



# **Fund for Champions of Excellence in Family Service**

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## **AWARDS PROGRAM**

## **Caissa K12 Champions of Excellence in Family Service Awards Program**

Public schools are the foundation of a strong society, yet too often they are ignored, misunderstood, or vilified. While school choice has become the shiny headline, families are left navigating a confusing system and schools are forced to defend funding instead of serving students. The Caissa K12 Champions of Excellence in Family Service Awards are a bold, **\$1,000,000 Million Dollar** commitment to celebrate the public schools and educators who are actually making a difference every day, those who provide outstanding family service, build trust, and create opportunities for every student. This is about honoring what's real, not what marketing campaigns or political narratives want people to believe.

### **Champions of Excellence in Family Service - Award Categories:**

**Individual Award:** Recognizes a public school employee who consistently goes above and beyond for students and families, demonstrating exceptional responsiveness, care, and follow-through.

**School Award:** Recognizes a public school campus that sets the standard for family service across the entire school, fostering welcoming, consistent, and trustworthy experiences for all students and families.

### **Award Periods:**

**Spring Cycle:** Nominations open now, close April 15; awards announced May/June

**Fall Cycle:** Nominations open now, close September 15; awards announced October/November

### **Contact Information:**

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## Letter Inviting Nominations / Applications

Dear School Leader, Parent, or Community Stakeholder,

The Caissa K12 Fund is proud to launch the **Champions of Excellence in Family Service Awards Program**, a national initiative designed to celebrate the real heroes of public education. This **\$1,000,000 Million Dollar** program shines a spotlight on public schools and school employees who consistently deliver exceptional service to families, building trust, communication, and a culture of care in the face of growing challenges and false narratives about public schools.

### Why This Matters:

Public schools are under siege, misrepresented in debates over school choice, pressured to defend funding, and too often criticized while doing extraordinary work. Families deserve schools that communicate clearly, follow through consistently, and create welcoming environments. These awards are our way of saying loudly and publicly: we see you, we value you, and we are investing in you.

### Who Can Be Nominated:

- **School Award:** Any public school in the U.S. is eligible. Parents, community members, or anyone familiar with the school can nominate. There is no limit to the number of nominations a school can receive.
- **Individual Award:** Any public school employee may be nominated by their school or colleagues. The employee must work in a public school and exemplify extraordinary family service.

### Nomination Process:

- Nominations are submitted online via our website at <https://www.caissak12.com/> under the Awards Program tab. There are two separate forms: one for schools and one for individuals.
- Nominations are reviewed by the Caissa K12 team using our Family Service Scorecard. We may receive thousands of nominations, and each will be carefully evaluated.
- Top candidates will undergo secret shopping and verification of their family service to ensure that recognition reflects actual performance.
- Awards must be presented in person to honor the schools and individuals publicly.

**Recognition:**

This program is about changing the narrative: highlighting public schools doing incredible work every day. Winners will be celebrated as exemplars of family service and shared as models of excellence nationwide. For more information, nomination instructions, or to download the full award packet, visit <https://www.caissak12.com/>.

# **Champions of Excellence in Family Service**

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## SCHOOL AWARD NOMINATION FORM

## School - Award Overview

The School Family Service Excellence Award recognizes public schools that truly put families first, schools that go beyond appearances and deliver what families actually experience. These are the campuses actively creating amazing experiences for families, showing genuine care, building trust, and making exceptional family service part of everything they do.

### Award Eligibility:

- Open to any public school campus in the U.S., of any grade level or type.
- Schools may be nominated by parents/guardians, school staff, district staff, or Caissa K12 team members.
- No limit on the number of nominations a school may receive.
- Schools do not need prior service training to be eligible.
- Excellence is judged on current practices, including accessibility, welcoming environment, clear communication, and consistent support.
- Only schoolwide practices are evaluated; the award recognizes the campus as a whole, not individual staff.

