehensive and up-to-date is essential to maximizing enrollment and achieving the District's goals.

Public school districts experience continuous change due to growth and expansion within their communities. To ensure alignment with evolving enrollment needs, Caissa K12 will maintain open and ongoing conversations with the district. As the district's priorities shift, campaign targets can be adjusted accordingly. Additionally, Caissa K12 will receive credit for students residing in newly developed subdivisions that emerge during our recruitment efforts.

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-Approved Student Targets

Based on our discussions with the District, the recruitment campaign will target the following groups of students. Unless otherwise specified by the District at the time of engagement, all of the following

student categories will be included, and the District will be charged accordingly for successful recruitment from these groups:

- All students listed on the District provided student withdrawal data
- Any “No-Show” students identified by the District during the school year
- New families who have recently moved to the area
- Students zoned for the District who are not currently enrolled, including students who attend charter schools, homeschools, private schools, etc.
- In open enrollment districts, all students who are eligible to attend but not currently enrolled
- Pre-K and/or Kindergarten students who are not yet enrolled in the District
- Siblings of currently enrolled students who themselves do not attend but may be eligible to enroll

If the District wishes to exclude any of these target groups, this must be communicated before the start of the campaign.

District Provided Student List

The District agrees to provide three (3) years' worth of student withdrawal data, excluding any students who are currently enrolled at the time of the implementation stage of the student recruitment campaign. 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 student recruitment services.

The District may also provide Caissa K12 with contact information for students from competing school districts, expanding the pool of potential recruits. Additionally, Caissa K12 may utilize lists acquired from external sources, as well as engage families through the other recruitment methods mentioned earlier.

During the academic year, the District may also share “No-Show” lists with Caissa K12. “No-Show” students are defined as those who are enrolled by the District but have not yet attended school. We will work from these lists as provided and count these students as part of the recruited population under this contract.

Furthermore, we invest substantial resources in recruiting students from both the withdrawal and “No-Show” lists. It is therefore crucial that the District carefully reviews these lists to ensure no currently enrolled 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 withdrawal or “No-Show” names and those students enroll during the target year, Caissa K12 will receive credit for their recruitment.

Additional Target Lists

In addition to the District-provided withdrawal data, Caissa K12 may also acquire potential target lists from third-party sources or conduct Freedom of Information Act (FOIA) requests to obtain lists of other potential student targets. These lists are intended to broaden the reach of the recruitment campaign and maximize the potential for increased enrollment.

Once these lists are obtained, Caissa K12 will promptly provide them to the District for review. The District will have five (5) business days to remove any currently enrolled students from the list. If no edits or removals are communicated within that time frame, we will assume the list does not contain any current students, and recruitment efforts will begin.

This process ensures that our efforts remain focused on prospective students without disrupting the District's currently enrolled families.

To ensure success, the District agrees to provide us with timely updates on potentially recruited students, with lists provided on the 15th or 30th of each month to allow us to continue engagement with these families and ensure they attend school; in lieu of the district providing verified lists back within 15 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 Phase 1 and 2.

PHASE 2: “NO-SHOW” CAMPAIGN (Post-School Start)

Two to three weeks after the start of the school year, we will initiate Phase 2, the “No-Show” campaign. This campaign targets students who registered for school but did not attend. The “No-Show” campaign will run until October 31st unless the District requests an extension.

The campaign will begin once the District provides Caissa K12 with an initial list of “No-Show” students for outreach. This campaign targets students who registered for school but did not attend. We will employ similar outreach methods, including live calls, texts, door knocking, and other methods, to encourage attendance. If a student from this list begins attending the District, Caissa K12 will receive credit for their enrollment.

To ensure success, the District agrees to provide us with timely updates on “No-Show” students, with lists provided on the 15th and 30th of each month (and more frequently if possible) to allow us to continue engagement with these families and ensure they attend school; in lieu of the district providing verified lists back within 15 days, the district can provide Caissa K12 with limited access 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 recruitment activities aimed at increasing 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.

In the event that a Caissa K12 link is not embedded on the District's official webpage, Caissa K12 may create a separate landing page to gather information and engage with families. This landing page will serve as a portal to collect feedback from parents once the outreach phase is underway, ensuring that Caissa K12 can effectively track engagement and results.

