



Schola®

Your Key to
Enrollment Success

Custom Proposal for
EXCEL ACADEMY

Proposal Expiration Date
2024-01-10

Dear Heidi Gasca,

Here at Schola[®], we understand the challenges schools face in today's competitive landscape. Having worked with numerous schools, we know it can be overwhelming to run multiple recruitment efforts, increase your brand awareness, and follow up with prospective families, all while balancing other tasks and trying to make the most of your budget. That's why we're here to help.

Our main goal is to help streamline and centralize your recruitment and enrollment efforts and connect you with the right students, boosting your retention and maximizing your internal resources.

At Schola[®], we've worked with schools of all sizes, from small charter schools to large districts with multiple campuses. No matter the school size, type, or location, we're committed to building solid and ongoing relationships with our clients in order to achieve a brighter future for your students and your school.

We look forward to this partnership and collaborating to reach your goals.

Sincerely,



Jaime Martinez

Founder and CEO of Schola[®]

The Leading Dual-Sided PK-12 Software for Families and Schools

Schola® serves as the bridge between families and schools to expand school choice and improve education outcomes. Our mission is to help students discover, connect, and enroll in their ideal learning environment to create a brighter future.

Improving education outcomes is a two-way street. That's why Schola® partners with schools and provides comprehensive recruitment tools to help them connect with the right students, optimize processes, and reach their enrollment goals.

Through Schola®, you have the power to maximize your schools' visibility, centralize and streamline your recruitment efforts in one place, and even receive full follow-up support so none of your prospective families slip through the cracks. We help multiply productivity without increasing your amount of work.





TEACH Public Schools

Los Angeles, CA

“Schola® has made such a difference not only in improving our recruitment and enrollment, but in our school community by **freeing up our time and saving us emotional energy**. We can now invest that time in fostering positive relationships with the TEACH families and building a better educational experience for our students.”

— **Luis Ramirez**
Director of Recruitment and Enrollment



Brilla Public Schools

Bronx, NY

“We’ve had an amazing experience. We are trying to improve our marketing and get our name out there more and Schola® is doing an amazing job. **When our campaign went live, immediately families were really interested in applying to our school**. I would recommend Schola® especially for their customer service, I speak with my Schola® School Strategist on a weekly basis and she is always able to support me.”

— **Christy Menica Penalo**
Student Enrollment Manager



Copper State Academy

Phoenix, AZ

“The team I have been working with have been so helpful and respectful to our needs. We were struggling with enrollment and **Schola® is so willing to adapt and look at all areas of recruitment to improve our results.**”

— **Mark Holden**
Director of Operations



Arrow Academy

Houston, TX

“The bilingual support is a huge deal especially at our school where not all of our staff speaks Spanish. **That Spanish-speaking aspect is a big key to recruitment and it allows us to reach more families** and make them feel more comfortable.”

— **Rico Sedeno**
Chief Operating Officer



ScholaRecruiter Pro -- What's Included?

Bilingual Parent Callers

SPOT (Schola Parent Outreach Team) will follow-up with any leads that Schola or your school generate. Follow-up from SPOT is bilingual in English/Spanish and can be used for most of your calling needs (application completion, re-enrollment, nurturing through the last day of school, etc).

Lead Generation Campaign (English/Spanish Bilingual)

LeadSchola attracts prospective students through a combination of strategic inbound and outbound marketing efforts to families searching for schools in your target area, including digital ad campaigns and our one-of-a-kind ScholaMatch™ system. Our team of campaign experts takes into account the unique features of your school so that prospects are targeted and matched based on their individual needs and interests, leading to more qualified leads and higher conversion rates. You will be notified of new prospects via email.

Campaign Analysis & Reporting

We'll provide details about your campaign, including cost per lead, conversion rates, and student acquisition cost in addition to general student recruitment trends and seasonality insight to help you understand your campaign's success and to develop ongoing recruitment budgets based on your results. Additional ROI and results reporting are available on a monthly or as-needed basis.

Increased Visibility as Featured Partner School

As a featured school, you will have added visibility by being highlighted as a Partner School and being shown among the top search results when families complete ScholaMatch™ in addition to being actively promoted to families searching for what your school offers.

Automated Email & Text Message Broadcast Tool (English/Spanish Bilingual)

Use our customizable email and SMS text message templates to set up automated (one-way) broadcast communications with leads and applicants to streamline your follow-up and nurturing process, helping you boost conversion rates with efficiency. Segment recipients based on language, stage, or custom sub-stages to send the right messages to the right prospects every step of the way.

Messaging Center

Use our two-way real-time messaging center to send email or text messages to your prospects and keep track of all the communications between your staff and families so there's never a doubt about where the conversation left off. You'll also see which automated email/text messages they have received and can share links, attachments, and other files.

