

What Your Competition Is Doing To Recruit Your Students

*And What You Should Be Doing
About It*

Brian J. Stephens

Cal-sa K12
We Recruit Students





the **DIFFERENCE** *is* **SUCCESS**

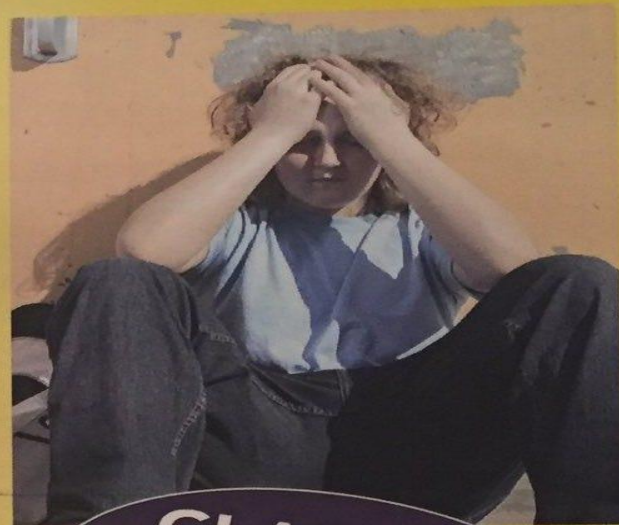
APPLY ONLINE TODAY!
SuccessAcademies.org/2012

12 **FREE** PUBLIC CHARTER SCHOOLS ACROSS NYC

Teen busted by Liberty HS Officials with more than \$3,000 worth of heroin and cocaine.

Source: September 15, 2015. The Morning Call

Why worry about this type of student at school?
Come visit Arts Academy Charter School.



**CLASSES
ALMOST
FULL!**

NOW ENROLLING GRADES 6 - 12

WWW.INNOVATIVEARTSLV.COM

610-403-1111

ARTS ACADEMY
330 HOWARD
CATASAUQUET, NJ

Mr K
1425
Beth



Diet device:



Snack on some candy about an hour before lunch.

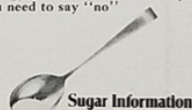
Sugar's quick energy can be the willpower you need to eat less.

Surprise! Sugar isn't a bad guy.
The sugar in a soft drink or ice
cream cone, shortly before
mealtime, turns into energy fast.
And that energy could be just
the energy you need to say "no"

to those extra helpings at mealtime.

That's why sugar is a good guy.

Surprise!
Sugar . . . only 18 calories per
teaspoon, and it's all energy.



Sugar Information

Diet tip:



Nibble on a cookie about an hour before lunch.

Sugar keeps your energy up—and your appetite down.

Willpower fans, the search is over!

And guess where it's at? In sugar!

Sugar works faster than any
other food to turn your appetite
down, turn energy up.