SAFETY & SECURITY

Protecting student data is our highest priority throughout the recruitment 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.

Caissa K12 Employees

Background Checks: Caissa K12 agrees that, pursuant to Tenn. Code Ann. § 49-5-413 requires any employee(s) having direct contact with the district-provided student data and those interacting with families to submit to a fingerprint-based background check, conducted by the Tennessee Bureau of Investigation or the Federal Bureau of Investigation. Caissa K12 further agrees to require such employee(s) to submit to a drug test.

CAMPAIGN TIMELINE

Student Recruitment Campaign activities will begin on a date to be determined by the district and will continue through the first two weeks after the start of the school year. If there are no revisions, we anticipate starting implementation on the date indicated by the district. Activities for the No-Show Campaign will begin two to three weeks after the start of the school year and will run for approximately 45 days after the first day of school.

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.

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.

CAMPAIGN MAINTENANCE

Six Weeks After Campaign Start: Hand-Off and Pricing Process

Approximately six weeks after the campaign begins, we will initiate the Hand-Off Process, which occurs every 30 days, typically on the 15th or 30th of each month, depending on the district's

preferences. During this process, Caissa K12 will submit a group of micro-commitments to the District for verification on a monthly basis. These are families who have initially agreed to enroll in the District, which may include families who have expressed interest, begun enrollment, or completed enrollment.

The District plays a critical role in this partnership by informing Caissa K12 of which families have completed or started the enrollment process. This allows us to assist families in completing their enrollment and ultimately attending school.

The District will have 15 days following each reporting period (15th or 30th) to notify Caissa K12 of any barriers to enrollment for these families, such as missing paperwork, signatures, or incomplete forms. The District will communicate these barriers through the agreed-upon software or method. Caissa K12 will then reengage with the families who have not completed enrollment to help complete their enrollment.

If the District does not notify Caissa K12 within the 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. If the District does not notify Caissa K12 within the 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 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.

Bi-Weekly Meetings for Progress Monitoring

To ensure smooth progress and have the ability to make necessary adjustments, Caissa K12 and the District will hold bi-weekly meetings throughout the campaign. These meetings will ensure that all parties are aligned and that any issues are promptly addressed. Our tracking software will help both the District and Caissa K12 collaborate effectively, ensuring that every engaged family has the necessary resources to complete their enrollment in the District.

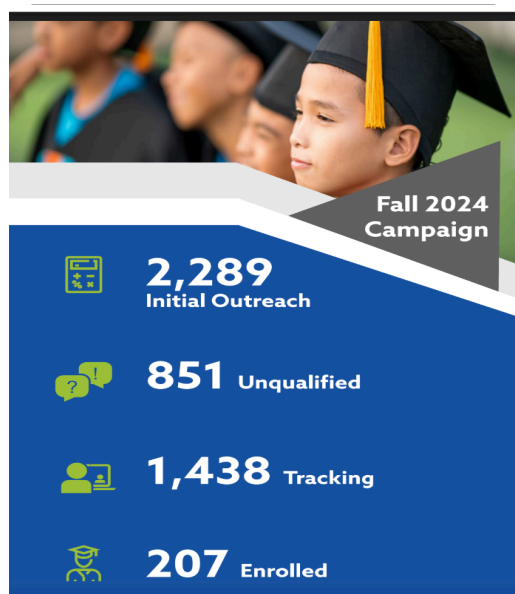
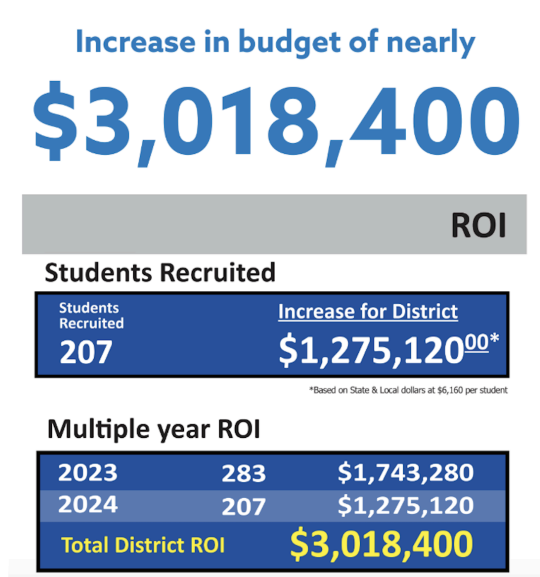
30 Days After the Start of School: Invoicing and Wrap-Up Report

Thirty (30) 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 REPORTS

At the completion of **Phase 1** and **Phase 2** of the recruitment 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 recruitment 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 recruitment 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. Recruitment will be conducted from the beginning date until May 2027. This Agreement has the option for renewal after the initial term is complete, unless terminated earlier pursuant to the Term of this Agreement or extended by mutual agreement of the parties.

Fiscal Year and School Year Considerations

Caissa K12 recognizes that the District's fiscal year and the school year may not always align with the contract Term. As a result, it is possible that the contract Term may end before the start of the school year. However, due to the nature of our work and the 100% guarantee, the District agrees to continue working with Caissa K12 according to the recruitment timeline outlined above, regardless of the contract Term's end date; and in such event, the Term shall automatically extend through the beginning of the school year to allow us to complete the campaign. The District further agrees to pay Caissa K12 for services rendered according to the timeline and the Terms of this Agreement.

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 recruiting 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 recruitment campaign Term, the District agrees to the following scaled 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 potential new students who are in the recruitment pipeline, allowing the District to continue its own recruitment 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. The remainder of the fee is due upon the successful completion of the campaign. Since this is a performance-based contract, Caissa K12 is compensated based on the students we successfully recruit to attend the District.

For students enrolling in the campaign school year outlined in this agreement, Caissa K12 will receive credit and invoice for those who enroll and attend as a result of our recruitment efforts. To be counted, students must attend for **30** days. Once this requirement is met, Caissa K12 will be credited for those students.

In addition, Caissa K12 will follow the aforementioned hand-off procedure when submitting invoices. If there are any students that the district does not indicate have a barrier to enrollment within the 15-day reporting period, Caissa K12 will also invoice for these students.

In these campaigns, time is of the essence. In order to receive our services at the listed price per student, Caissa K12 must have the verified list of recruits no later than 15 days after the required attendance period. If data is delayed after 15 days, the price increases to 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.

OUR EXPERIENCE

We specialize in tailoring to the needs of public school districts and their students. This expertise allows us to focus on what matters most related to growing and sustaining your student body, in addition to creating and maintaining a collaborative workforce culture. By conducting extensive research, we've successfully worked with districts in small, urban, and large districts. Here is a sampling of the districts we have worked with:



KEY FEATURES & PRICING

Tasks	Percentage of Total Student Recruitment 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%
<p>Setup Fee and Final Billing Adjustment</p> <p>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.</p> <p>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.</p>	<p>\$24,800</p> <p><i>Waived if signed by May 29, 2026</i></p>
Maximum number of authorized students allowed to recruit	
TOTAL PER STUDENT PRICE:	\$890

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 March 17, 2026, by and between Caissa K12, a Tennessee Limited Liability Company with offices at 5100 Poplar Avenue, Suite 1720, Memphis, TN 38137, and Dekalb County 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

Dekalb County School District

By: _____

By: _____

Signature:

Signature:

Authorized Personnel & Title:
Adrian Bond, President, Caissa K12

Authorized Personnel & Title:

Date: _____

Date: _____

Caissa Sole Source Provider

Section I. Introduction/Background

Caissa K12 is the sole source/vendor IN THE NATION that recruits students back to public schools utilizing grassroots strategies and community resources.

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 actually 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.

OUR RESULTS OUR PROVEN, and our student recruitment strategies are tailored for your district and always guaranteed!

Through our years of interventions to help schools shine, Caissa K12 has created a comprehensive methodology we want to fit *your* needs to help your district grow. Our YEARS OF EXPERIENCE in the world of education and strategy have produced critical insights and best practices on the skills necessary to edge out your competition.

