

In partnership with

**Catsa K12**

Exclusively for Public Schools



[www.WeRecruitStudents.com](http://www.WeRecruitStudents.com)



ATLANTA  
PUBLIC  
SCHOOLS

# Enrollment Increase & Stabilization Report 2025

# CONTENT

**Welcome** 2

**Executive Summary** 3

**Campaign Team** 5

**District Leadership** 6

**Why Run A Student Recruitment Campaign?** 7

**How Phase 1 & 2 Increase & Stabilize Enrollment** 12

**Phase 1 Activities** 16

**Phase 1 Results** 18

**Phase 2 Activities** 20

**Phase 2 Results** 21

**Parent Feedback** 24

**About Caissa K12** 27

# WELCOME

## Atlanta Public Schools

With more families exploring options like charter schools, virtual learning, homeschooling, and private education, the competition for student enrollment is more intense than ever. At Caissa K12, we believe public schools offer a strong, well-rounded educational experience—and families deserve to clearly understand the value of choosing public education.

To support that mission, Atlanta Public Schools partnered with Caissa K12 to launch a student recruitment campaign focused on showcasing the value of public education, guiding families through the enrollment process, and ensuring students not only show up—but stay. Caissa K12 specializes in increasing and stabilizing enrollment exclusively for public school districts.

In collaboration with the district's team, we focused our efforts on recruiting and returning students for the start of school, Fall 2025. As a result of these joint efforts, we successfully brought back over 250 students—driving an estimated \$2,302,500 increase in district funding.


# EXECUTIVE SUMMARY

Districts face ongoing challenges like attracting new students, competing school options, and engaging families early in their enrollment journey.

Running a recruitment campaign is an innovative strategy to help your district attract and enroll students, grow district resources, and build strong, lasting relationships with families.

## Campaign Goals:

- Increase student enrollment
- Strengthen family engagement from the start
- Promote district programs and offerings
- Understand family priorities when choosing a school

 Students Recruited	ROI
<b>Phase 1</b>	
Students Recruited <b>157</b>	<u>Increase for District</u> <b>\$1,445,970<sup>00*</sup></b>
<b>Phase 2</b>	
Students Recruited <b>93</b>	<u>Increase for District</u> <b>\$856,530<sup>00*</sup></b>
<small>*Based on State &amp; Local dollars at \$9,210 per student</small>	
<b>Combined Total</b>	
<b>\$2,302,500</b>	

# DISTRICT TAKEAWAYS

## 1. Improved Enrollment Outcomes

- Engaged over 250 students back into district schools
- Reduced No Show students compared to prior years

## 2. Actionable Data & Insights

- Delivered verified student/parent contact information
- Identified key drivers of attrition (charter school competition, customer service issues, relocation)

## 3. Enhanced Family Engagement

- Multi-channel outreach: calls, texts, emails, in-person events
- Strengthened district-family communication and trust

## 4. Strategic Recommendations

- Launch outreach earlier for greater impact
- Maintain ongoing contact with at-risk families