Spoil your appetite with sugar,
and you could come up with

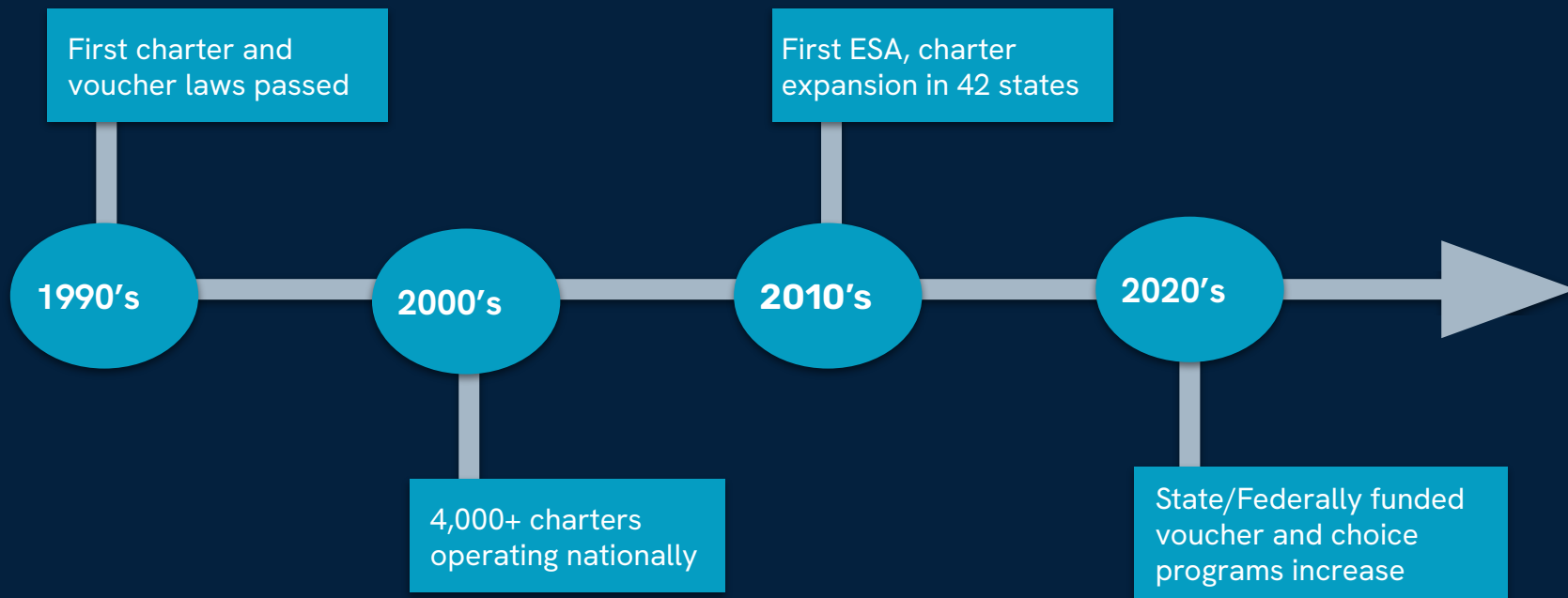
willpower—the willpower you need
to eat less, and maybe even
weigh less.

Sugar . . . only 18 calories per
teaspoon, and it's all energy.



Sugar Information

General Post Office Box 94, New York, N.Y. 10001



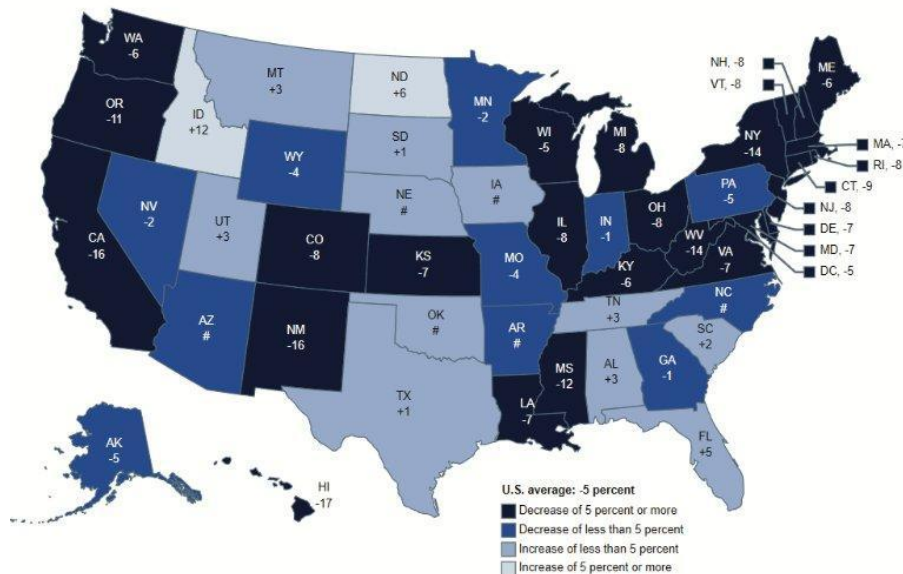
SECTION 02

Why run a campaign.



The competitive landscape every district now faces — and what families are telling us.

School choice demands we compete.