Lead Capturing Interest Forms (English/Spanish Bilingual)

Schola will provide a lead capturing form that can be linked to or embedded on your school website for parents to express interest and request more information. Upon completing the form, leads automatically appear in the Relationship Manager of your Schola Dashboard for you to track and follow up with. Triggers can be set up for new leads to automatically receive pre-programmed email or text messages upon form completion.

QR Codes for Events & Collateral

Schola will provide QR Codes upon request to be used at events or on marketing collateral, directed to your application form or a lead-capturing interest form. QR Codes can be set up with unique source tags to track engagement results of various events.

Premium Profile & Tour Scheduler

Set up your school profile with videos, highlighted features, photos and more. Set your available tour times so prospects can request a school visit. Our team will show you how to optimize your profile during the onboarding process.

Direct Application Link

You can insert a link to your current digital application so that parents can access it directly from your Schola profile. Likewise, applications can be sent with one click through our relationship manager and included with merge tags when creating automated email or text message campaigns so you receive applications on the same system you already use.

Live Parent Search & Reach Out to Potential Leads

Canvassing reimagined -- find parents even before they find you! As an upgraded school, you can check our Live Parent Search heat-map and request to connect directly with families searching for schools in the area even before they have matched with your school.

Support & Training

From your initial onboarding and throughout your Schola journey, our team will get you familiar with Schola's platform and tools, best practices, and provide ongoing support and guidance so you can make the most of our team's expertise in addition to our weekly webinars for ongoing training.

Relationship Manager (CRM)

Our system was specially designed with school recruitment in mind to help you track and organize your prospective student pipeline through each phase of the recruitment process. Upload your own leads to keep your efforts centralized, send applications with just one click, and customize the view and columns to match your workflow.

Schola Dashboard

Get an overview of your prospective student pipeline, marketing channels, profile engagement, and track the progress toward your enrollment goal.

Channel Comparison

Make Schola your marketing and recruitment hub by inputting past campaigns and additional lead sources. Track results and ROI of each channel to see where to focus future efforts and determine what's working best.



The All-in-One Recruitment Solution



ATTRACT

With Schola® as one of your top sources of new students, get more families interested in your school with custom-built ads and premium placement within our **ScholaMatch™** listings.



COMMIT

No more spending countless hours reaching out to families. Our **Schola® Parent Outreach Team** immediately follows up with interested families in English and Spanish, taking them from interested to enrolled.



NURTURE

Multiply your team's capabilities through automated email and text messaging, ensuring your school stays top of mind, and students show up on the first day.

No Matter What Source Your Leads Come From,
Schola® Follows Up With ALL of Them

An Entire Year of **ScholaRecruiter Pro™**
Pays for Itself With Just **4 New Students Enrolled***

Increase Your Enrollment, Not Your Workload

*ROI estimate is based on average funding per student across the US. Funding varies by state.

Custom ScholaRecruiter Pro™ Proposal for EXCEL ACADEMY



Based on the enrollment needs for **EXCEL ACADEMY**, below outlines a ScholaRecruiterPro™ proposal to help reach your goals.

This includes full access to your Schola® recruitment toolbox, custom recruitment campaign, premium placement on ScholaMatch™ listings, and complete follow-up support from our bilingual Schola® Parent Outreach Team, no matter what source your student leads come from.

Name	Monthly Price	# of Months	Subtotal
ScholaRecruiter Pro (NEW)	\$3,500.00	6	\$21,000.00
		Subtotal	\$21,000.00
		Total	\$21,000.00



Payment Terms: Whether you pay the below fees all at once at the outset of this Agreement or pay on a monthly basis, you are agreeing to pay all of the fees set forth below.

Name	QTY	Price
ScholaRecruiter Pro (NEW)	6	\$3,500.00

Proposal Expiration Date 2024-01-10

Payment Type: ACH/CC: Your account details are required to be on file before services begin.

Premium Service Start Date:

Premium Service End Date:

Automatic Renewal: This Agreement renews automatically for additional Terms of the ScholaRecruiter Pro™ Premium Services Agreement on a month-to-month basis as set forth herein unless you notify us by email at help@scholasolutions.com at least 30 days prior to the end of the Term or subsequent end dates of later Terms.

All orders are subject to the Terms and Conditions of the [Terms of Service](#) and [Privacy Policy](#). Schola® may revise the Terms of Service or Privacy Policy from time to time, on a prospective basis, and we will always post the most up-to-date version on our website. If we determine, in our sole discretion, that a modification to these Terms materially affects your rights, we will notify you (for example, by sending a message to your account email). By using or continuing to use or access the Services after any revisions have come into effect, you agree to be bound by the revised Terms.

In Witness Whereof, the parties have executed this Schola® Premium Services Agreement as of the Premium Service Start Date set forth above by a duly authorized representative.

Name: Heidi Gasca

Billing Name:

Title:

Billing Email:

Date:

Billing Phone:

Signature:

Billing Preference: