



**The Support Schools Need,
All in One Place.**



vertexeducation.com



ABOUT VERTEX EDUCATION

We provide integrated services tailored to every school's unique journey, handling the details so you can focus on what matters most: student success. We are a trusted partner to schools nationwide, delivering innovative solutions in enrollment marketing, National School Lunch Program administration, finance and accounting, human resources, talent acquisition, information technology, and more.

400⁺
TEAM MEMBERS

400⁺
SCHOOLS

258k⁺
STUDENTS

WHY SCHOOLS TRUST VERTEX

Integrated Expertise, Designed for Schools

You deserve partners who see the bigger picture, not just one piece of the puzzle. Our cross-functional expertise means your services work together seamlessly, reducing your administrative burden.

Operational DNA: Real Experience, Real Solutions

Your challenges deserve practical solutions, not just theory. Our guidance comes from decades of hands-on experience running and supporting schools just like yours across the country. Solutions that work in the real world, not just on paper.

Peace of Mind, Every Day

You shouldn't have to worry about compliance, finances, or operational details. Our deep bench of experts ensures you have reliable coverage that staff changes never impact. Your operations continue seamlessly, no matter what.

Focus on What You Do Best

When critical operations are handled with excellence, you can focus on what truly matters: your students and their education. We create space for school leaders to focus on delivering exceptional education.

Trusted by Schools Nationwide.

OUR VISION

We will be the premier partner for any school, delivering innovative solutions for any problem with unmatched quality and efficiency, enabling schools to focus on their mission.



SERVICES

Enrollment Marketing

Finance & Accounting

NSLP Administration

Human Resources

Talent Acquisition

Information Technology

... *and more*





Food Services (NSLP) Administration

We help schools manage successful food service programs that provide nutritious meals to students while ensuring regulatory compliance and financial sustainability.

Implementing and managing a National School Lunch Program (NSLP) can be complex and challenging. Schools often struggle with administrative burdens, compliance requirements, and making the program financially sustainable.

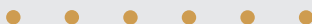
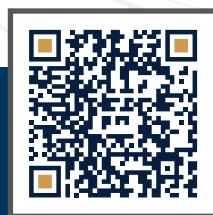
Vertex Education's school nutrition professionals help schools navigate these complexities, ensuring your program not only provides nutritious meals but also meets state and federal compliance regulations and maximizes available funding.

Our NSLP program generates an average of \$1,300 in revenue per student annually, effectively paying for itself while ensuring students receive proper nutrition.

HOW WE HELP

1. **Program Assessment:** We evaluate your current food service needs and capabilities, identify funding opportunities, and develop a comprehensive implementation plan tailored to your school's unique requirements.
2. **Application & Setup:** If your school is new to the NSLP, our team handles the entire application process as well as vendor selection, and program setup, ensuring compliance with all federal and state regulations while creating efficient operational systems.
3. **Ongoing Management:** We provide continuous support with monthly claims processing, reimbursement maximization, record keeping, menu planning, and nutrition compliance to keep your program running smoothly.
4. **Audit & Compliance:** Our experts conduct regular on-site reviews to make sure your school meets all regulatory requirements and is prepared for your state's administrative review.

Get a **FREE** school lunch program assessment at
vertexeducation.com/nslp



"The Vertex team provided game changing support as we on-boarded the National School Lunch Program at our school. Being able to provide quality food for our students has been a dream of our organization. Vertex took the time to understand our unique curriculum, mission and vision and develop a program to support our culture. At every turn the team was there to support us and answer our questions."



Mandy Suro

Community Relations and Development Director
Seven Generations Charter School
Emmaus, Pennsylvania

NSLP Compliance Checklist

A GUIDE FOR SUCCESS

NSLP compliance requires consistency and oversight. These key actions will help you stay audit-ready and support student nutrition.