-5%

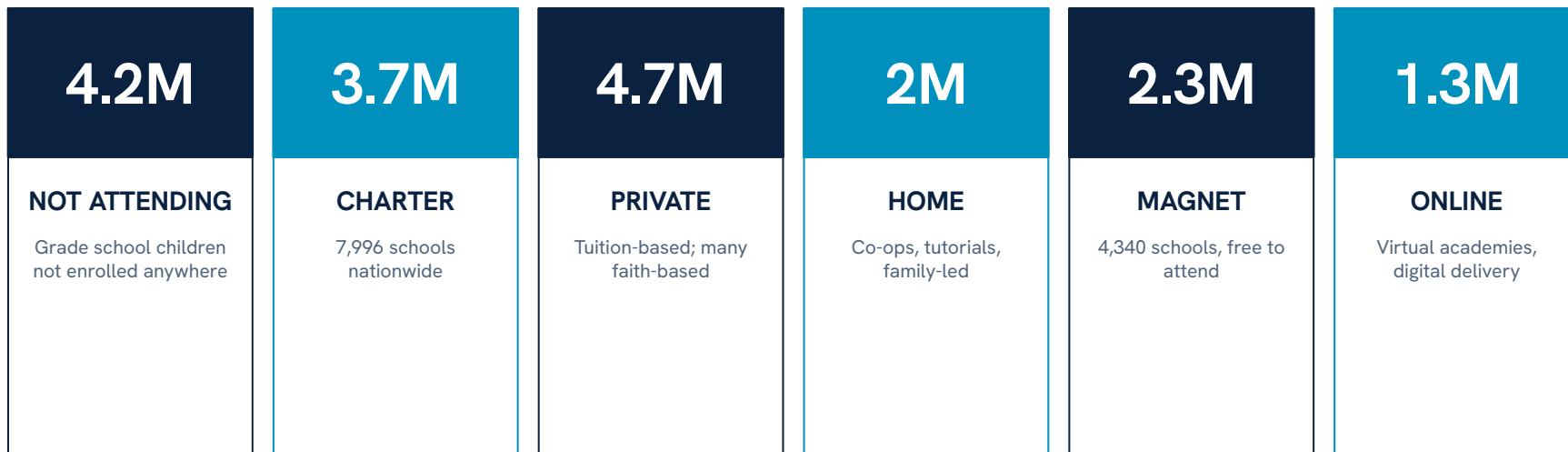
PROJECTED CHANGE

U.S. public school enrollment, Fall 2021 to Fall 2031

Most U.S. states are projected to lose K-12 students. The competition for the families who remain will define which districts grow — and which decline.

Source: U.S. Department of Education, NCES. Common Core of Data, State Nonfiscal Survey 2021-22; Enrollment Projection Model through 2031.

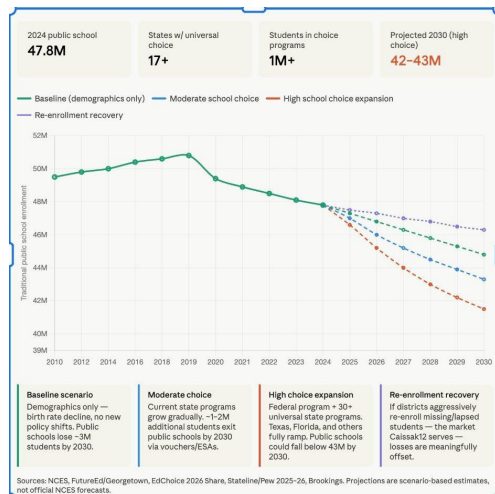
Competition is growing.



Every channel above is a recruiter for students who could otherwise be enrolled in your district.

Source: U.S. Department of Education, NCES; Private School Universe Survey; NHERI; NCES Common Core of Data.

Our district faces high choice expansion.

