	Objective	Action Items	Resources	Metrics to Track
SHORT-TERM GOALS	Establish a "source of truth" on perceived choice threats	Build a simple competitive map (district, charter, private/ESA); identify grade-level attrition hotspots; audit transfer reasons; run a short parent pulse survey and staff pulse survey	Leader time; data/IT; communications lead	Net enrollment change by grade; exit/transfer reasons; parent trust baseline; staff understaffed perceptions
	Stabilize critical staffing to protect "moments that matter" for families	Identify "no-fail" roles; implement rapid-fill protocols; create contingency plans; shorten vacancy time by using contract staffing/tele-services as appropriate	HR lead; SPED director; budget reallocation; staffing partner	Vacancy days; IEP service minutes delivered; reports of workload spillover
	Fix the digital front door and enrollment pathway	Create a clear enrollment landing page; standardize school profiles; ensure accessibility and translation; publish program differentiators and support services	Communications/IT; minimal design support if needed	Page conversion (visit→inquiry); bounce rate; call/email volume; response
MEDIUM-TERM GOALS	Build a differentiated, evidence-backed "value proposition"	Identify 3–5 "proof points" (programs, supports, outcomes); train leaders to tell consistent stories; align visuals and messaging across schools	Leadership team; comms; teacher leaders	Awareness metrics; sentiment; program participation; event attendance
	Institutionalize enrollment management as a measurable funnel	Define stages; set stage owners; standardize tours/open houses; create follow-up sequences; reduce friction in transfers and re-enrollment	Enrollment coordinator; comms; school office staff	Inquiry→tour→enroll conversion; time-to-response; retention by cohort
	Improve the employee experience to reduce turnover and strengthen climate	Strengthen onboarding/mentoring; reduce role overload; implement recognition and feedback loops; measure well-being and intent-to-stay	HR; principals; instructional coaches	Turnover; midyear resignations; staff satisfaction; understaffed perceptions
LONG-TERM GOALS	Build a sustainable talent pipeline aligned to community needs	Partner with prep programs; "grow-your-own" para-to-teacher pathways; diversify pipelines for counselors/psych/SLPs; invest in retention ladders	District partnerships; budget planning	Vacancy trend line; applicant pool; time-to-fill; hard-to-staff role coverage
	Create continuous improvement governance (enrollment/staffing/trust)	Establish dashboard cadence; quarterly "experience reviews"; publish transparent updates to community	Data team; leadership routines	Enrollment stability; satisfaction; climate indicators; service delivery compliance