1. Meal Pattern & Nutritional Requirements

- ☐ Ensure all meals meet USDA nutritional standards
- ☐ Confirm portion sizes align with age/grade groups
- ➔ **Tip:** Use pre-approved menu software templates, appropriate utensils, and routinely review using USDA meal pattern charts

2. Free & Reduced-Price Meal Applications

- ☐ Distribute current school year's application forms in your state's approved format
- ☐ Process signed and completed applications within 10 days
- ➔ **Tip:** Train staff on reviewing applications and track submissions digitally

3. Reimbursement Claims Accuracy

- ☐ Cross-check daily meal counts to roster/attendance records
- ☐ Submit claims monthly on-time through correct state portal
- ➔ **Tip:** Use point-of-service (POS) systems with student IDs to reduce manual error and only count reimbursable meals

4. Food Safety & Storage Procedures

- ☐ Refrigeration/freezer logs are up-to-date and meet standards
- ☐ All foods are labeled with clear prep, open, and use-by dates
- ☐ All coolers and freezers have thermometers inside
- ➔ **Tip:** Assign specific staff roles for temperature checks and use color-coded labels to easily track item dates

5. Record-Keeping & Documentation

- ☐ Maintain documentation: menus, production records, procurement logs, applications, and claims
- ☐ Ensure records are stored for at least 3 years + current year
- ➔ **Tip:** Digitize everything. Use a shared drive or compliance platform with version control and access logs

6. Civil Rights Compliance

- ☐ Display "And Justice for All" posters in visible locations
- ☐ Complete annual civil rights training for food service and staff
- ➔ **Tip:** Include civil rights training as part of on-boarding and keep signed documentation of completion

7. Procurement & Financial Accountability

- ☐ Follow procurement procedures for food and non-food items (micro-purchase, small purchase, sealed bid, etc.)
- ☐ Keep records of cost, quotes, and vendor selection
- ☐ Reconcile income and expenditures monthly.
- ➔ **Tip:** Build a procurement checklist and calendar to ensure bids and renewals are compliant and timely

8. Wellness Policy

- ☐ Local School Wellness Policy is current, publicly posted, and includes nutrition standards.
- ☐ Policies are assessed and communicated once every 3 years
- ➔ **Tip:** Assign a Wellness Policy lead and hold a Wellness Committee meeting quarterly to demonstrate implementation

9. Professional Standards for Food Service Staff

- ☐ All school nutrition staff meet USDA-required annual training hours (6–15 hours depending on role)
- ☐ Training topics include food safety, meal pattern, civil rights, and program administration
- ➔ **Tip:** Use a training tracker spreadsheet with categories and monthly reminders

10. Program Integrity & Internal Reviews

- ☐ Conduct and document internal reviews once per semester
- ☐ Review application processing, meal counting, food safety, and financial practices.
- ➔ **Tip:** Use a rotating internal audit checklist to evaluate a different compliance area each month



Enrollment Marketing

We help schools connect with families through targeted marketing strategies that drive growth and build lasting community relationships. Demographic shifts and increasing competition make it challenging for schools to find and connect with families who are a good fit.

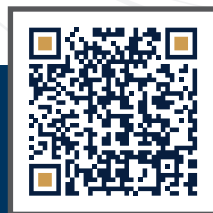
Our Enrollment Marketing services function like an in-house team, without the overhead. We align your messaging, creative, website, and advertising efforts under one cohesive strategy designed to increase inquiries and boost conversions. From brand positioning to community outreach, we help you build not just visibility, but trust.

We offer flexible service packages built to fit each school's unique goals and budget. Whether you need essential marketing support, a stronger brand presence, or full-scale leadership and execution, we'll meet you where you are and help you grow from there. Each package is built with a clear scope, real deliverables, and a shared commitment to achieving your enrollment goals.

HOW WE HELP

1. **Compelling Brand Messaging:** We help define what makes your school unique so families see why you're the right fit.
2. **High-Impact Creative Assets:** Our team creates visuals and videos that reflect your values and connect with families.
3. **Conversion-Focused Website:** Your website should seamlessly guide families from first click to enrollment. We work to make your current website more effective, or build a new one if needed.
4. **Streamlined Enrollment Process:** We audit the path from interest to enrollment, helping to remove barriers so more families say yes.
5. **Targeted Advertising:** Strategic, data-driven campaigns put your message in front of the right families at the right time.
6. **Engaging Social Media Presence:** Authentic content builds connection with families and keeps your school top of mind.