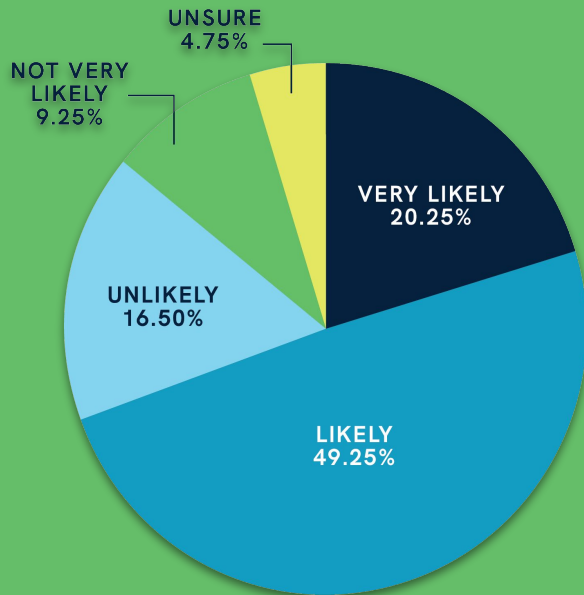


Under high-choice scenarios, U.S. public school enrollment is projected to fall another 4-5 million students by 2030.

Districts in states with universal vouchers and ESAs — Texas, Florida, Iowa, Arizona, and a growing list of others — face the steepest projected declines and the strongest competition for every student.

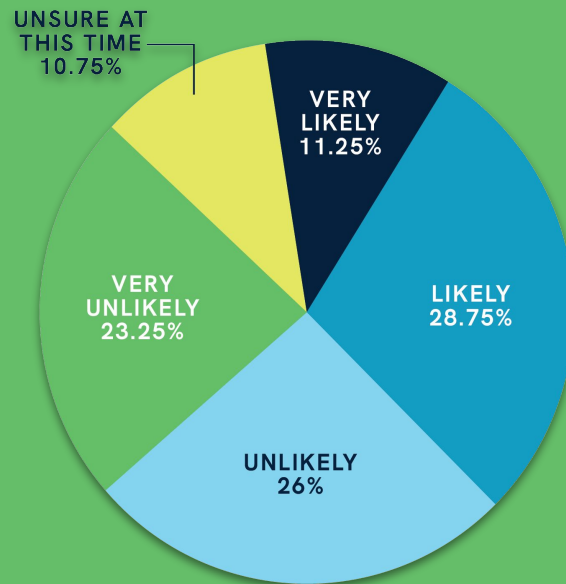
Aggressive re-enrollment meaningfully offsets these losses — that is the market Caissa K12 serves.

Parents Are Shopping



**70% OF FAMILIES ARE SATISFIED
BUT OPEN TO CHANGE**

Q: If you learn about another school option for your child, how likely would you be to explore it?



**40% OF FAMILIES ARE LIKELY
TO SWITCH SCHOOLS**

Q: How likely are you to consider switching your child's school in the next year?



29

STATES

100+

DISTRICTS

50K+

STUDENTS
RECRUITED

\$500M+

BUDGET
IMPACT

What Your Competition Is Doing

Marketing Will Not
Recruit Students.

⌘ Public School Waste vs. ESA Hypocrisy

Arizona State Takeovers Due to Mismanagement
(Past 10 Years)



MURPHY ELEMENTARY (2018)

\$2.2 Million Deficit

- Unaccountable travel expenses
- Hundreds of thousands on unused curriculum



ANTELOPE UNION HIGH (2023)

~\$1 Million Debt

- Chronic overspending
- Credit card control failures & unallowable grants



ISAAC ELEMENTARY (2025)

\$20-28 Million Shortfall

- \$22M overspent (including \$6M ineligible security systems + electric buses)
- Improper fund shuffling & grant mismanagement



**ESA Program (~\$1B budget): True fraud only 0.3%
(State recovers funds & suspends accounts)**

**Why the double standard? Demand accountability
for ALL education dollars! #DeclineToSign**

Delivering High-Quality Education, No Matter the Zip Code

Charter schools are built on the belief that kids come first. They keep red tape and bureaucracy out of public education and give passionate teachers the freedom to do what they do best: teach. That means that charter schools are launching bright futures and sending more kids to college, especially in communities where high-quality schools are needed most.

A woman with dark curly hair and glasses, wearing a tan trench coat over a patterned top, walks alongside a young boy in a blue and white striped shirt. They are walking down a brightly lit school hallway with blue walls and a clock on the wall. The text 'PUBLIC CHARTER SCHOOLS ARE free AND open TO ALL.' is overlaid in large yellow letters.