# CAMPAIGN TEAM

## TEAM MEMBERS

### District Team



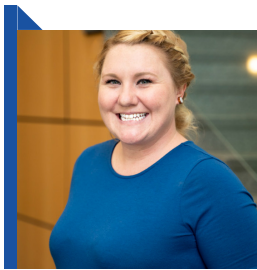
**Erica Long**  
Chief of Policy



**Jasmine Mosely**  
Media Relations Manager



**Cory Edwards**  
Director of Student  
Assignment & records



**Diana Larsen**  
Student Assignment  
Coordinator



**Sara Fisher**  
District Central Registrar

### Caissa K12 Leadership



**Brian J. Stephens**  
Partner / CEO



**Adrian Bond**  
Partner / President  
Caissa K12



**Rashai Holmes**  
Director of Client  
Management Caissa K12



**Jametria Williams**  
Director of Operations



**Paige Walkup**  
Partner / President



**EmaDella Conners**  
Partner / Chief  
Operations Officer



**Krista Scott**  
Director of  
Communications



**Jasmine Pena**  
Operations Manager

# DISTRICT LEADERSHIP



**Dr. Bryan Johnson**  
Superintendent

## Board Members



**Erika Mitchell**  
District 5  
Chair



**Jennifer McDonald**  
District 4  
Vice President



**Katie Howard**  
District 1



**Aretta Baldon**  
District 2



**Ken Zeff**  
District 3



**Tolton Pace**  
District 6



**Alfred "Shivy" Brooks**  
AL Seat 7



**Cynthia Briscoe Brown**  
AL Seat 8



**Jessica Johnson**  
AL Seat 9

# WHY RUN A STUDENT RECRUITMENT CAMPAIGN



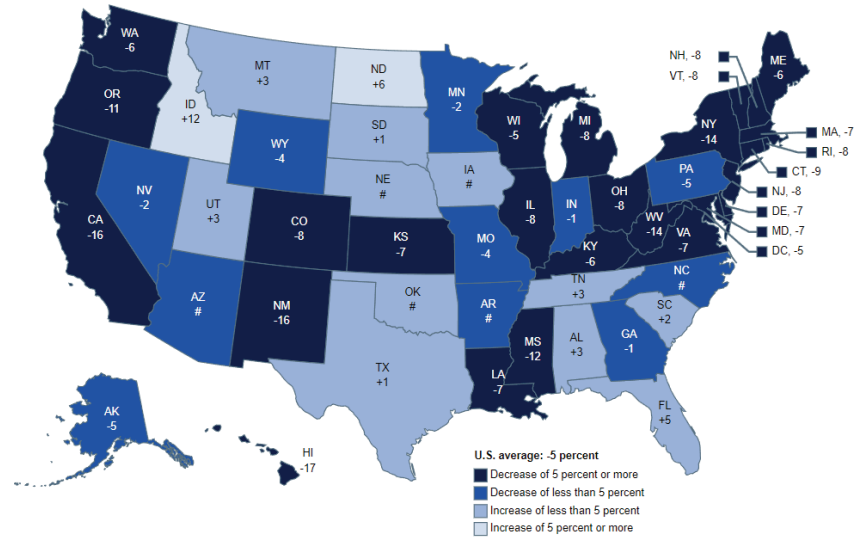
Courtesy of APS

# COMPETITION FOR STUDENTS IS AT AN ALL-TIME HIGH. YOUR SCHOOL MUST COMPETE.

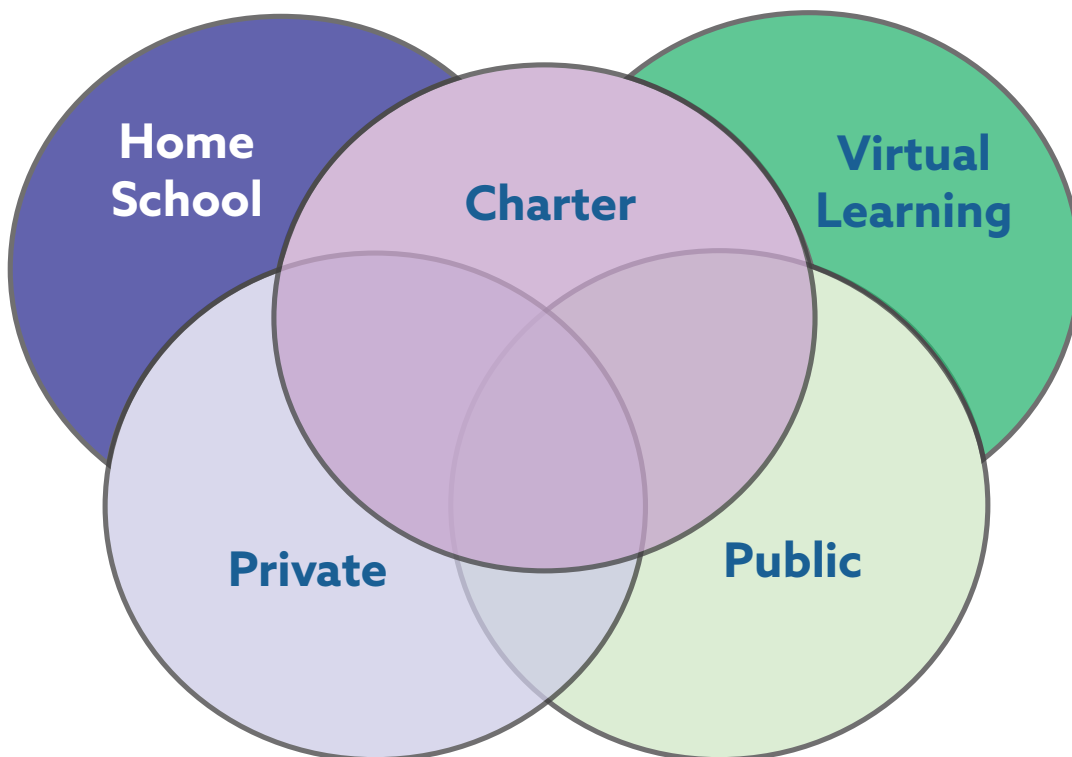
## Projected percentage change in public elementary and secondary school enrollment, by state: Fall 2021 to Fall 2031

NOTE: U.S. average is for the 50 states and the District of Columbia. Projected enrollment data are not available for the other U.S. jurisdictions. Data includes both traditional public schools and public charter schools: Includes imputations for non-reported pre-kindergarten enrollment in California and Oregon for Fall 2021. Projections in this figure were calculated after the onset of the coronavirus pandemic and take into account the expected impacts of the pandemic. Percent changes are calculated and categorized using unrounded data.