Get a **FREE** digital marketing assessment at
vertexeducation.com/marketing



"Vertex's dedication and expertise have truly transformed our approach to reaching prospective students. What sets Vertex apart is not only their exceptional marketing prowess but also their genuine investment in our school's success. They don't just deliver results; they actively collaborate with us, offering strategic insights and innovative ideas to propel our marketing efforts forward."



Christy Hall, M.Ed.

Executive Director
St. George Academy
St. George, Utah

Building Brand Loyalty

THE ROLE OF SCHOOL CULTURE IN MARKETING

For schools, brand loyalty is about trust, relationships, and long-term commitment from families, and that starts with your culture. When your marketing reflects the values families experience inside your school, it builds confidence, deepens connection, and drives word-of-mouth. Here's how to make sure your school culture shows up consistently and powerfully in your marketing.

Keep Your Visual Identity Consistent

Families are more likely to remember and trust your school when everything looks and feels aligned. That means using the same logos, colors, fonts, and styles across your website, social media, flyers, and signage. Consistency creates familiarity, and familiarity builds trust.

Lead with Purpose

A clear sense of purpose helps families know what you stand for. Whether you call it a mission, a vision, or core values, these guiding ideas should show up in your messaging and be felt in your day-to-day culture. When families see alignment between what you say and what you do, loyalty follows.



Find Your Voice and Use It Well

The way your school communicates should sound cohesive and intentional. Whether warm and conversational, or bold and inspiring, your tone of voice should reflect your culture and remain consistent. This helps families recognize and relate to your message instantly.

Tell the Stories Only You Can Tell

Stories are one of the most powerful tools you have. Highlight student wins, teacher commitment, and special moments that reflect your school's values. A strong tagline or slogan can also capture your essence in just a few words, but stories bring it to life.

Stay Active on Social Media

Think of social media as an extension of your school's front office. Use it to celebrate achievements, share glimpses of daily life, and offer helpful updates. A steady rhythm of authentic content helps families feel more connected and confident in their choice.

Partner with the Community

Local partnerships with preschools, libraries, nonprofits, and civic groups build goodwill and increase visibility. These relationships can lead to shared events, word-of-mouth referrals, and a stronger reputation in the neighborhoods you serve.

Show, Don't Just Tell

Tours and community events give families a first-hand feel for your culture. A warm greeting, a well-paced tour, and thoughtful follow-up can leave a lasting impression. Outreach can also include showing up at local events and finding smart sponsorship opportunities.

Listen and Respond

Families pay attention to reviews, so it's important you do too. Monitoring online feedback and responding with care shows you value input and take improvement seriously. Positive testimonials can be featured on your site and social media to reinforce trust.



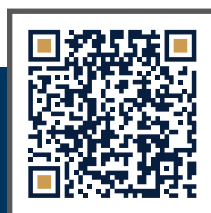
Human Resources

We help schools build the kind of workplace that keeps great people inspired to stay and delivers on your promise to students. Great schools need great teams; however the complexities of human resources can be time consuming for administrators already wearing many hats.

Our Human Resources team tailors solutions to your school's needs, ensuring seamless operations and creating a supportive, compliant, and people-first environment where everyone can thrive.

Our HR professionals have successfully onboarded staff at schools across the country, varying in size from single-site schools to multi-state networks of 30+ sites.

Get a **FREE** HR consultation at
vertexeducation.com/hr



FULL EMPLOYEE LIFECYCLE SUPPORT

We provide all of the support required to find, retain, and motivate a successful workforce.

Recruitment

Job descriptions, compensation grading, candidate sourcing and screening.



On-Boarding

I-9 processing, background checks, file creation, benefits enrollment.



Employee Retention

Job changes, compensation analysis, employee relations, engagement surveys.



Off-Boarding

Process termination, exit surveys, turnover tracking, unemployment responses.



HOW WE HELP

1. **AskHR Support Center:** Our dedicated support center answers thousands of questions annually, providing timely assistance to administrators and staff with all HR-related inquiries.
2. **Employee Relations:** We share expert advice on managing complex employee situations, handling sensitive workplace issues, and conducting thorough investigations when needed.
3. **Compliance Management:** We fulfill all labor and employment compliance requirements, to ensure compliance and avoid costly penalties.
4. **Benefits Administration:** We provide comprehensive benefits management for all employees, including healthcare, retirement plans, and supplemental offerings to help attract and retain talent.
5. **Policy Development:** We create and maintain employee handbooks, policies, and procedures that align with your school's values while ensuring legal compliance.
6. **Performance Management:** Our team provides support for creating effective evaluation systems, managing employee performance issues, and developing improvement plans.