PUBLIC CHARTER SCHOOLS ARE
free AND *open* TO ALL.



discovergacharters.org



Freedom Preparatory Academy

August 26, 2020 · 🌐



Kindergarten parent? Looking for a great school? Look no further than Freedom Prep. **Free iPad**, small classes, and internet support provided for 2020-21.

Message us today to start your child's journey to college!



👍❤️😮 176

26 Comments 17 Shares



Like



Comment



Share



ANNOUNCING THE ULTIMATE SUMMER VACATION GIVEAWAY



Located in Grapevine, Texas, Great Wolf Lodge offers more 80,000 square feet of swimming pools, water slides, and aquatic attractions for all ages. The site also features elegant and spacious suites for you and your family to enjoy.

**REFER A NEW STUDENT AND BE ENTERED TO WIN
TWO-NIGHT GETAWAY TO THE GREAT WOLF LODGE!**

Epic Charter Schools will give you a \$100 gas card and cover two nights at the Great Wolf Lodge, including passes to the water park. You just worry about which water slide you'll go down first.
Refer today because this contest ends July 31.



5

Behind the Scenes



reasons
why you should
homeschool

BeautyofSelah.com

2. I want them to keep their innocence.

When we were stationed in Hawaii I was a part of a large wives page on Facebook. On the page, spouses would ask questions relating to living there, the army, and food among many other things.

I will never ever forget a post from a mom who just moved there and posted about how her kindergartner got an entire lesson on sex on the bus home. And then other mother's commented saying "that's just how it is here, the bus driver doesn't pay attention" "my kid learned about it at school" "teach them at home if you don't want them to know".

charter school innovation

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 Victoria Harker  January 19, 2021  4 min read  Add comment

A new national report card places Arizona as the top state in the nation for a friendly regulatory environment that encourages charter schools to grow and excel. As a result, Arizona has one of the most robust and diverse charter school systems in the country, according to the report.

For families, that equates into more options to find a school that fits their children's unique needs, said Jake Logan, president and CEO of the nonprofit [Arizona Charter Schools Association](#).

"This indicates what we already know in Arizona, that we have a really great environment for innovation and for charter schools to flourish," Logan said. "There's always tweaks and needed changes and reforms that we can and should discuss, but overall we have a really healthy charter school sector and I think they are serving students very well."

Arizona ranked number one for its charter school laws in the 2020 report from the nonprofit [Center for Education Reform](#) in Washington, D.C., which advocates for school choice.



Jake Logan

It was the only state to receive an "A" grade in the [report](#). The study researched and assessed charter school laws in all states, analyzing the impact of state law on charter schools, the robustness of the charter sector, the diversity of schools and charter school policy and regulation.

Atmosphere that encourages innovation and teacher freedom

ENROLL YOUR CHILD NOW IN

HERITAGE Kindergarten!



KINDERGARTEN COUNTS!

- Full-Day Kindergarten
- Tuition Free
- FREE breakfast
- FREE before- and after-school program, 7 a.m.-6 p.m. every school day

The Heritage kindergarten program offers wonderful benefits for your child by allowing them to develop strong academic, social, and emotional skills. Your student is better prepared for their social and academic environment when they enter 1st grade.

Studies show children enrolled in full-day kindergarten have greater math and reading skills than children enrolled in half-day programs. Those enrolled in full-day kindergarten also have a higher retention rate and a lower dropout rate throughout their academic career.

There is a difference when it comes to education. Reserve your child's spot in Heritage kindergarten for the 2024-2025 school year today!



790 E. Bodeo Rd. Williams, AZ 85604 • (929) 435-3888 • HESWilliams.org

Spring Fling Enrollment Fair

Wednesday, March 19
1:00-4:00 p.m.

Jumping Castles • Dunk Tank • Obstacle Course • Games & More!

Admission is \$10* (\$5 for each additional sibling)
and includes a hotdog lunch, chips, and a drink.

*Students who are registered for the 2025-2026 school year will receive a FREE wristband for fair admission. Parents can also register students the day of the fair to receive a FREE wristband.