SOURCE: U.S. Department of Education, National Center for Education Statistics, Common Core of Data (CCD), "State Nonfiscal Survey of Public Elementary/Secondary Education," 2021-22; and State Public Elementary and Secondary Enrollment Projection Model, through 2031. See Digest of Education Statistics 2022, Table 203.20.



## Competitors



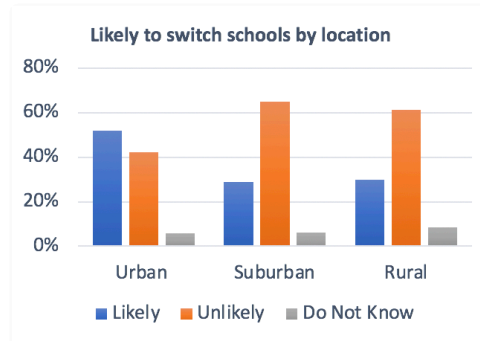
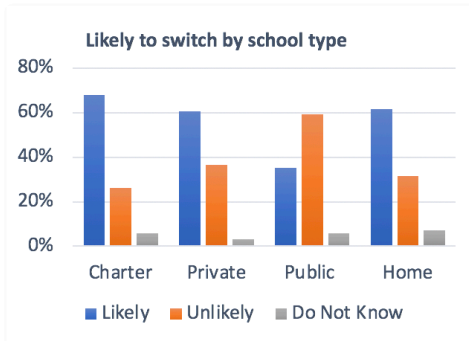
# 7TH ANNUAL STUDENT RECRUITMENT & RETENTION REPORT

## 2024-2025 NATIONWIDE POLL OF K12 PARENTS

### Parents Considering Changing Schools Next Year

**40%**

of parents are likely to consider switching schools next year.



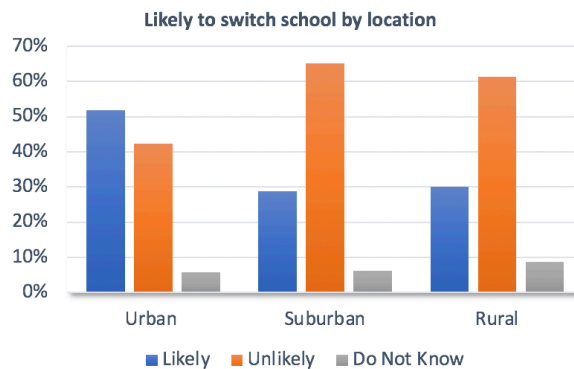
Q9 How Likely are you considering switching schools for your child in the next year?

Cal-saK12

### 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?

Cal-saK12

# BENEFITS OF OUR PROVEN PROCESS



**Increase budget**



**Increase employee engagement, morale, and retention**



**Draw media attention and coverage for free**



**Increase return on taxpayer investments**



**Increase student engagement and brand loyalty**



**Attract new business partners and relationships**



**Generate recognition for internal team**



**No Risk Guarantee**

# CAISSA K12 NO RISK GUARANTEE

## Guaranteed Results \* First Year Returns \* No Infrastructure Needed

There is a reason we are the nation's leader in 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 attend class.

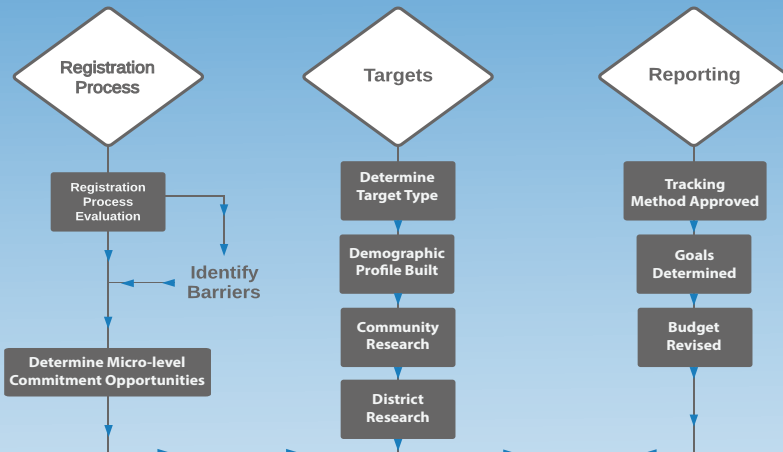
We **DO THE WORK** for your district and provide personal service beyond just another application or dashboard. Our strategically-minded team delivers more than a plan; we implement a diverse range of tools that showcase your district's assets and get students back in your classrooms. In partnership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

