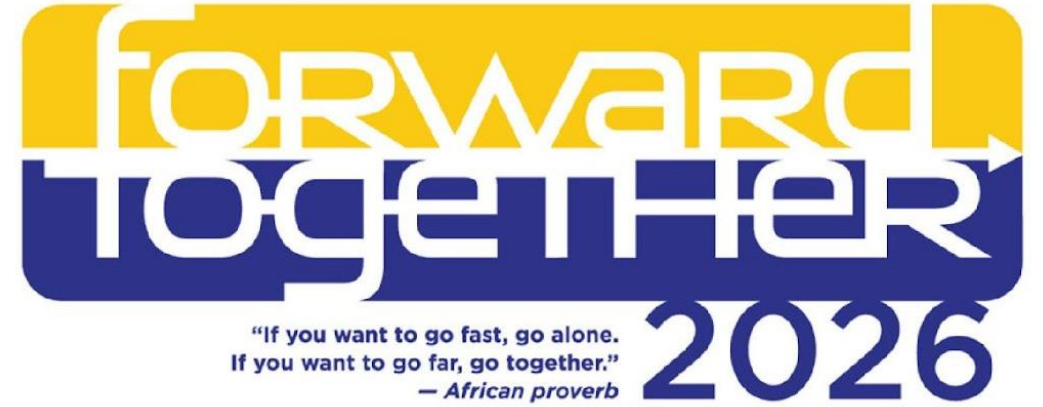




Colorado Charter Schools Annual Conference

February 25-27, 2026
Denver Marriott Tech Center



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FIXED INCOME CAPITAL MARKETS

Igniting Impact: The Power of Storytelling

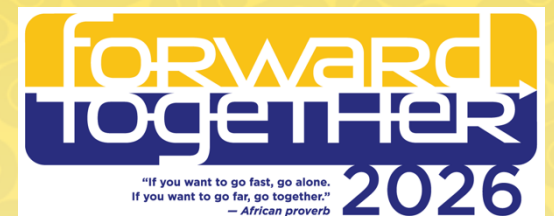
Kayla Eggers | Community Manager | Schola

Claire Chayet | Client Partner | Schola

Evergreen (E)
February 27, 2026 | 8:30-9:30am
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.



Igniting Impact: The Power of Storytelling



Introductions



Claire Chayet
Client Partner

Claire works closely with school leaders to drive enrollment, strengthen family engagement and improve student retention. She specializes in recruitment strategy, outreach and data-informed growth planning. Her background in education advocacy, from a Phoenix Montessori charter school to working with nonprofits serving border communities in Mexico. Her passion is expanding access to quality education for all students.



Kayla Eggers
Community Manager

Kayla leads community engagement and communication efforts at Schola, supporting schools and organizations with resources, trainings, and strategies that strengthen enrollment practices and family engagement. In her role, she develops and oversees content across social media, blogs, email campaigns, webinars, and professional development sessions, ensuring schools have clear, accessible guidance to effectively reach and support their communities.



Nationwide Charter School Support



What We Do

Our mission is to strengthen community institutions to better serve their people, creating equity, access, and inclusion for everyone.

Schola® is a trusted partner for both PK-12 schools and families at all points in the enrollment journey. While families rely on Schola to find and apply to right-fit schools, we **empower schools with the hands-on support, outreach, and insights needed to attract, enroll, and retain students.**

Today's Agenda

#1 What is Storytelling

#2 Defining Your Unique Value Proposition

#3 Communicating Your UVP Through Compelling Stories

#4 Bringing it Together

What is Storytelling?



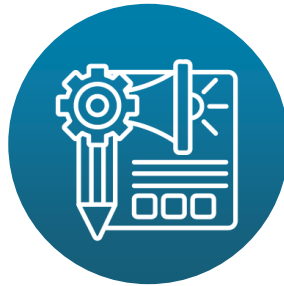
**What do you think we mean when we
say “storytelling”?**

The way you convey your message matters.

Storytelling is the way you convey your message to make your school stand out as **unique** to attract families and help them visualize their child at your school.



Testimonials



Unique Value Proposition



Data Points

How Storytelling Strengthens Enrollment

- **Helps families** visualize their child thriving at your school
- **Reinforces school values** and mission
- **Differentiates your school** from competitors
- **Leads to increased inquiries** and stronger engagement
- **Builds trust** and showcases your school's impact





Defining Your Unique Value Proposition

**Can anyone tell me...
What is Your Unique Value
Proposition?**

Unique Value as a Competitive Advantage

Families are often applying to **3 or more schools** in their area...

Your Unique Value Proposition (UVP) is a **clear, concise statement** that explains **why your school exists, how your school addresses a students needs, and what makes your school stand out as unique.**



The UVP Formula

What You Uniquely Offer

What is different about what your school provides or how you provide it?

Desired Outcome and Impact

What do you desire for your students and how does that impact them?

Who It Benefits

Why type of student really thrives at your school?