Pick up an enrollment form in the front office at the Wilmot location or register online at lpatucson.org



2050 N. Wilmot Rd. • (520) 721-4205 • LPAcentral.org

← NEXT LEFT



FREE BEFORE- &
AFTER-SCHOOL PROGRAM



FREE FULL-DAY
KINDERGARTEN



FREE BREAKFAST
PROGRAM



FREE
TRANSPORTATION



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INSPIRING OUR FUTURE



ENROLLING NOW

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WWW.HESGLENDALE.ORG

FOR MORE INFORMATION, CALL

(623) 742-3956

HERITAGE ELEMENTARY GLENDALE



Enroll your child in one of the top Arizona high schools

— U.S. News & World Report Best Arizona High Schools, 2022

» enrollBASIS.com/az1

#1



Chandler
Grades 5–12

#2



Oro Valley
Grades 6–12

#4



Scottsdale
Grades 5–12



Enroll your child in the #1 Arizona high school

— U.S. News & World Report Best Arizona High Schools, 2022



Chandler
Grades 5–12

» enrollBASIS.com/az1





🌱 5th-8th Grade Enrollment is officially open for Flourish Schools Scottsdale! 🌱

We're a grades 5-8 microschool opening this fall at 7025 E Osborn Rd., Scottsdale. We're built entirely around individualized learning, life skills, and actually making kids love school again.

👤🌟 If you know a family with a middle schooler who's bored, burnt out, or just not thriving in traditional school--send them my way!

👤 Founding Family Discount: The first 25 families get any tuition not covered by Arizona's ESA program completely waived.

😊 Please give our socials some love over at Flourish Schools Arizona and https://instagram.com/flourish_schools_arizona

📍 7025 E Osborn Rd., Scottsdale AZ 85251

📞 (602) 644-1848

📖 Learn more @ <https://www.flourishschools.com/>

📅 Book an enrollment chat with me here: <https://calendly.com/kriti-flourishschools/30min>

Share this with a Scottsdale family who needs to hear it! ❤️

The graphic features a man pointing at a whiteboard in a classroom setting. The whiteboard has handwritten notes: "coach.flourishschools.com", "Why does the 1", "Boredom", "my anxiety", "hooked on little my teacher". The background is dark green with orange accents.

Flourish Schools Scottsdale

ENROLLMENT OPEN

For Upcoming School Year
2026 - 2027

FOUNDING FAMILY DISCOUNT

Flourish Offers:

- Serving Grades 5-8
- Individualized Learning Plans
- Emphasis on Life Skills
- Small Class Sizes
- Project-Based Learning

First 25 families receive any tuition not covered by Arizona's ESA Program **WAIVED** plus **Founding Family** recognition!

Admissions Helpdesk
Ms. KK Sharma
(602) 644-1848

The logo features a stylized plant with three leaves in red, orange, and green, growing from a brown stem. Below it, the text "Flourish Middle Schools" is written in a serif font.



ESA Homeschooling High School Arizona · [Join](#)

Dana Guagliardo · 3d · 🌐

25

New to homeschooling and not sure where to start?

Join us for this homeschool info session. We want to help moms feel prepared and ready to have their children learn beyond the traditional classroom.



 DrRay K. Sisco is with Dr. Ray K. Sisco College Preparatory High School and Ray K. Sisco.

3d · 🎵 Return of the Mack (Instrumental) · Mark Morrison · 🌐

No matter how much the world changes in the field of education, two things are certain:

1-Education isn't an option, but it is a priority of success in our community and cultures.

2-You have the choice to choose!

We at DRKSCPHS have a PRIVATE School approach with the HOMESCHOOL vibe! With great structure comes uncapped opportunities for exposure and growth!

We are building great partnerships with you in mind!

Book your FREE Family Consultation with our friendly staff via Email/Text/Web.

www.drkscphs.org | admin@drkscphs.org

#DrRayKSisco #DRKSCPHS #ArizonaHomeschool #Homeschool #Education



DR. RAY K. SISCO
COLLEGE PREPARATORY
HIGH SCHOOL
PREPARED. PURPOSED. DESTINED.