# HOW PHASE 1 & 2 INCREASE & STABILIZE ENROLLMENT

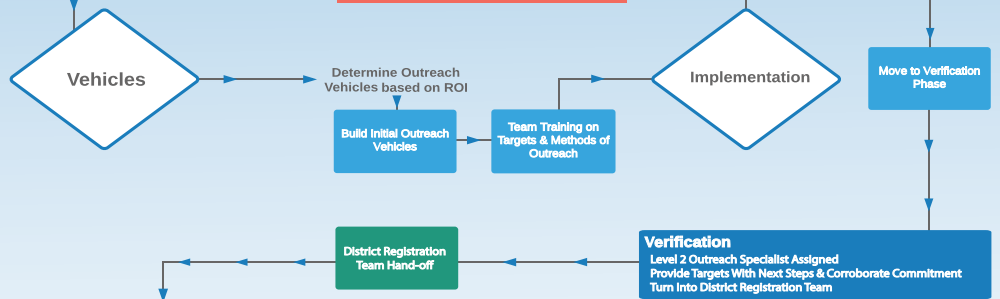


# CAMPAIGN METHODOLOGY

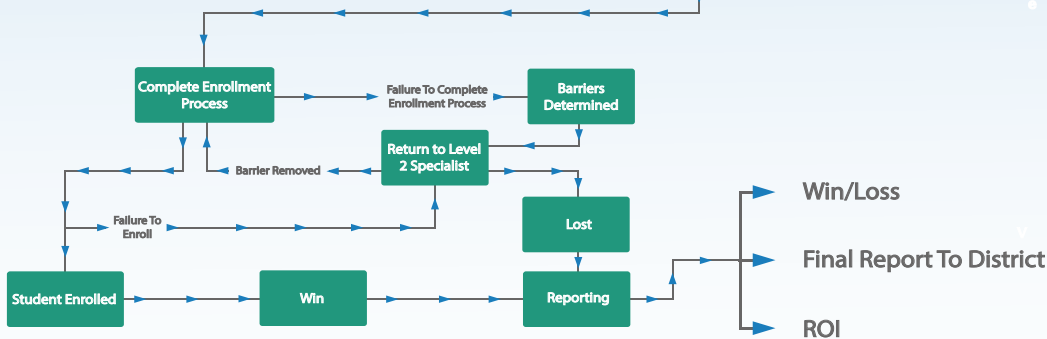
## Discovery Phase



## Outreach Phase



## Tracking Phase



# CAMPAIGN VEHICLES



Targeted Ads



CRM Tracking



Events



Canvassing



Mail



Training



Targeting



Grassroots Team



Collateral



Emails



Calls



Social Media



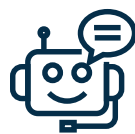
Earned Media



Registration  
Improvements



Proprietary  
Scripts



Artificial Intelligence

# PHASE 1: STAGES

## Initial Outreach

This figure represents the total number of potential students in your area that we've contacted as part of our campaign. From the initial outreach, we engage each family to determine the best path to enrollment. As we connect with families, we refine our list by removing those who are ineligible for recruitment.

## Unqualified

Students are categorized as unqualified if they:

- Are already enrolled in the district
- Have moved outside district boundaries
- Have opted out of communications
- Declined engagement
- Indicated they are satisfied with their current non-district school

## Micro Commitments

Families in this group have expressed clear interest in returning to the district and have confirmed they've taken some steps to complete the enrollment process. These are considered strong leads progressing toward full registration.

## District Verified Enrollment

This number reflects the students we successfully recruited who have completed enrollment and are officially enrolled in the district. We had direct interactions with these families and were able to guide them through the decision-making process, sharing the many reasons why public education is the right fit for their child's success. These verified enrollments are the result of targeted, personal outreach and a deep understanding of what matters most to families.

