

Engagement Restructuring: Return on Investment & Measurable Goals

Executive Summary: By dedicating specific engagement coordinators to our PreK-8 and 9-12 populations, Crosslake Community School expects to see a direct Return on Investment (ROI) in three key areas: **Student Retention** (reducing the number of students who leave during the school year), **Program Participation**, and **Community Visibility**. Below are the measurable goals we will use to track the success of these roles.

PreK-8 & Environmental Education (Heidi's Focus)

Goal 1: Improve Elementary Student Retention (Keeping Families Enrolled)

- **The Challenge:** Last year, we saw unusually high turnover in our mid-elementary online grades during the school year. Most notably, 4th grade lost 71% of its class (10 students), while 2nd and 3rd grades saw roughly 30% turnover.
- **The Measure:** Reduce mid-elementary (2nd-4th grade) turnover to below 15% for the upcoming school year.
- **The Strategy:** Heidi will implement targeted, high-touch family outreach and launch joint online/in-person social events during the first 60 days of school. Engaging parents early builds loyalty and gives them the support they need to stick with the program when online learning gets challenging.

Goal 2: Unify the District Through Shared Middle School Experiences

- **The Challenge:** Online and in-person middle schoolers often feel isolated from one another, leading to a disconnected 8th-grade transition.
- **The Measure:** Host at least 4 joint PreK-8 events (e.g., Cabin Fever, dances, field trips) with a target of 40% online student attendance at each event.
- **The Strategy:** Heidi will act as the single point of contact for these events, removing logistical barriers for families and actively recruiting online students to participate in local Crosslake traditions.

Goal 3: Expand Environmental Education (EE) Reach

- **The Challenge:** Ensuring online students get the same hands-on environmental experiences as in-person students.

- **The Measure:** Establish 3 new active partnerships with statewide environmental organizations (e.g., National Loon Center, State Parks) and track a 25% increase in online student participation in EE projects.

High School 9-12 (Mitch's Focus)

Goal 1: Identify and Track the Root Causes of High School Turnover

- **The Challenge:** We experienced significant turnover across our high school last year, particularly with freshmen (20% lost) and seniors (nearly 35% lost). Our biggest challenge isn't just that students are leaving, but that we lack a systemic understanding of *why*. Without clear data on the specific non-academic barriers causing them to drop out or transfer, we are just guessing at the solutions.
- **The Measure:** Design and implement a formal "Exit and Engagement" feedback process, and conduct a multi-channel exit interview attempt within 48 hours for *every* student who submits a withdrawal, resulting in a year-end "Retention and Root-Cause" data report for the board.
- **The Strategy:** Mitch will act as our primary investigator and relationship-builder. By establishing trust with families early on, he will be positioned to conduct honest exit interviews when a withdrawal happens. He will track non-academic barriers (such as virtual isolation, work schedules, or tech issues) to provide leadership with the exact data needed to fix the leaks and protect future enrollment.

Goal 2: Successfully Transition Incoming Freshmen

- **The Challenge:** 9th grade is an important transition year that sets the trajectory for a student's entire high school career. Last year, 14 freshmen (20% of the class) transferred before the year ended.
- **The Measure:** Launch a comprehensive "Freshman Welcome" initiative aimed at cutting 9th-grade turnover. Mitch will measure execution by ensuring incoming freshmen receive a direct, personalized onboarding touchpoint and a tailored invitation to a specific club or pod within their first 30 days of enrollment.
- **The Strategy:** Mitch will transform the 9th-grade transition from a passive enrollment step into an active, relationship-driven onboarding sequence. By welcoming freshmen, connecting them immediately to peer groups, and conducting early check-ins to catch early signs of disengagement, he will lock in their school pride early, securing both their academic success and their enrollment for the next four years.

Goal 3: Build a Tangible High School Culture

- **The Challenge:** In an online environment, announcements often get lost in the digital noise. Even when we offer great opportunities like virtual clubs, regional pods, Prom, and Graduation, students won't participate if they don't feel personally seen and explicitly invited. A passive newsletter link isn't enough to make an isolated teenager feel welcome.
- **The Measure:** Design and execute a comprehensive, multi-channel internal marketing campaign ensuring 100% of the 9-12 student body receives targeted, personalized invitations to an engagement initiative, including: virtual clubs, regional pods, Prom, and Graduation. As part of this, Mitch will develop and implement a centralized tracking system utilizing our newly adopted platforms (ParentSquare or Infinite Campus) to log "student touchpoints," guaranteeing every single high schooler is personally contacted and invited to engage at least once a quarter.
- **The Strategy:** Rather than relying solely on attendance numbers, which can fluctuate year to year, success will be measured by the reach, creativity, and consistency of his communication. By moving from passive announcements to personalized invitations (via calls, texts, or direct messages), he ensures every student knows they are a valued, wanted part of the Crosslake community.