**THE STRUCTURE OF A
PRIVATE SCHOOL
+
THE FLEXIBILITY OF
HOMESCHOOLING**

A new kind of education for
a new generation of leaders.

- PRIVATE SCHOOL EXCELLENCE**
Rigorous academics, credentialed educators, and a culture of excellence that prepares students for college & life.
- HOMESCHOOL FLEXIBILITY**
Enjoy the freedom and flexibility of homeschooling with a structured curriculum and professional support.
- WEEKLY VIRTUAL PARENT INTEREST MEETINGS**
Join us weekly to learn more, ask questions, and see how this model can work for your family.
- PARTNERSHIPS WITH YOUTH ORGANIZATIONS**
We collaborate with trusted youth organizations to enrich student experiences, leadership, and community engagement.

NOW ENROLLING

FREE FAMILY CONSULTATION CALLS

Schedule your confidential call today and discover the Dr. Ray K. Sisco difference.

www.drkscphs.org | [Dr. Ray K. Sisco College Preparatory High School](https://www.facebook.com/Dr.Ray.K.Sisco) | [@drkskphs](https://www.instagram.com/drkskphs)



DR. RAY K. SISCO
COLLEGE PREPARATORY HIGH SCHOOL
PREPARED. PURPOSED. DESTINED.

YOUR CHILD'S FUTURE STARTS HERE.

FREE Family CONSULTATIONS

Discover how Dr. Ray K. Sisco College Preparatory High School can prepare, inspire, and empower your child for a successful future.

- PERSONALIZED EDUCATION**
We take the time to understand your family's unique goals and needs.
- ACADEMIC EXCELLENCE**
Learn how our programs will allow your child to excel in their studies.
- LEADERSHIP TRAINING**
Empowering students with the skills to become future leaders.
- COLLEGE & CAREER READY**
Preparing students with the skills to succeed in college and beyond.

LET'S PLAN YOUR CHILD'S TOMORROW TOGETHER.

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PREPARED FOR TODAY. FUNDING FOR LIFE. DESIGNED FOR GREATNESS.

www.drkscphs.org | [Dr. Ray K. Sisco College Preparatory High School](https://www.facebook.com/Dr.Ray.K.Sisco) | [@drkskphs](https://www.instagram.com/drkskphs)



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Explore. Create. Lead.

Our dynamic classroom empowers students to develop their talents, build confidence, and prepare for real-world success.

ELECTIVES THAT INSPIRE. EXPERIENCES THAT LAST.

MEDIA PRODUCTION/VIDEO Capture moments. Tell your story. Create impact.	DANCE Move with grace. Express with emotion. Engage with every step.
MARKETING Promote your business. Grow with creativity and strategy.	SPIRITUAL GIFTS Discover your calling. Receive your gifts. Serve with purpose.
MUSIC APPRECIATION Explore the art of music. Engage with the power of melody. Inspire with harmony.	ENTREPRENEURSHIP Develop your vision. Build a legacy. Grow with passion.
CREATIVE DESIGN Design with creativity. Inspire with innovation. Make your vision reality.	PUBLIC SPEAKING Develop your voice. Inspire with confidence. Grow with impact.

AND MORE! LEADERSHIP • TECHNOLOGY • COMMUNITY SERVICE

YOUR FUTURE YOUR CHOICES.
We're here to help you shine!

ENROLL BY REQUEST. BE DESTINED. www.drkscphs.org



Estimated Annual Competitor Expenditures*

Organization	Relevant line item(s)	Amount	Total expenses	% total
Pathways in Education, AZ	Advertising, Business Promotion	\$70,000	\$3,052,213	2.29%
Amani Public Charter School, NY	Marketing, Recruitment	\$85,788	\$7,651,205	1.12%
Agora Cyber Charter School, PA	Advertising	\$1,852,734	\$109,359,946	1.69%
IDEA Public Schools, TX	Advertising	\$9,546,292	\$1,141,428,353	0.84%

*Based on publicly available records for each organization.

What Your District Should Be Doing!

Start with good data...

Based on our 8th Annual National Parent Poll, these are the **top three concerns** parents had when choosing a new school. School safety continues to be the main concern of parents since 2019.

