



# ACES Insights

MARCH 2025

ACES has just recently completed possibly its “largest RFP” ever. A total of 26 proposals were received, and many of them were excellent. We’d like to shout out a special thanks to our *wonderful* volunteer evaluators (THANK YOU!!!), **Veronica Torres, former Leader at Tierra Adentro and ACES Cadre Professional and Michelle Perry, Leader at Sacramento School of Engineering and Science**. The job was big and thanks to you, we were finally able to get through the process! Contracts were awarded to **six** of the 26 companies. We have dedicated this newsletter issue to introducing the new vendors that were awarded contracts under **RFP 25-01 for Marketing and/or Data Analytics Services**. We hope you will take the opportunity to look through the pages introducing these new ACES Contractors and see if there’s one that might be able to help you achieve your goals. We also have included information on the upcoming **Job Fairs** hosted by ACES, Albuquerque Aviation Academy, and Northpoint Charter School on **June 4th!** Let us know if you are interested in participating. It’s **FREE!**



**Agenda, LLC** is fully mobilized to deliver on a wide range of marketing services, including digital marketing, marketing services, advertising, social media, public relations, online marketing, branding/brand development, video production, graphic

design and/or web site design and development. Key elements include:

- Social media management including building a following with high-quality original content.

- Development of strategic messaging and narratives tied to target audience analyses and baselines.
- Tracking user engagement and intensity, and ongoing security monitoring.
- Creating original and compelling graphic elements and editorial content for social media marketing.
- Preparing media strategies, monthly marketing calendars, and other marketing frameworks.
- Collaboratively working with internal stakeholders to deliver timely and relevant updates, including analytics, outcomes, and recommendations.
- Managing owned social media channels to monitor reputation.
- Delivering social account security monitoring to decrease the risk of hackers.
- Providing insight and analytics as needed for marketing purposes.
- Developing, distributing, and/or coordinating marketing using flyers, invitations, ads, banners, billboards, television and/or radio.

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**CARROLL STRATEGIES**

**Carroll Strategies** is a public relations firm that provides marketing services and is uniquely poised to provide

communication solutions to ACES Participating Agencies. They offer strategic communications that win. Serving clients such as Walmart, Virgin Galactic, Lovelace Health Systems, Presbyterian Health Systems and the U.S. Department of Energy, their staff includes 5 everyday employees with a wealth of knowledge and experience in all of the areas of operation, plus contracted experts in Search Engine Optimization, Graphic Design, and in Videography, Polling, and Event Planning if need be. They have versatility in crafting PR plans, marketing to increase public awareness, advertising businesses, in media and government relations, disaster preparedness and crisis management, media training and coaching, and social media.

Marketing and Public Relations Services offered include:

Public Relations

Media Relations

Public Affairs

Government Relations

Crisis Management

Branding

Advertising

Design

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**KRQE Media Group** is a multimedia platform designed for customer engagement. It includes KRQE News 13, Fox New Mexico, New Mexico's CW, New Mexico 50, our morning lifestyle

show - New Mexico Living, KRQE Digital Services, and the most visited local media website in the state of New Mexico. Their business aligns advertisers with audiences, inviting knowledge, support and action. They take pride in New Mexico, honor its people, and believe in its shared prosperity.

KRQE Media Group has the experience and expertise to execute marketing initiatives and strategies encompassing these following comprehensive marketing services:

- Brand Builder Broadcast TV / Digital Packages
- Broadcast Television Options [KRQE.COM](http://KRQE.COM) Advertising Options
- KRQE'S New Mexico Living morning lifestyle show
- Social Media Marketing Video & Online Marketing Online Display Advertising CTV/OTT Streaming Video
- SEO & Google Ads Creative Services
- Public Relations

KRQE offers custom packages for various services that can be built upon target audience, reach and budget.

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**Schola** is an education technology company dedicated to revolutionizing student recruitment and enrollment for Pre-K through 12th-grade schools. Their innovative platform empowers schools with personalized student matching, automated

marketing tools, and data-driven enrollment solutions. By leveraging digital marketing, strategic outreach, and actionable insights, Schola can help ACES Participating Agencies:

- Attract & engage families through targeted campaigns and bilingual outreach.
- Streamline the enrollment process with automated workflows and real-time tracking.
- Leverage data analytics to optimize recruitment strategies and improve decision-making.

With a dedicated team and a track record of success in increasing school enrollment, Schola is ready to drive measurable results and long-term growth for charter schools across New Mexico.