Talent Acquisition

We help connect your school with talented teachers and staff who align with your mission and help your students thrive.

Finding exceptional educators is one of the most critical challenges schools face today. Teacher shortages, competitive job markets, and the need for specialized talent create significant hiring pressures that can impact educational quality and staff morale.

We provide specialized educational recruitment that goes beyond standard hiring practices. We serve as an extension of your school, working together to understand your culture, challenges, and goals, to find candidates who are a strong fit — and stay.

Our recruitment specialists fill vacancies within 30 days on average across geographic markets and positions

Get a **FREE** Talent Acquisition consultation at
vertexeducation.com/ta



COMPREHENSIVE RECRUITMENT ACROSS ALL POSITIONS

School Leadership:

- Regional positions (Deputy Superintendents, Directors)
- School site positions (Principals, APs)

Teaching Staff:

- Teachers of all subjects
- SPED teachers and specialists
- SPED service providers (Counselors, Psychologists)

Support Staff:

- Office admin
- Instructional support
- Operations and facilities
- Business office

Streamline Talent Acquisition

REDUCE VACANCY-RELATED COSTS

Hiring delays in K–12 education cost more than time; they also impact budgets, morale, and student learning. Every vacancy left unfilled can lead to the use of high-cost substitutes and additional strain on current staff. According to a study by the Learning Policy Institute, teacher turnover can cost districts more than \$20,000 per teacher in urban settings when accounting for training, recruitment, and lost productivity. In our team’s experience working with schools, turnover can sometimes cost more than 50% of a teacher’s annual salary. Most importantly, the resulting instability disrupts learning, and the hiring of under-qualified teachers to fill vacancies negatively impacts student achievement.

Cost Category	Related Tasks
Training (usually at least half of total cost)	Coordinating mentorship programs and payment of related stipends, holding orientation, sponsoring professional development and related travel, conducting onboarding workshops, hiring substitutes while teachers attend training
Recruitment and Hiring	Advertising open positions, attending job fairs, convening hiring committees, conducting interviews, processing applications, offering signing and/or relocation bonuses, conducting background checks, adding new teachers to payroll
Separation Costs	Removing departing teachers from the payroll, conducting exit interviews, and managing temporary substitutes until a replacement is found

Unfortunately, many schools still rely on manual, outdated hiring processes and generic job postings that fail to reach mission-aligned candidates. In a time when attracting and retaining educators has become more difficult nationwide, operational inefficiencies in recruitment are not just inconvenient, they’re unsustainable.