School Safety – How the school ensures a secure and safe environment	72%
Student Success – The school's ability to prepare students for future academic and career opportunities	63%
Curriculum and Academic Programs – The variety and quality of academic programs, including gifted and special education services	54%

Many vehicles. One goal: trust.

A recruitment campaign reaches families through layered, direct contact. These are the vehicles we deploy:

Targeted Ads	CRM Tracking	Events	Canvassing
Direct Mail	Training	Targeting	Grassroots Team
Collateral	Emails	Calls	Social Media
Earned Media	Registration	Proprietary Scripts	AI

Phone calls answered after hours. Home visits. Real conversations. The volume and depth of contact no internal team can replicate alone.

Tracked by name. Verified by district.

Every family is tracked by name. Every micro-commitment is documented. Every enrollment is verified by the district before we invoice. No guessing. No credit for students who would have enrolled anyway. No inflated reporting.

1**IDENTIFY**

Target families

2**CONTACT**

Multi-channel outreach

3**COMMIT**

Family signals intent

4**ENROLL**

District registration

5**VERIFY**District confirms
attendance

Measurable. Attributable. Accountable to the dollar.



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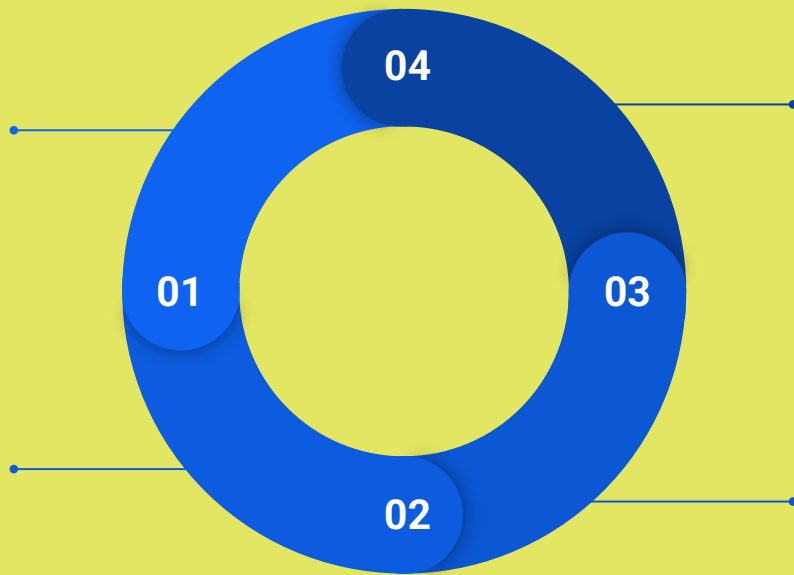
Message Consistency

Brevity

3-21 messaging requires you to develop no more than 3 initial message points, each of which have no more than 21 words each.

Analogies

Don't use numbers, use analogies to paint a picture for the listener.



Sizzle

Make sure you are selling the "sizzle", not the "steak".

K.I.S.S. Principle

Don't dumb your information down, but make sure everyone can understand it.





THE CUSTOMER IS **NOT** ALWAYS RIGHT!

BUT WE SURE DO NEED THEM.

BEST PRACTICES FOR
Great Customer (Family) Services
Exclusively for Public Schools

BRIAN J. STEPHENS

BEST SELLING AUTHOR OF "ONLY MORONS SAY NO COMMENT"
& "THE CUSTOMER IS NOT ALWAYS RIGHT! BUT WE SURE DO NEED THEM"

BRIAN J. STEPHENS

A LEVEL PLAYING FIELD

Strategies To Ensure
Public Schools' Success

A 2035 PREDICTION
FOR PUBLIC EDUCATION

Blueprint for Success

1. Commit To A New Reality
2. Advocacy
3. Data & Testing
4. Resource Allocation
5. Support Positive Mental Health
6. Focus On Culture
7. Local Autonomy
8. Leadership

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SAMPLE OF OUR DISTRICT PARTNERS



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PUBLIC SCHOOLS



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CAISSAK12.COM

Caissa K12
We Recruit Students