



Colorado Charter Schools Annual Conference

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Denver Marriott Tech Center



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Trust First: Culturally Responsive Engagement to Strengthen Your School Community

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Iris

February 27, 2026 | 8:30 – 9:30 AM
Enrollment and Communications



Colorado League of
Charter Schools



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We make it our priority to **advocate** for high-quality public charter schools across Colorado.



Be a part of the action.



Trust First:

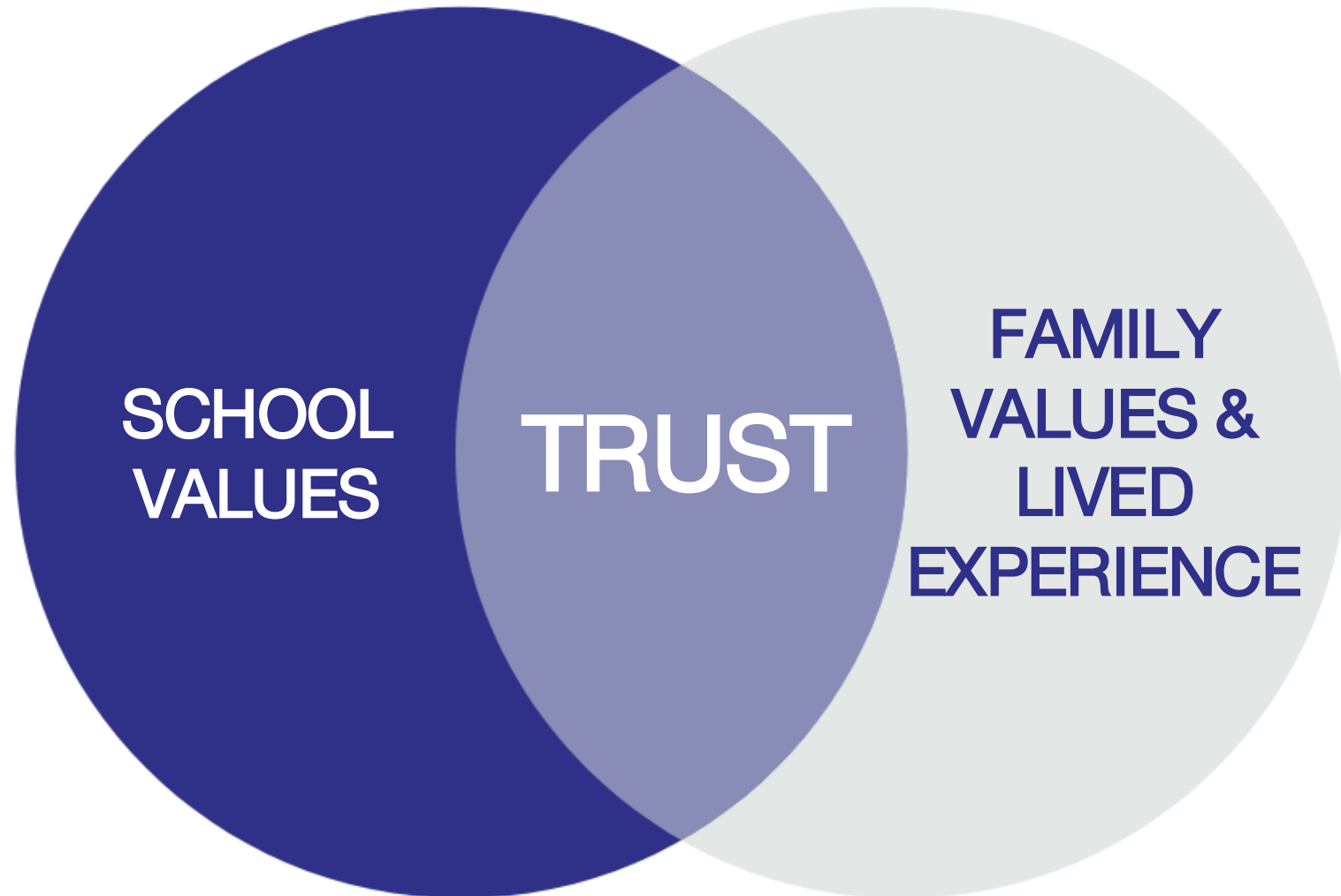
**Culturally Responsive Engagement to
Strengthen Your School Community**

Relationships > Marketing

**Building lasting enrollment
begins with trust.**



Families choose schools based on shared values, not just promotional materials.



Why Families Hesitate

Understanding the "Trust Gap"



Problem vs. Behavioral Result

The *Why*

- Language & Communication
- Logistical Gaps
- Charter School Myths
- Transactional Outreach

The *Impact*

- Hesitation to Engage
- Decision-making shaped by Cultural Context
- Preference for Word-of-Mouth
- "Wait and See" Approach

Crowd-Sourcing Solutions

Interactive Activity: Barrier-Busting



The Barrier-Busting Wall

Instructions:

1. Visit stations (Language, Transport, Perceptions, Scheduling).
2. Write one practical solution on a sticky note.
3. We will create a crowd-sourced Solution Wall.

From Generic to Personal
The Message Makeover



Reimagine a generic school outreach message



Before & After

Reframing the Narrative



Speak to the heart of a community, not just their inbox.

Transactional (Before)	Transformational (After)
Submit your application by 4 PM	Join our school family today.
Free K-12 Charter School.	A partner in your child's future.
Our school offers rigorous academics and a strict code of conduct.	We believe in your child's potential and provide a safe, supportive space for them to thrive.
Transportation and language services are available upon request.	We speak your language and provide the rides your student needs to get to class safely.



Taking Action Immediately

Personalized Outreach Blueprint



Your 30-Day Blueprint

Week 1: Identify your school's top barrier.

Week 2: Apply a "Message Makeover" to your primary flyer.

Week 3: Launch one culturally responsive engagement event.

Week 4: Measure trust through family feedback.

Authentic Engagement

Equals Sustainable Growth



Trust is the foundation of school choice.

Key Outcomes:

- ❖ **Grow Enrollment:** Translate community trust into sustainable student numbers.
- ❖ **Strengthen Retention:** Keep families engaged by reflecting their values and diversity.
- ❖ **Increase Advocacy:** Turn parents into your school's most powerful partners and recruiters.
- ❖ **Enhance Reputation:** Establish your school as a true partner in a child's education.

Let's Stay Connected!

LinkedIn: @Alycia Campbell



**“
Your
feedback
helps us all
move forward
together**



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