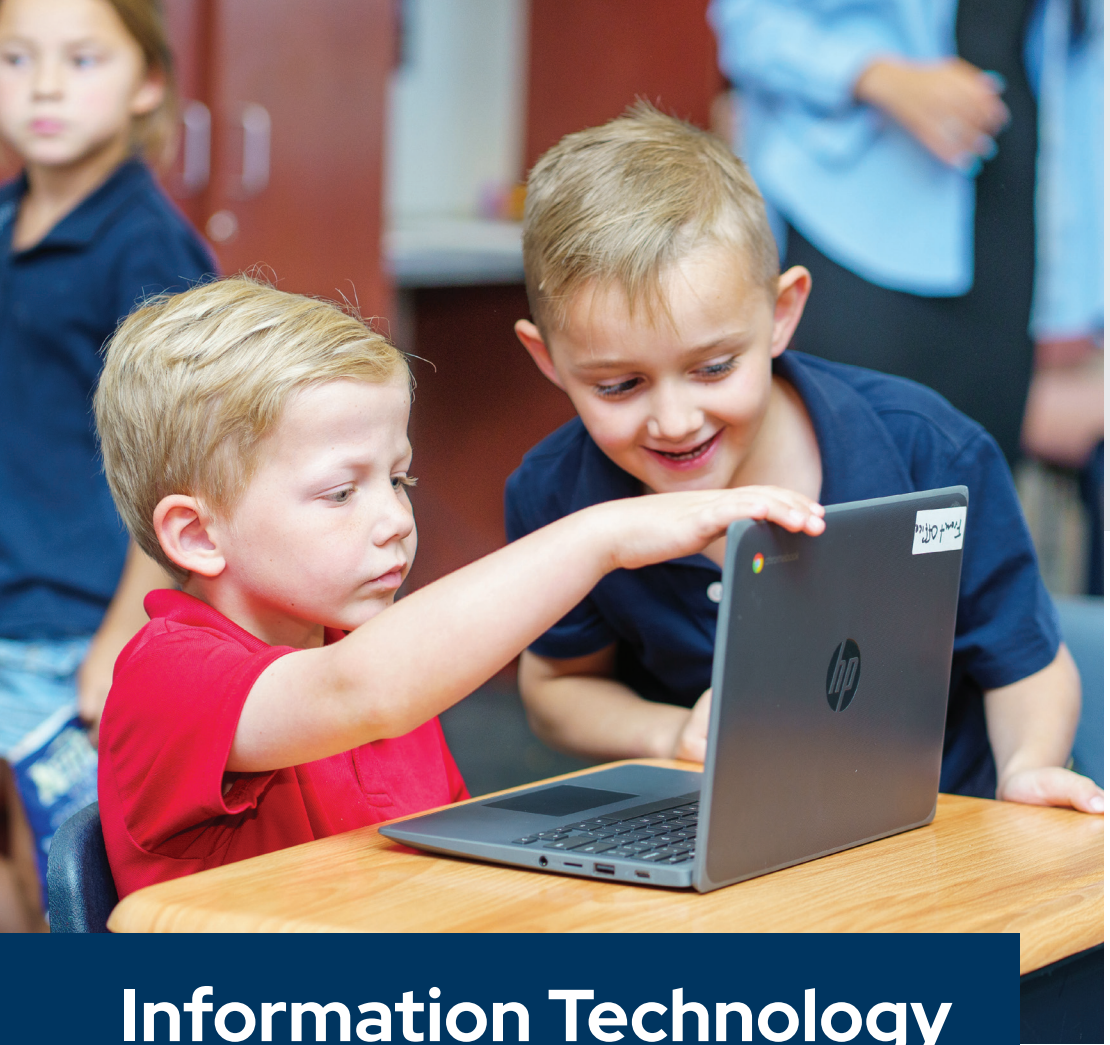
The most forward-thinking schools are tackling this challenge by treating talent acquisition as a strategic lever rather than a transactional task. That means investing in systems that streamline workflows, reduce time-to-hire, and prioritize candidate experience. Tools like applicant tracking systems (ATS), automated communications, and centralized hiring dashboards are helping school leaders make faster, smarter hiring decisions.

Most important, however, is addressing the root cause of turnover. Data from the National Center for Education Statistics shows that schools that allocate 1–2% of their budget to teacher training see a 21% increase in teacher retention and a 30% rise in student achievement. Prioritizing growth and recognition leads to a more committed, effective teaching staff and naturally reduces turnover.

A few ways to achieve this include building a schedule of weekly professional development topics at a set day and time each week, as well as partnering with local community colleges that offer alternative teacher certification programs as a pathway to certification.

Moreover, tools like semi-annual engagement surveys, chat sessions, and time and motion studies can help you to understand your teachers' experience and the best ways to boost engagement at your school site.

At Vertex Education, we help schools modernize their hiring infrastructure by working together to align operations with their unique values. Whether it's redesigning job descriptions to speak to purpose-driven educators, implementing tech tools that reduce bottlenecks, or creating equitable screening protocols, our goal is to help school leaders reduce the hidden costs of vacancy while building stronger, more sustainable teams. Because in education, every hiring decision is a leadership decision. And every day of vacancy spared is a step toward stability.



Information Technology

We combine educational expertise with IT best practices to deliver solutions that truly work for each school's unique technology needs.

Technology needs are constantly evolving, however many schools lack the in-house expertise or resources to keep up with infrastructure demands, cybersecurity, and user support, especially across multiple campuses.

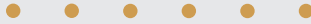
Our IT support team keeps schools running smoothly with responsive support, device management, and network security – meaning less for school leaders to worry about.