### Eligible Nominators:

- Parents or guardians
- School staff or leadership
- District staff
- Caissa K12 team members

### Program Timeline:

Two annual nomination cycles:

- April 15
- September 15

### Evaluation Framework:

- All nominations are evaluated using the Caissa K12 School Family Service Scorecard.
- Maximum score: **50 points**
- Response limit: **250 words per question**
- Scoring reflects clarity, completeness, and evidence of consistent service practices.

**District Role in Nominations:**

- District staff may assist in prioritizing top nominations for Caissa K12 review. Optional but helpful for districts with multiple schools submitting.
- Final scoring and award decisions are made exclusively by Caissa K12 using the official scorecard and verification process.

**Evaluation Process:**

- Nominator responses are reviewed for clarity, completeness, and strength of evidence.
- Top nominations undergo secret shopping and verification by Caissa K12 to confirm family service excellence in practice.
- Points are awarded across five domains:
  1. Ease of Contact
  2. Welcoming Environment
  3. Clear & Consistent Communication
  4. Follow-through & Accountability
  5. Service Consistency Across Staff

**Total possible points: 50**

## Champions of Excellence in Family Service - School Award Nomination Form

### Instructions for Nominators:

- Answer each question concisely with specific examples or evidence.
- Responses must be **250 words or less** per question.
- Your answers will be evaluated using the scoring chart below, which reflects the clarity, completeness, and quality of evidence provided for each domain.
- Please complete all fields for both Nominator and Nominee information.
- **Total possible points: 50**

### Nominator Information:

- Name: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Address: \_\_\_\_\_

Are you employed by this school?  Yes  No

- If a district is nominating this school, what is the district name?

\_\_\_\_\_

### Nominee (School) Information:

- School Name: \_\_\_\_\_
- District: \_\_\_\_\_
- City, State: \_\_\_\_\_
- Grades Served: \_\_\_\_\_
- Primary Contact Name: \_\_\_\_\_
- Primary Contact Email: \_\_\_\_\_
- Primary Contact Phone: \_\_\_\_\_
- Total Enrollment (optional but recommended): \_\_\_\_\_
- Key School Programs (optional, e.g., family engagement, after-school programs):  
\_\_\_\_\_

## Short-Answer Questions - Total Possible Points: 50

### 1. Ease of Contact (10 points)

How does the nominated school make it easy for students and families to reach staff and receive prompt, reliable responses? Include multiple contact methods, accessibility practices, and systems for tracking and resolving requests.

**Answer:**

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### 2. Welcoming Environment (10 points)

How does the nominated school foster a welcoming and inclusive culture for all students, families, and visitors? Include routines, events, or practices that make everyone feel respected and valued.

**Answer:**

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### 3. Clear & Consistent Communication (10 points)

How does the nominated school communicate schedules, policies, and updates clearly across all channels? Include methods for ensuring accuracy, consistency, and understanding.

**Answer:**

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### 4. Follow-through & Accountability (10 points)

How does the nominated school consistently follow through on commitments, respond without repeated prompting, and resolve issues reliably? Include routines or systems for accountability and monitoring.

**Answer:**

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**5. Service Consistency Across Staff (10 points)**

How does the nominated school ensure all staff (instructional, administrative, and support) provide consistent, high-quality service to families? Include training, expectations, or cultural practices that maintain these standards.

**Answer:**

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## School Award - Scorecard

This scorecard is used to evaluate nominator's responses to the questions below family service excellence at the school level. Each domain reflects a key aspect of a school's commitment to families and students. Reviewers should assign points based on specific evidence, consistency, and impact.