# 157

## Students District-Verified

(Phase 1 Only)



Fall  
2025



**13,564**  
Initial Outreach



**4,476** Unqualified



**1,335** Tracking



**157** Enrolled

# PHASE 1: ACTIVITIES



**45,957**  
Emails sent

**157**  
New  
Students Enrolled



**816**  
Canvased

**21,431**  
Calls



**5,425**  
Texts



**8**  
Events

## Additional Outreach

Direct Mail  
Thank You Emails  
Earned Media  
Traditional Media  
Training

Digital Ads  
Social Media  
Community Outreach  
List Surveying  
Registration Improvements

# PHASE 1: RESULTS

## Atlanta

## Public Schools

Increase in budget of

# \$1,445,970



# ROI

## Students Recruited

# 157

Increase for District

# \$1,445,970<sup>00</sup>\*

\*Based on State & Local dollars at \$9,210 per student

# PHASE 2: REPORTING CATEGORIES

Phase 2 (No Show) of Caissa K12's Student Recruitment Campaign is the phase where our team re-engaged families who had registered but didn't attend the first day(s) of school. We reached out through calls, texts, and emails to identify and overcome barriers like transportation, homelessness, or family hardships. Thanks to these personalized efforts, we were able to recover a significant number of families by helping finalize enrollment and ensuring students didn't miss out on their educational opportunities. This phase not only strengthened district numbers but also demonstrates the power of targeted, personalized outreach, turning potential barriers into meaningful wins for your students and communities.

Data for No Show Campaigns are segmented into the following categories:

- 1. District Provided**
- 2. We Are No Longer Attending**
- 3. My Child Is Sick & Will Be Returning**
- 4. My Child Is Refusing To Attend**
- 5. We Are Having Transportation Issues**
- 6. My Child Is Now Attending**
- 7. Needs Help**
- 8. Bad Data**