33,000⁺

ANNUAL IT TICKETS

94%

SATISFACTION RATING



Learn more about our IT services at
vertexeducation.com/it



HOW WE HELP

1. **Assessment & Planning:** We begin by understanding your school's specific technology infrastructure, challenges, and goals. Our team conducts a comprehensive evaluation of your current systems and develops a strategic plan to address immediate needs and long-term objectives.
2. **Implementation & Optimization:** Our technical team implements solutions designed specifically for educational environments, ensuring minimal disruption to learning. We optimize your systems for reliability, security, and performance while providing clear documentation and training.
3. **Proactive Monitoring & Support:** We don't just wait for problems to occur. We actively monitor your systems to identify and address potential issues before they impact your school. Our help desk provides responsive support through multiple channels whenever assistance is needed.
4. **Continuous Improvement:** Technology evolves rapidly, and so do the needs of your school. We regularly review performance metrics, gather feedback, and make recommendations to ensure your technology continues to support your educational mission effectively.

Reduce IT Overspending

LONG-TERM INFRASTRUCTURE PLANNING

Today, information technology (IT) is an essential component of K12 education. However, without a strategic approach, IT expenditures can spiral, leading to fragmented systems, duplicated efforts, and underutilized tools. This not only drains budgets but also creates vulnerabilities in data security and system reliability.

To mitigate these issues, schools should consider the following strategies:

- **Cloud Hosting:** Transitioning to cloud-based services can reduce upfront costs, eliminate the need for constant software updates, and provide scalable solutions that grow with the school's needs.
- **Managed IT Services:** Outsourcing IT support can offer cost-effective solutions for schools with limited staffing, providing access to expertise and resources that might otherwise be unavailable.
- **Device Lifecycle Planning:** Implementing a structured plan for device refreshes ensures that technology remains current and functional, reducing maintenance costs and enhancing learning experiences.

In an article on big tech problems in schools, Education Week explores how three school districts are addressing major technology challenges, including cybersecurity. One highlighted district is the Highline Public Schools in Washington State, which faced significant cybersecurity threats. To combat these, the district implemented a comprehensive cybersecurity strategy that included staff training, system upgrades, and the development of incident response plans. This proactive approach not only enhanced their defense against cyberattacks but also ensured a quicker recovery from any incidents, minimizing disruptions to learning.

Participating in an E-rate program can be helpful for schools looking to expand or improve their technology infrastructure. By offering significant discounts on eligible items, E-rate helps schools stretch