Scoring Guidelines: **Total possible points: 50**

- 10 points = Exceptional: clear, comprehensive evidence; exemplary practices consistently applied; measurable impact on families and students
- 7-9 points = Strong: solid evidence; practices mostly consistent; positive impact
- 4-6 points = Adequate: some evidence; practices inconsistent; limited impact
- 1-3 points = Needs Improvement: minimal evidence; sporadic practices; little to no impact
- 0 points = No evidence or does not match

<b>Category</b>	<b>What Is Being Evaluated</b>	<b>Points Possible</b>	<b>Points Awarded</b>
Ease of Contact:	<ul style="list-style-type: none"> <li>● Families can easily reach staff, inquiries and concerns are addressed reliably and promptly</li> </ul>	10	
Visitor Experience:	<ul style="list-style-type: none"> <li>● Students, families, and visitors feel welcomed and valued; school environment is friendly, professional, and supportive</li> </ul>	10	
Service Consistency:	<ul style="list-style-type: none"> <li>● Information about schedules, policies, and updates is accurate, clear, and consistent across staff and platforms</li> </ul>	10	

Accountability:	<ul style="list-style-type: none"> <li>• Staff complete tasks without repeated reminders; issues and requests are resolved effectively</li> </ul>	10	
Schoolwide Culture:	<ul style="list-style-type: none"> <li>• Families receive consistent service across staff and departments; the school demonstrates a culture of high-quality, reliable service</li> </ul>	10	
Total Category Points:		50	

# **Champions of Excellence in Family Service**

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INDIVIDUAL AWARD NOMINATION FORM

## Individual - Award Overview

The Individual Award celebrates public school employees who turn everyday interactions into extraordinary family experiences. These are the staff members who go beyond their job description, who families remember because they are reliable, empathetic, and genuinely caring. This award honors individuals who make families feel welcomed, supported, and respected, proving that one person's dedication can transform a school community and set a standard for excellence in public education.

### **Award Eligibility:**

- Open to any public school employee in the United States, in any role, including instructional, support, or administrative staff.
- There is no limit to the number of nominations an individual may receive.
- Prior training is not required; this award measures the impact of the individual's current actions in creating an exceptional family experience.

### **Eligible Nominators:**

- Parents or guardians
- School staff or leadership
- District staff

### **Program Timeline:**

Two annual nomination cycles:

- April 15, 2026
- September 15, 2026

### **Evaluation Framework:**

- All nominations are evaluated using the Caissa K12 School Family Service Scorecard.
- Maximum score: **50 points**
- Response limit: **250 words per question**
- Scoring reflects clarity, completeness, and evidence of consistent service practices.

### **District Role in Nominations:**

- Districts may assist in prioritizing top nominations for Caissa K12 review
- Final scoring and award decisions are made exclusively by Caissa K12 using the official scorecard and verification process.

### **Evaluation Process:**

- Nominator responses are reviewed for clarity, completeness, and strength of evidence.
- Top nominations undergo secret shopping and verification by Caissa K12 to confirm family service excellence in practice.
- Points are awarded across **five domains**:
  1. Respect & Professionalism
  2. Reliability & Responsiveness
  3. Impact on Families & School Culture
  4. Proactive Initiative
  5. School Pride

**Total possible points: 50**

## **Champions of Excellence in Family Service - Individual Award Nomination Form**

**Instructions for Nominators:**

- Answer each question concisely with specific examples or evidence.
- Responses must be 250 words or less per question.
- Your answers will be evaluated using the scoring chart below, which reflects the clarity, completeness, and quality of evidence provided for each domain.
- Please complete all fields for both Nominator and Nominee information.
- Total possible points: 50

**Nominator Information:**

- Name: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Address: \_\_\_\_\_
- Relationship to nominee (parent, staff, district, Caissa K12 team):  
\_\_\_\_\_

**Nominee Information:**

- Name: \_\_\_\_\_
- School: \_\_\_\_\_
- District: \_\_\_\_\_
- City, State: \_\_\_\_\_
- Grades served: \_\_\_\_\_
- Job Title/Role: \_\_\_\_\_

## Short-Answer Questions - Total Possible Points: 50

### 1. Respect & Professionalism (10 points)

How does the nominated individual consistently demonstrate courtesy, empathy, and professionalism with students, families, and colleagues? Provide specific examples.