# PHASE 2: ACTIVITIES



**170,012**  
Emails sent



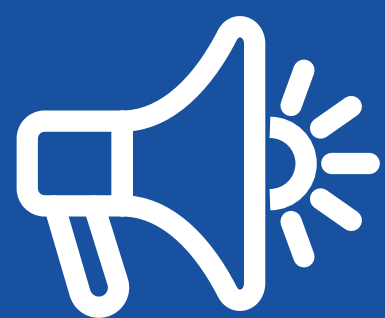
**93**  
Students located



**1,317**  
Calls



**2,195**  
Texts



## Additional Outreach

Direct Mail  
Thank You Emails  
Training

Digital Ads  
Social Media  
List Surveying  
Community Outreach

# PHASE 2: RESULTS

## Atlanta Public Schools

Increase in budget of nearly

**\$857,000**



**ROI**

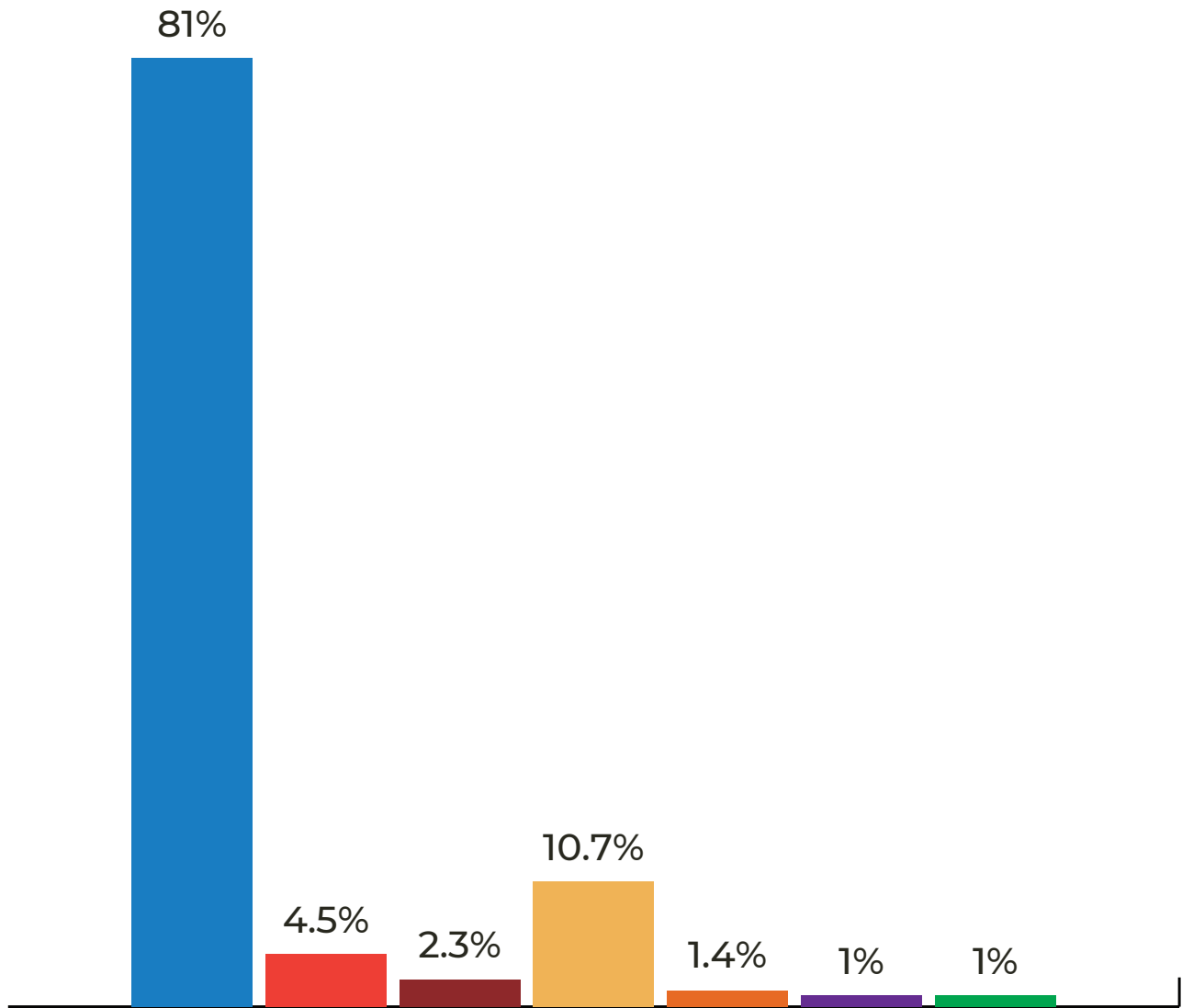
### Students Returned to District

**93**

Increase for District  
**\$856,530<sup>00</sup>\***

\*Based on State & Local dollars at \$9,210 per student

# BREAKDOWN OF FAMILIES CONTACTED



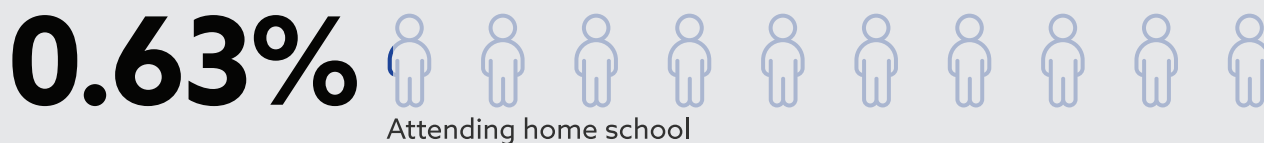
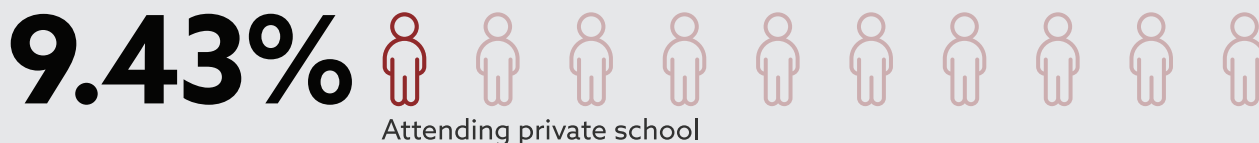
- We are no longer attending (81%)
- Needs Help (4.5%)
- My child is sick (2.3%)
- Child is now attending (10.7%)
- Not a working number (1.4%)
- Child refusing to return (1%)
- Transportation issues (1%)

Within the category of “We are no longer attending,” we track where your students have been and have compiled the following breakdown to provide a deep dive into where these students have been, where they are going and the reasons behind their departures.

This breakdown highlights patterns and helps us better understand the overall impact on enrollment, while also pointing to areas where additional outreach or support may be needed.

## Where are your students going?

(Excludes families who reported their student was sick)



