

Family Recruiter Program

Rocky Mountain Prep
Denver and Aurora, CO



Rocky Mountain Prep is a network of four elementary charter schools located in Denver and Aurora. Their mission is focused on every student and staff reaching their full potential. Rocky Mountain Prep believes that families know their students best and need access to information to be able to navigate, choose, and advocate for the educational experiences that best help their student(s) reach their full potential. Three years ago, Rocky Mountain Prep launched their family recruiter program to support this vision to become a reality.

The family recruiter program seeks to accomplish the following: [1] Removing school officials as the source of information and having families talk directly to other families about how to consider the choice of school that would be best for them [2] Help Rocky Mountain Prep reach their own enrollment goals through direct outreach to community resources and families [3] Develop families as advocates and leaders to help bring about the change they seek at Rocky Mountain Prep and the community and [4] Create opportunities for parents and guardians to continue to grow and reach their own potential to break down systemic oppression.

To accomplish this vision, Rocky Mountain Prep focuses on a clear and robust hiring, onboarding, training, and development program. Family recruiter candidates are nominated by the schools and interviewed for the position by network support team members. They go through a three day training focused on introducing the recruiters to soft and hard skills including data literacy, evaluating quality schools, communicating effectively with families, navigating school choice resources, and goal setting. Throughout the choice cycle, family recruiters meet one-on-one weekly to receive coaching as well as give feedback to their manager. Through this program, Rocky Mountain Prep has extended its reach in talking with families and also seen a 30% increase in enrollment across the network two years in a row.

Rocky Mountain Prep believes that this work is vital to its mission and therefore compensates the recruiters. Currently, the program is more robust during the key enrollment season and includes ten families, nine working as recruiters, and one as a data intern, focused on keeping data clean within a CRM. During the slower season there are three families that stay on. Supporting families in their growth is a key priority, and three of the family recruiters have gone on to have full-time positions at the campuses.

Rocky Mountain Prep is working to continue to build off of and improve this program. Planned next steps include expanding the program to year-round, continuing to create more paths for growth, expanding the role to include more family engagement and advocacy, and connecting with outside partners who are also working to ensure all families have access to a quality school and voice in the creation of that school.