Answer: \_\_\_\_\_  
\_\_\_\_\_

Points: \_\_\_\_\_

### 2. Reliability & Responsiveness (10 points)

How does the nominated individual respond promptly and dependably to questions, concerns, or requests? How do they follow through on commitments?

Answer: \_\_\_\_\_  
\_\_\_\_\_

Points: \_\_\_\_\_

### 3. Impact on Families & School Culture (10 points)

How does the nominated individual positively affect students, families, and the school community? Include examples of meaningful contributions and influence on school culture.

Answer: \_\_\_\_\_  
\_\_\_\_\_

Points: \_\_\_\_\_

### 4. Proactive Initiative (10 points)

How does the nominated individual identify challenges, take ownership of solutions, and seek opportunities to improve the family experience beyond assigned duties?

Answer: \_\_\_\_\_  
\_\_\_\_\_

Points: \_\_\_\_\_

**5. Representation & Pride (10 points)**

How does the nominated individual demonstrate pride in their school, advocate for it, and positively represent it to families and the community?

**Answer:** \_\_\_\_\_

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Points: \_\_\_\_\_

**Total Points Possible: 50**

## Individual Award - Scorecard .

This scorecard is used to evaluate the nominator's responses to the short-answer questions, assessing family service excellence at the individual level. Each domain represents a key aspect of an individual staff member's commitment to students, families, and the school community.

Scoring Guidelines: **Total possible points: 50**

- 10 points = Exceptional: clear, comprehensive evidence; exemplary practices consistently applied; measurable impact on families and students
- 7-9 points = Strong: solid evidence; practices mostly consistent; positive impact
- 4-6 points = Adequate: some evidence; practices inconsistent; limited impact
- 1-3 points = Needs Improvement: minimal evidence; sporadic practices; little to no impact

Category	What Is Being Evaluated	Points Possible	Points Awarded
Respect & Professionalism:	<ul style="list-style-type: none"> <li>● Shows consistent courtesy, empathy, and professionalism with students, families, and colleagues.</li> </ul>	10	
Reliability & Responsiveness:	<ul style="list-style-type: none"> <li>● Responds promptly and dependably to questions, concerns, and requests.</li> <li>● Follow through on commitments.</li> </ul>	10	
Impact on Families & School Culture:	<ul style="list-style-type: none"> <li>● Positively affects students, families, and overall school culture through actions and engagement.</li> </ul>	10	
Proactive Initiative:	<ul style="list-style-type: none"> <li>● Identifies and resolves issues. Goes beyond assigned duties to improve service and</li> </ul>	10	

	<b>support.</b>		
<b>School Pride:</b>	<ul style="list-style-type: none"><li>• Demonstrates pride in the school through conduct and communication.</li><li>• Positively represents the school to families and the community.</li></ul>	<b>10</b>	
<b>Total Category Points:</b>		<b>50</b>	

## Submission Instructions

1. Select the Award: Indicate whether you are nominating for the School Family Service Excellence Award, the Individual Champions of Excellence in Family Service Award, or both.
2. Complete All Fields: Fill out all Nominator and Nominee information completely and accurately. Incomplete submissions may not be considered.
3. Answer Questions Clearly: Provide specific examples and evidence in each short-answer question. Each response should be 250 words or less. Focus on what the school or individual does in practice, not what looks good on paper.
4. Multiple Nominations: Schools may receive multiple nominations. Individuals may only be nominated once per cycle by a single nominator.
5. Submission Deadlines:
  - Spring Cycle: April 15
  - Fall Cycle: September 15
6. Evaluation Process: Caissa K12 will review all submissions using the official scorecards. Top nominations will undergo verification and secret shopping to confirm real-world excellence. Final decisions are made exclusively by Caissa K12.
7. Awards: Winners will be notified and recognized in person.

This proposal plan was prepared by:



[www.caissaK12.com](http://www.caissaK12.com)