# PARENT FEEDBACK



Courtesy of APS

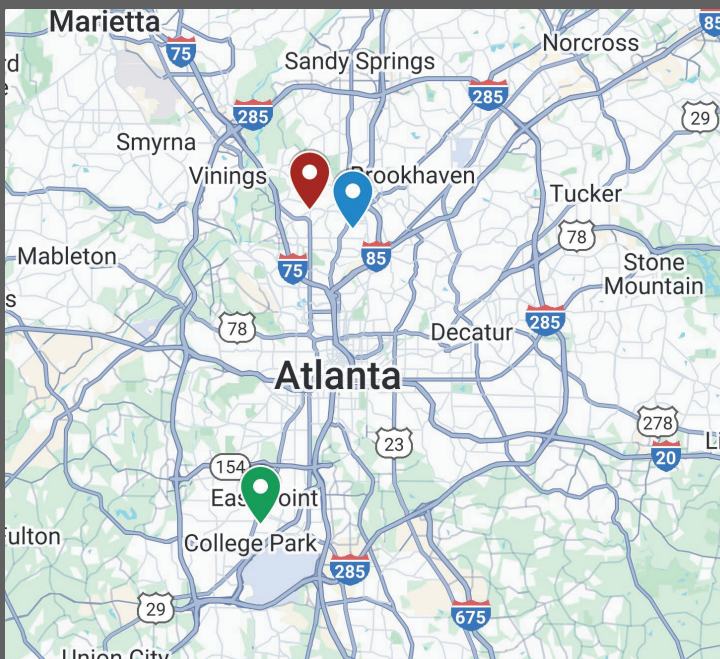
# PARENT FEEDBACK PHASE 1 & 2 TOPLINES

## Top Reasons Why Parents Joined

- Academic Opportunities
- Reputation and Resources
- School Culture and Diversity

## Top Reasons Why Parents Left

- Bullying
- Enrollment Issues
- Academic Challenge



## Top 3 Competitors

- Atlanta International School
- Atlanta Classical Academy
- Woodward Academy

# DIRECT PARENT FEEDBACK: PHASE 1 & 2

I had no idea that APS had so much to offer, that's why you can't rely on the words of other people because I am so happy with the school my child got into. We never should have left.

My child was bullied and there was no one who cared, from the teachers, to the administrators, the counselors barely gave me attention to my child being bullied.

# ABOUT CAISSA K12

There are many complex reasons why families choose a traditional public school district—and data points like test scores and graduation rates only reveal part of the picture. At the core of most decisions is something more personal: people are drawn to schools that tell a compelling story, reflect their values, and feel like the right fit for their child.

Students and families gravitate toward schools that offer strong culture, unique programs, and meaningful connections. Every district has a powerful story to tell—and at Caissa K12, we help you uncover and amplify it.

With decades of experience and research-based strategies, our team designs customized campaigns that showcase your district's greatest strengths. We go beyond traditional marketing by treating recruitment and retention as a whole-community effort involving educators, families, school staff, and leadership. While we offer a suite of core services, we believe that the most impactful campaigns are holistic—built in collaboration and executed with intention.

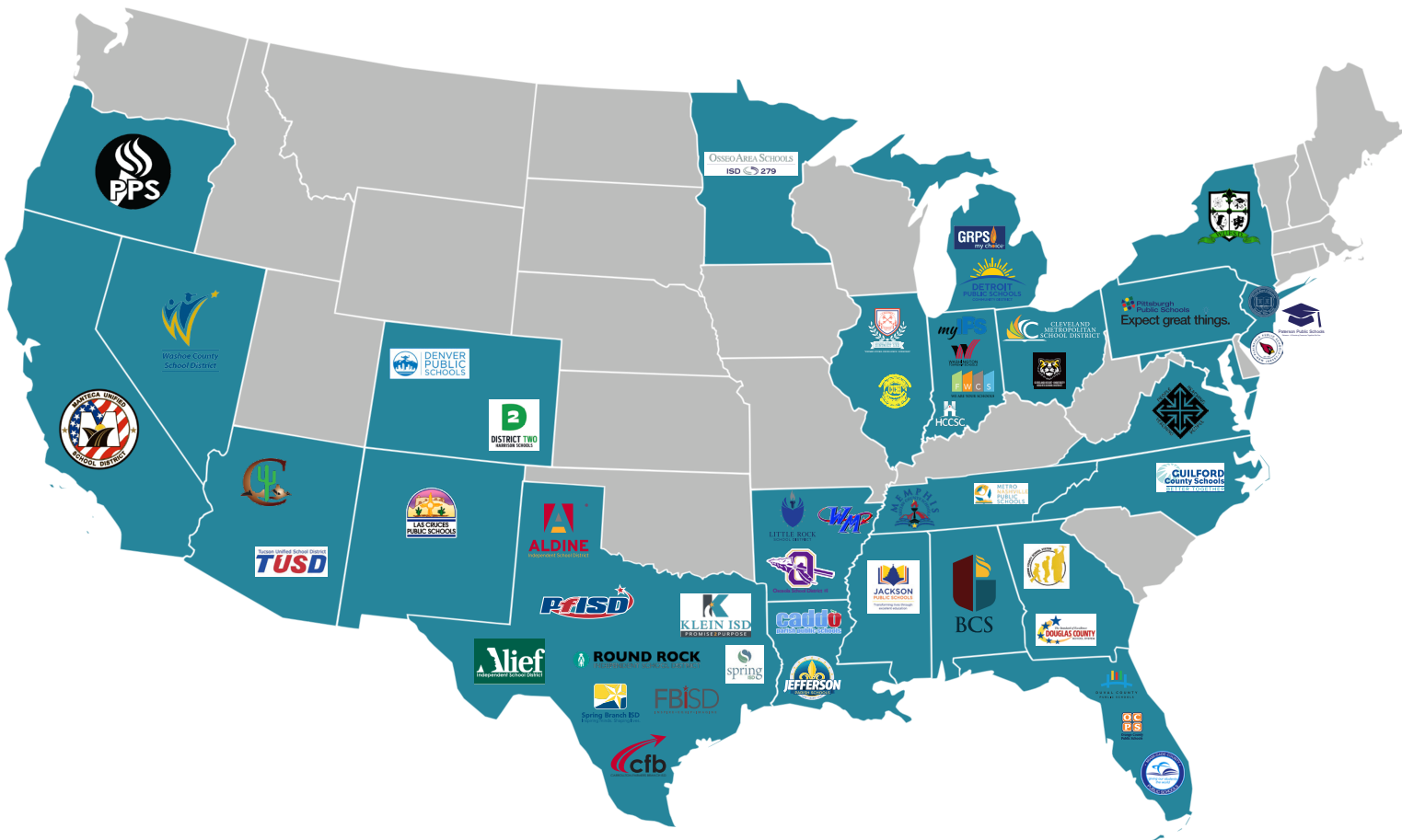
We don't just hand over a strategy—we partner with you to bring it to life.

