

Southwest Georgia STEM Charter School
Policy S39 - Recruitment and Retention Policy
Adopted: July 16, 2026

Purpose: Southwest Georgia STEM Charter School (SGSC) is committed to providing an equitable, high-quality educational opportunity to all eligible students within its approved attendance zone. In accordance with O.C.G.A. § 20-2-2066 and the school's Charter Contract, SGSC implements intentional recruitment and retention strategies designed to ensure that the school's student population reflects the demographics of the school-age population throughout its attendance zone. The school provides equal access to enrollment opportunities without regard to race, color, national origin, religion, sex, disability, socioeconomic status, English language proficiency, or academic ability.

STUDENT RECRUITMENT PLAN

Southwest Georgia STEM Charter School will:

- Recruit a student population that reflects the diversity of the communities within the approved attendance zone.
- Ensure all families have equal access to information regarding enrollment opportunities.
- Increase awareness of the school's continuing academic improvements.
- Remove barriers that may limit access for underserved populations.
- Maintain transparent, fair, and non-discriminatory enrollment procedures.
- Conduct all admissions through a random lottery whenever applications exceed available seats.

Community Outreach

Southwest Georgia STEM Charter School will:

- Participate in community events.
- Attend local educational fairs.
- Present information at civic organizations and community meetings.
- Partner with local churches and community organizations.
- Participate in county and regional events throughout the attendance zone.

Marketing

Southwest Georgia STEM Charter School will maintain an active online presence through:

- School website updates
- Display on the digital school sign in front of the school

- Facebook and other social media platforms
- Digital advertisements during open enrollment
- Posters displayed throughout the school and around town in key locations
- Email communications
- Yard signs in the community and around the school
- Electronic, weekly newsletters

School Events

Prospective families are invited to:

- STEM Nights
- Open House event
- Family engagement activities
- Athletic events
- Career Fair events
- Community service events

STUDENT RETENTION PLAN

The school believes that student retention begins with creating a positive, supportive, and academically challenging learning environment. Southwest Georgia STEM Charter School (SGSC) has focused on creating an environment where students want to return because of the quality of their instruction and the school climate.

SGSC provides standards-based instruction, personalized instructional support, and intervention and enrichment opportunities. Students will receive access to academic interventions, school counseling services, MTSS supports, special education services, section 504 accommodations, English Learner services and behavioral supports.

Southwest Georgia STEM Charter School maintains strong partnerships with families through parent-teacher conferences, family STEM nights, volunteer opportunities, parent surveys, weekly school newsletters, and social media updates.

Southwest Georgia STEM Charter School realizes the value of a Positive School Culture. SGSC promotes Positive Behavior Interventions and Supports (PBIS), student leadership opportunities, Clubs and extracurricular activities, athletics, student recognition programs and attendance incentives.

COMPLIANCE

Southwest Georgia STEM Charter School complies with all applicable federal and state laws governing student recruitment, admissions, and enrollment. SGSC does not discriminate during admissions, uses a public random lottery when required, publicizes enrollment opportunities throughout the attendance zone, makes reasonable efforts to recruit a cross section of eligible students, maintains documentation of recruitment activities, and provides equal opportunity for enrollment consistent with O.C.G.A. § 20-2-2066.