**We help {WHO} achieve {DESIRED OUTCOME}
through {HOW YOU DO IT DIFFERENTLY}.**

How You Identify What Makes You Unique

(hint: it's not just small class sizes and a loving environment!)



Analyze Existing Programs and Outcomes:

Identify successful or specialized programs and student outcomes that set your school apart.



Survey Parents, Students, and Staff:

Collect feedback from families and staff on what they value most about the school.



Review Mission and Vision Alignment:

Evaluate how well the school's offerings align with its mission.



Spotlight Staff Expertise and School Accomplishments:

Review teachers' and staff unique qualifications, experience, or academic awards.

WORKSHOP: Defining Your UVP

Use this formula to come up with a UVP for *your* school.

**[We help {WHO} achieve {DESIRED OUTCOME}
through {HOW YOU DO IT DIFFERENTLY}.]**

WORKSHOP: Defining Your UVP

Vague and Common UVP

We provide a supportive learning environment where all students can succeed and reach their full potential.

Clear, Strong, and Specific UVP

We help middle school students who need more structure and confidence build academic skills and lifelong self-belief by pairing rigorous academics with individualized learning plans catered to their interests.

The background features a white-to-teal gradient on the right side. Two thick, curved teal lines sweep across the frame from the top-left towards the bottom-right. The main text is centered in the white area.

Communicating Your UVP Through Storytelling

**Does anyone have a compelling story
that reflects their UVP?**

Why Storytelling Matters

You might be asking: *How can we truly differentiate if...*

“All of our competitors have the same end goal – successful students.”

“We are part of a network that has the same offerings at each campus.”

“Other schools have similar offerings and programs as we do.”

This is where storytelling comes in!

How to Communicate Your UVP (Show, Don't Tell!)



Use Student Experiences

Feature voice of current students and parents that praise your unique offerings to create trust and credibility in your messaging.



Solve Pain Points

Think about common concerns parents have, such as safety, academic performance, and student support.



Utilize Data and Statistics

Include data such as graduation rates, college acceptance percentages, student growth metrics, and academic rankings to back up claims.

Putting Into Practice: Examples



Student Experiences

STEM School

Show Through Storytelling:

“The coding skills learn here help prepare me for the real world.”



Solution to Challenges

Inclusive Culture

Show Through Storytelling:

“Everyone makes me feel like I belong here. I’m part of a community.”



Data and Statistics

College-Ready Focus

Show Through Storytelling:

“95% of our graduates enroll into a 2 or 4 year college including (College Name)”

Workshop: Crafting a Compelling Story



Think about a **compelling story** from your school (a study success story, parent satisfaction, staff spotlight, solution to pain point, student academic growth, etc.) **that aligns with your Unique Value Proposition (UVP)**. (This can be real or aspirational!)

Jot Down

- **Who is the story about?**
- **What challenge did they face?**
- **What changed because of your school?**
- **What's the result?**

Workshop: Crafting a Compelling Story Example



“My son’s experience at a different middle school was heartbreaking. He was falling behind academically, struggling to make friends, and wasn’t getting the support he needed. We came to Colorado last year and everything changed when we found this school. My my son has grown tremendously since he started coming here, both academically and personally. The teachers and staff are true professionals and have given him everything he needs to thrive. They have shown him patience, love, and dedication. Colorado Charter School has supported his growth every step of the way.”

Where to Leverage Your Story

Storytelling should be integrated throughout all your efforts to increase the number of **interested families, applicants, and enrollments**.

Family Outreach

Promo Video

Referral Program

Social Media

Flyers/Mailers

Open House/Events

Text and Email
Communication

Website

Staff
Communication

Why All Of This Matters

When a school has a clearly defined Unique Value Proposition and communicates it consistently across all channels through words and compelling stories, families don't have to *guess* what makes the school different. They can *feel* it.

**That emotional clarity is what turns
interest into trust
trust into enrollment
and enrollment into long-term community.**

This is How Schola Comprehensively Supports Partner Schools



At Schola®, we are your partner in enrollment success.

Our goal is not to just be a service provider, but to work hand-in-hand with you to elevate your recruitment, enrollment, retention, and financial health, and ultimately have an outsized impact on the community you serve.



Expert Strategy Support

We'll work by your side to guide and optimize your approach for recruitment, enrollment, and retention strategies.



Personalized Outreach Team

SPOT is an extension of your team, handling family communication in English and Spanish to maximize enrollment.



Powerful Technology Hub

The Schola platform makes it easy to automate, track, and manage enrollment efforts in one place.



Assembly™ by Schola.

Assembly™ helps you seamlessly manage, promote, grow, and fund enrichment programs to retain your families and expand your community.



Connect With Us

Full Enrollment Support
Claire Chayet
Client Partner
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Assembly™ by Schola
Kayla Eggers
Community Manager
kayla@schola.com

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



**Colorado League of
Charter Schools**



Each time you take the survey you can enter to win prizes