We know what you're up against. Caissa K12's targeted approach to student recruitment is a winning methodology we want to share with you.

Our strategy is customized for the individual needs of your district. We act as a research resource to help you find the recruitment challenges your district faces and identify opportunities to overcome them. We work hard to find what sets you apart from competitors and how your strengths can meet the needs and reflect the values of the families you serve. We want you to continue to win and grow.

We do the work to understand your needs, and we want to develop your district through student GROWTH THAT SUPPORTS YOUR BOTTOM LINE.

Section II. Sole Source Language

1. Caissa K12 fits the category of a sole source vendor or non-competitive vendor due to the eccentricity of the services offered by Caissa K12. Caissa K12 is the only company in the nation to offer student recruitment services utilizing grassroots strategies and community resources while charging a per-pupil fee in its pricing that allows traditional public school districts to only pay for results. Every dollar spent in this student recruitment campaign is spent on students who are either returning or attending the district for the first time. This is not a marketing or advertising campaign where districts spend money up front in hopes of landing students whereas, the district realizes a no-risk guarantee due to the pricing structure Caissa K12 provides by only charging the per pupil fee for those students ultimately recruited. The fact that Caissa K12 is a non-competitive/sole source vendor, makes the solicitation for other vendors or “competitors” unnecessary and ineffective.

2. The circumstances identified below will support the procurement of Caissa K12 sole-source services:
 - a. Caissa K12’s uniqueness of services, exclusively for public schools, includes general student recruitment, reclaim student recruitment, retention student services, retainment student services, No Show student campaigns, truancy campaigns, a variety of activity communication campaigns, Secret Shopping (internal or competitive), Customer Service Training - *Specialist and Expert levels available* (Front office and staff), Customer Service Training *Specialist and Expert levels available* (Teachers), Customer Service Training *Specialist and Expert levels available* (Principals and Admin), Caissa K12 Institute of Excellence courses for Professional Development, etc.

 - b. Caissa K12 has determined that their services are only available from Caissa K12 through market survey results, independent agency research, RFPs, and

RFQ responses within the 8 years of operating the K12 space. Other companies such as Marketing, PR, and Advertising agencies have responded to RFPs/RFQs but their pricing was based on a budget cost that the district will either pay in advance or at the conclusion of a student recruitment campaign while providing no guaranteed results within this contract. Caissa K12, in these instances, has been the only provider to quote service based on a per-pupil funding model of students that Caissa K12 ultimately recruited.

- c. With the current trend of student withdrawals from public schools throughout the nation, it is imperative to utilize Caissa K12 as a recruitment, retention, activity, secret shopper, professional development, and/or all other areas of expertise to not only secure funding for the district but to also put public schools back into the light they deserve to be in. Caissa K12 specializes in promoting the values and vision of its clients' districts and markets the aspects of a district that attract parents to enroll and stay in a client's district. Caissa K12's knowledge and expertise in their specialties, high responsiveness, and student recruitment results further support the need for Caissa K12's services.

3. Potential clients will determine if this clause is applicable or not; Depending upon the deficit in student enrollment and/or district withdrawal rate/percentage, Caissa K12 services may be a resource for potential crises via enrollment or other avenues that will benefit from a Caissa K12 service(s). Considering the required infrastructure period, Caissa K12 is able to provide a proposed timeline of recruitment efforts upon receipt of a fully executed partnership agreement. As research shows, there is no alternate contractor that would be able to reach the same level of success and effectiveness in recruiting families back to public schools and potentially being able to contribute hundreds of thousands of dollars to their budget, all while taking no risk to engage in this type of campaign.

Section III.

We know what you're up against. Caissa K12's targeted approach to student recruitment is a winning methodology we want to share with you. We believe in our partnerships and those values help us learn what is truly best for your district.

Our strategy is customized for the individual needs of your district. We act as a research resource to help you find the recruitment challenges your district faces and identify opportunities to overcome them. We work hard to find what sets you apart from competitors and how your strengths can meet the needs and reflect the values of the families you serve. We want you to continue to win and grow.

We do the work to understand your needs, and we want to develop your district through student GROWTH THAT SUPPORTS YOUR BOTTOM LINE.