## [Our Mission](#)

We exist to ensure every student is in school, engaged, and empowered to prepare for a successful future. We are committed to promoting the highlights of public schools' educational environments where attendance is valued, students feel connected, and every learner is equipped with the tools they need to thrive.

# WE HAVE EXPERIENCE ACROSS THE COUNTRY

Our teams bring the results to you



## OUR SERVICES



**Professional Development Training**



**New Student Recruitment**



**Secret Shopper**



**Chronic Absenteeism**



**Strategic Communications**



**Retain Students**



# Join Forces With The Nationally Recognized Leader

Featured by the nation's leading outlets. Trusted by the boldest districts.

**The  
New York  
Times**

## *Public Schools Try to Sell Themselves as More Students Use Vouchers*

A decline in the number of children and rise in the number of choices has created a crisis for public schools. Some are trying new strategies to recruit students.

**northjersey.com**

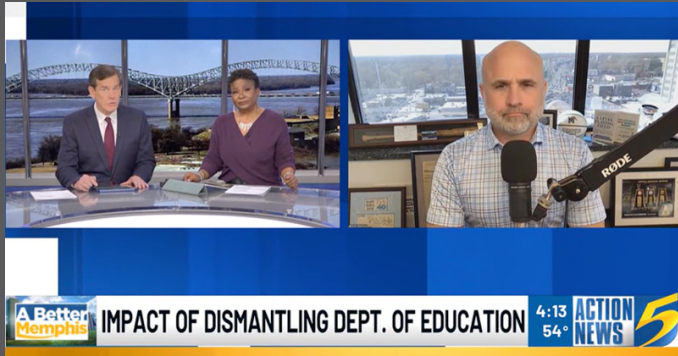
PATERSON PRESS

**Paterson schools ready to start  
recruiting students from charter  
schools. Here's how**

**BIRMINGHAM CITY SCHOOLS INCREASES ENROLLMENT  
FOR 2024-25 SCHOOL YEAR**

ALABAMA  
**DAILY NEWS**

**Arkansas Democrat & Gazette**  
Little Rock school enrollment 'best in  
years,' district official says



## **School districts hire consultants to recruit students as they face enrollment crisis: report**

Communications firm Caisa K12 amassed over 100 district clients, NY Times reported



## **Districts considering 'headhunting' service to retain and recruit students**

**WISHTV.COM 8**

**As students left, IPS leaders paid COVID aid to a  
company to get them back**



# There is a reason we are the nation's leader in running student recruitment campaigns.

## 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 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 ARE PROVEN** and our student recruitment strategies are tailored for your district and always guaranteed!

## Contact Us



**Brian J. Stephens**

CEO

Brian@caissaps.com



**Adrian Bond**

President Caissa K12

Adrian@caissaps.com



(901) 522-1030



[www.caissak12.com](http://www.caissak12.com)



[info@caissaps.com](mailto:info@caissaps.com)



@LawyerBJS



5100 Poplar Ave Suite 1720  
Memphis, TN 38137

1875 I Street, NW 5th Floor  
Washington, DC 20006