**ScholaOne: Comprehensive Support for School Success.** ScholaOne is an all-in-one solution designed to help schools maximize student recruitment, enrollment, and retention. By combining expert guidance, dedicated outreach support, and powerful technology, ScholaOne ensures schools can focus on what they do best – educating students while optimizing their enrollment strategy.

**Three Pillars of Support:**

1. **Outreach & Family Engagement** – Schola's bilingual team manages communication with prospective and current families to drive enrollment, increase retention, and generate referrals.
2. **Recruitment & Enrollment Strategy** – Schools receive expert guidance through 1:1 strategy sessions, secret shopping insights, and professional development opportunities.
3. **Technology & Engagement Hub** – A centralized platform provides high-visibility school profiles, relationship management tools, and automated outreach to streamline the enrollment process.

With ScholaOne, schools gain a strategic partner dedicated to their long-term success, ensuring they attract, enroll, and retain ideal-fit students year-round.

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**MC<sup>2</sup> Education LLC** is a woman-owned small data analytics business established in New Mexico in 2021, with deep roots in New Mexico's charter school community. MC<sup>2</sup> specializes in

education research and program evaluation and works closely with schools, education agencies, and education- focused nonprofit organizations to serve the common good.

Their data analytic services and data visualization platform, used by New Mexico Charter Schools, support continuous school improvement by allowing stakeholders to answer analytical questions across multiple sources, with real time, ad-hoc, holistic data analysis.

The MC2 platform can provide ACES Participating Agencies with a powerful solution that:

- integrates with survey data and other data sources so you can grow your analytical ecosystem over time
- provides descriptive, diagnostic, predictive and prescriptive analytics so you can answer your most pressing questions
- creates dashboards that are easy to understand and action: configure new dashboards, reports and surveys to meet your evolving needs

**Contact:** Rachel McCormick

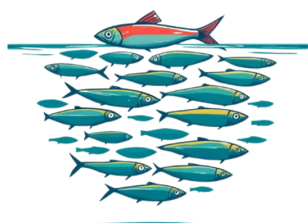
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**TOPMINNOW**



**Topminnow LLC's** "Data Together" brings school-level data from various sources into one customized place, creating the opportunity for school leaders to use precise analysis to make more sophisticated, data-inspired decisions for their school and their students. Built for school leaders by school leaders, "Data Together" prioritizes customization to meet a school's unique goals, meaningful data visualizations that make analysis more straightforward, and support and thought partnership from people

who understand the context of school leadership.

Their data and analytics service and consultancy will allow school leaders to:

- Prepare data easily for DASH Plans, charter renewals, and/or grant applications
- More easily and precisely pinpoint what the school does well, and clearly and collaboratively decide on high leverage focus areas, building or growing a professional culture around shared goals

- Ask meaningful questions that were previously incredibly difficult to answer, such as: “What is the correlation between STEM G.P.A. and SAT performance for my Hispanic female students?”
- Tell the real story of the school in ways that align with mission-specific goals

They do this by:

- Working with school leaders to integrate the most important high-level data and unique metrics – including mission- and charter-specific goals – to capture the context and nuance of the outcomes they’re working to improve and the story they’re trying to tell
- Building a customized, integrated master spreadsheet with cleaned and validated data that are updated eight times throughout the school year (beginning of year, end of formative assessments, end of terms)
- Creating customized and sophisticated reporting tools that give school leaders access to unprecedented levels of precise information
- Building the capacity of school leadership teams and educators to rigorously analyze data and engage in collaborative meaning-making to turn data into actionable insights that support improved outcomes for students and school culture

Regardless of your school model or what matters most to your school community, Topminnow can support your data-inspired decision-making journey to help you to get sustainable breakout results.

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# JOB FAIR

ACES, Albuquerque Aviation Academy, and Northpoint Charter School will be hosting Job Fairs for teaching and other staff positions you may have available in the Albuquerque and surrounding areas.

THERE WILL BE TWO TIMES AND TWO LOCATIONS--  
AAA and Northpoint

If you would like a table at either event to interview prospective hires, please email

*Christy Takacs at [ed@nmaces.org](mailto:ed@nmaces.org) or call 575-468-ACES (2237) ext. 100.*

Flyers and advertising materials will be shared with every participating school. We encourage everyone who joins to share out the information for the best turn-out.

**WEDNESDAY, JUNE 4, 2025**

Northpoint Charter School - 9:00am-NOON

10301 Candelaria Rd NE

Albuquerque Aviation Academy - NOON-3:00

6441 Ventana Rd NW

**FREE TO PARTICIPATE!!!**



**Sharon Myers**

Sharon is using Smore to create beautiful newsletters