

September 22, 2026

Start strong + keep the momentum going

Dear Annabelle,

📰 You made it through back-to-school! First-day photos were posted and families are settling into new routines. But now is not the time to slow down. It's when the work shifts from welcoming families back to keeping them connected.

With October Count nearly here, now is the time to look at your communications through a family's eyes.

- Do families know what's happening and where to go for answers?
- Is your website current and easy to navigate?
- Are you communicating consistently — and not just when you need something from them?
- And do you have a communications calendar that will keep you proactive instead of reactive in the months ahead?

September is also one of the richest storytelling months of the year. Students are finding their place, teachers are bringing learning to life, families are building community and school traditions are taking shape. Capture those moments! The stories happening in your classrooms, hallways and school community today can fuel enrollment, retention and engagement content throughout the year.

And don't forget to invest in your own growth and connections along the way. Check out our CONNECT meeting lineup for the year and take advantage of upcoming

opportunities to learn, share and connect with charter school professionals statewide.

First up: join us in person at the Leadership Summit on October 2. **Use code CONNECTatLS26 at checkout to receive 30% off your registration.** We'd love to see you there!

– Melia Nunez + Kim Daly, Co-facilitators, and the entire League Team

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One thing to do this month

See your school through a family's eyes. Take 10 minutes this week to visit your website as if you were a current or prospective parent. Can you quickly find how to enroll, who to contact, upcoming events and what makes your school special?

Then fix one thing that could make the experience clearer, easier or more welcoming.

Small improvements now can strengthen family connections, support retention and make sure you're ready when prospective families start looking.



Save the dates

🗓️ Leadership Summit

Oct. 2 | 8:00 AM-5:00 PM | Westin Denver Downtown

Join charter school leaders, advocates, and partners from across Colorado for meaningful conversations, practical workshops, and opportunities to strengthen the charter school community statewide.

While we won't have a dedicated CONNECT gathering this year, we'd still love to see you! ***Use code CONNECTatLS26 at checkout to receive 30% off your registration.***

🎯 Beyond the Logo: Why a Strong School Brand Matters

Nov. 12 | 12-1 PM | Add to Calendar

Your school's brand is more than a logo or color palette. It's the promise families experience at every interaction. A clear, authentic brand helps schools stand out, build trust with prospective families and create a stronger foundation for enrollment marketing. Learn how clear messaging, strong visuals, and intentional storytelling can strengthen your school's reputation and attract mission-aligned families — without the time and expense of a major rebrand.

💻 AI That Works: Smarter Prompting, Better Communications

December 10 | 12-1PM | Add to Calendar

Discover how to combine effective AI prompting with the human skills that make great communication clear, authentic, and impactful. Through a hands-on workshop, you'll:

- Learn practical prompting techniques
- Explore the opportunities and limitations of AI
- Discuss ethical considerations and potential risks
- Apply what you learn by refining an existing communications project with live coaching

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Media mentions

📈 Colorado is making progress on absenteeism. Charters are leading the way
Boardhawk | September 17

🏫 In split vote, Summit Board of Education declines charter applications under old timeline

Summit Daily | September 8



🍂 Steamboat Montessori to host fall festival Oct. 3

Pilot Today | September 2

🍴 North Routt charter school lunch service delayed as Steamboat district faces staffing shortage

Pilot & Today | September 1



🏫 Four Denver schools are safe from closure under a new district policy

Chalkbeat | August 31

🎆 John Adams Academy celebrates first week of class

Denver 7 | August 29

🔨 JHL celebrates completion of Thornton charter school expansion

Mile High | August 31

⚖️ Judge dismisses conservative-leaning Colorado school districts' lawsuit over transgender athlete policies

Chalkbeat | August 27

🍓 Four charters listed as among Colorado's healthiest schools

Alliance for a Healthier Generation | August 25

📝 DougCo's charter proposal protects schools from competition, not choice

Rocky Mountain Voice | August 24

👉🏽 Building something bigger than yourself

CharterFolk | August 24

🗓️ Guffey Community Charter School ready for new school year

The Flume | August 24

👛 Fort Collins charter school expands junior high facility as Poudre School District sees enrollment drop

Denver 7 | August 21



6️⃣ Kwiyagat Community Academy welcomes students back to school for its sixth year

The Journal | August 19

🌎 A look inside AXIS International Academy's new school in Fort Collins

Coloradan | August 18

😎 Northern Colorado has 5 of the best public elementary schools in Colorado

KEKBFM | August 18



📚 St. Vrain Community Montessori will serve students in new Longmont building

Yahoo | August 15

🚪 Colorado Springs to see new charter schools open this fall

Denver Gazette | July 27

Resources + insight

🔲 Welcome to the blackboard jungle

📺 Lessons K-12 marketers can take from American Eagle's back-to-school campaign



🔶 How AI search is changing the way families find schools

💻 Should schools advertise on ChatGPT?

📚 Serialized content: Charter school's secret enrollment weapon

🔨 Charter school recruitment has changed: Building a year-round strategy for growing enrollment



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