

October 15, 2026

🍂 Your school's story starts here

By October, the school year has settled into its rhythm — and stories worth sharing are happening every day. This month, take a fresh look at how you're capturing those moments and helping prospective families understand your school. From student accomplishments to meaningful family connections, the stories you collect now can strengthen your brand and support the enrollment season ahead.

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

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Three things to tackle this month

- **Collect the stories behind your mission.** Ask teachers for one classroom moment that shows what makes your school special. Capture a photo, a student reflection, or a short explanation of why it matters.
- **Walk through your website like a new family.** Can someone quickly find your grade levels, location, enrollment steps, and tour information? Update anything that could leave families guessing.
- **Listen to your current families.** Ask what helped them choose your school and what they wish they'd known sooner. Their answers can shape your FAQs, tour messaging, and future stories.



Save the dates

🎯 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

📽️ Missed the September Lunch + Learn? Help families find your school.

Explore practical ways to strengthen your school's visibility in AI-powered search. Jack and Shelbey's session, *Beyond SEO: Using AI Search to Drive Enrollment*, covered website and content strategies to help prospective families find and understand your school. Access the slides and recording.

Media mentions



🏆 Colorado Student Peter Daniell Wins 2026 National Civics Bee

CSPAN | October 14

📈 Colorado's Independence Academy more than doubles in size while keeping its teachers and culture

NEWSNet | October 12

📚 Liberty Common Makes Room for Growing Demand

League | October 8

👏 Better Outcomes, More Choices: Colorado Charter Schools Advance Student Success

League | October 8



🥬 Local foods expand school menus at Battle Rock Charter School

The Journal | October 8

🍴 Local Food Opens Students' Eyes — and Palates

League | October 7

🎉 Aurora charter school celebrates major growth, student success

CBS News | October 3

🙌 Mountain View Core Knowledge School ranks No. 20 among Colorado middle schools

Daily Record | October 1

✅ What Five Charter Schools in One Rural Colorado County Tell Us About Public Education

Kwiyagat Community Academy | September 23

Resources + insight

🔲 Google's guide to AI features and your website: A follow-up to September's session.

🔊 Is AI Recommending Your School? How Families Find and Choose Schools Now

📺 CDE's Every School Day Matters toolkit: Adapt the communication templates to support clear, consistent attendance messaging for your families.

🚸 CDE's Family, School, and Community Partnerships framework: Use its emphasis on inclusive cultures and trusting relationships to evaluate how your communications invite families to participate.

📲 The Problem with AI-Generated Flyers: Why Simple Social Media Wins: Just because AI can create a beautiful graphic in 30 seconds doesn't mean it belongs on social media.



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