

July 12, 2021, Regular Board Meeting

Title

16. APPROVAL OF THE AGREEMENT WITH CAISSA PUBLIC STRATEGY, LLC FOR RECRUITMENT; RETAINMENT, AND CUSTOMER SERVICE TRAINING SUPPORT

Recommendation

That the Duval County School Board approve the agreement with Caissa Public Strategy, LLC, for a term of 1 year commencing July 1, 2021 through June 30, 2022.

That the Duval County School Board authorize the Board Chairman or Vice Chairman, and the Superintendent, to execute the agreement contingent upon form approval by the Office of General Counsel.

Description

Caissa Public Strategy, LLC (Caissa) is a strategic communications firm which specializes in transforming student recruitment and retention with proven success-based grassroots methodologies. Caissa will provide a comprehensive community based recruitment campaign. The primary goal of the campaign will center on three key objectives: recruitment of new students; retention of current students; and reclamation of students who have left the district.

Caissa will conduct discovery research on the identified schools enrollment trends, current and prospective families reason for making their school choice selection, and other community statistical data. Based on the findings, Caissa will craft messaging, communicate proactively in the community key highlights of the selected schools' choice opportunities, and launch ground teams to interact directly with families.

The direct recruitment and engagement campaign will be conducted over a twelve (12) month period commencing upon board approval and ending in June, 2022. Through out this phase of service, Caissa will provide access to student tracking software that School Choice staff can view in real-time contact and subsequent enrollment numbers as the student enrolls in a DCPS school.

The final phase of the agreement will include a "Hand-Off" process using contractor provided software which rosters and monitors each engaged student to enrollment. Additionally, this software will alert school choice staff of anticipated student enrollment. If the student does not present for enrollment, Caissa staff will re-engage the family until enrollment is completed.

Gap Analysis

There are currently over 30,000 students who have chosen to not enroll or engage in their residential school nor a Choice program. Competition for students is inevitable, a more complex approach to providing student choice and engaging opportunities is necessary to maintain and increasing student enrollment. As the 2021-2022 SY brings expansion in Florida

School Choice Legislation, it heightens the district's sense of urgency to create more choice learning options and/or pathways to serve students and families.

Previous Outcomes

N/A

Expected Outcomes

Cassia Public Strategy, LLC recruit up to 2,000 new students during the 2021-22 school year.

Strategic Plan Goals and Principles

Goal II: DCPS will be recognized as being high-performing with the percentage of district-operated schools earning an A, B, or C rating increasing from 2019 to 2026.

Guiding Principal V: DCPS will provide a culture and climate that approves academic, social, and emotional development.

Financial Impact

2021-22 SY

Total Cost Not to Exceed: \$1,229,500.00

The District's annual pass through of funds depends upon yearly student enrollment. With enrollment of a new or returning eligible student, \$8,019.00 of FEFP funding is generated.

For each new student or returning student from a non-DCPS managed school to a DCPS managed school who maintains enrollment during survey 2 and 5, the Contractor will receive \$595.00.

The District's anticipated Return on Investment (ROI) if all targeted students are reclaimed is \$14,808,500.00 of the \$16,038,000.00 of loss FTE.

Fund Center	Fund	Function Area	Commitment Item
2520 Assistant Superintendent	49021 ESSER II	6100 Student Support Services	390 Other Purchased Services

Contact

Jacqueline Kelley, Director, School Choice, 904-390-2221

Sharwonda Peek, Assistant Superintendent, School Choice, (904) 390-2293

Attachments

1. Caissa AGREEMENT FOR STUDENT RECRUITMENT SERVICES 2021-2022 070221 final version