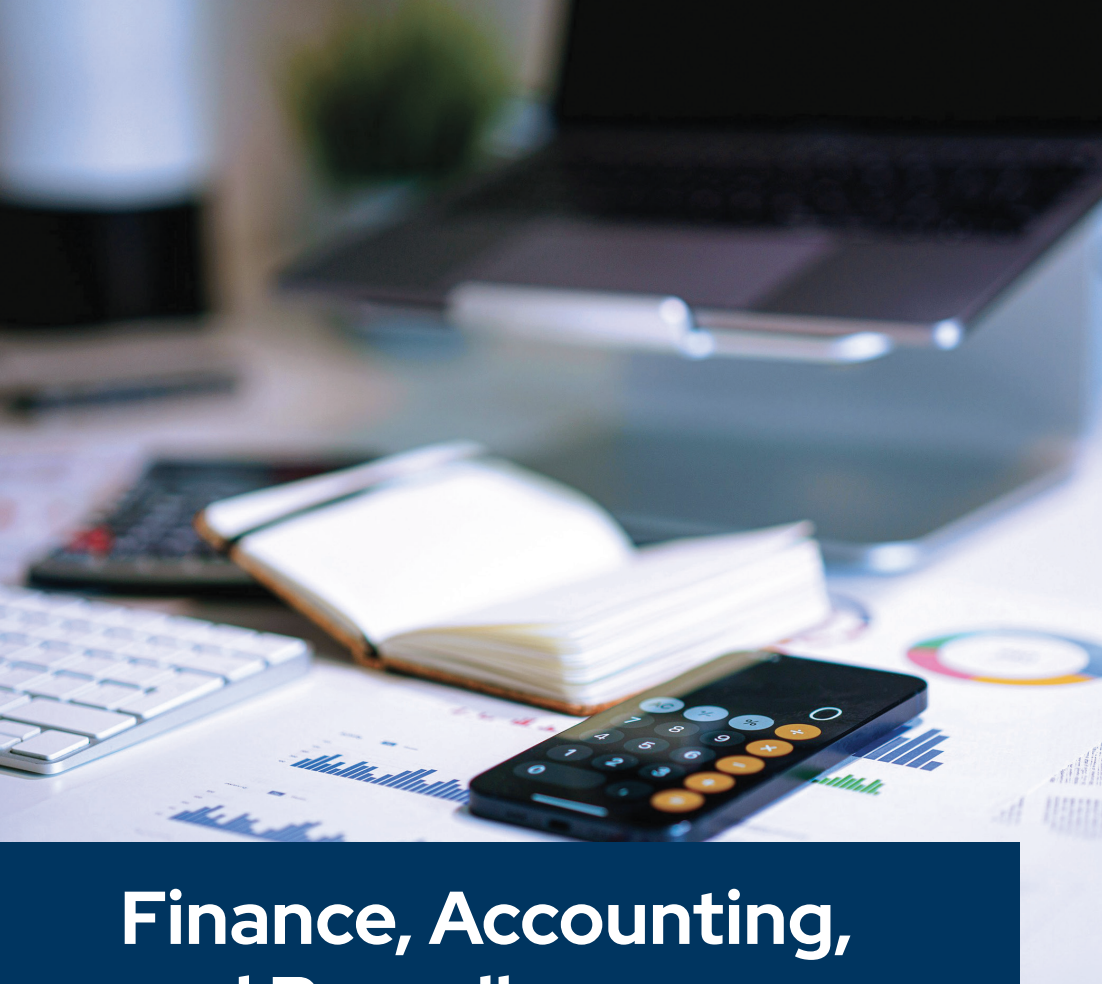
limited budgets further while staying connected in a digital-first learning environment. The Federal Communications Commission's E-Rate program provides discounts for telecommunications, Internet access, and internal connections to eligible schools and libraries. Discounts are based on the school's poverty level and range from 20 to 90 percent. Whether it's upgrading outdated Wi-Fi, increasing bandwidth to support online testing and learning platforms, or ensuring equitable access for all students, E-rate funding can free up resources for other critical needs.

At Vertex Education, we assist schools in developing comprehensive IT strategies that align with their educational goals and budget constraints. By shifting from reactive to proactive planning, schools can optimize their technology investments, strengthen cybersecurity, and free up funds for instructional priorities.

References

edweek.org/technology/how-to-tackle-big-tech-problems-in-schools-3-case-studies/2022/03
fcc.gov/consumers/guides/universal-service-program-schools-and-libraries-e-rate





Finance, Accounting, and Payroll

We help schools achieve financial stability and long-term success through dependable finance, accounting, and payroll services. Our team understands the unique fiscal landscape of charter schools and supports leaders with tools, insights, and hands-on help to manage resources effectively.

School finances are complex, involving strict reporting deadlines, regulatory oversight, and multiple funding streams. We simplify this process by providing expert support, from strategic planning and budget development to day-to-day bookkeeping and audit readiness. With our help, school leaders can focus more on students and less on spreadsheets.

HOW WE HELP

1. **Finance & Payroll:** End-to-end payroll, accounts payable/receivable, general ledger management, and internal controls for accurate, reliable financial operations.
2. **Strategic Budgeting:** Collaborative budget development and long-term financial planning to align your resources with your school's goals.
3. **Compliance & Reporting:** Timely, accurate submissions for grants, federal programs, and authorizer reporting so you stay compliant and focused on students.
4. **Charter Support:** Expert help with the financial components of charter applications and renewals, including budgeting, documentation, and project oversight.
5. **Audit Readiness:** Streamlined processes and internal reviews to reduce stress and ensure clean audits with minimal disruption.

Learn more about our financial services at
vertexeducation.com/finance



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"Every member of the Finance team offers the highest level of expertise and professionalism. There is not a day that goes by without some level of support. Being actively engaged with the Department of Education, federal programs, professional organizations, and stakeholders at all levels allows their partner schools to remain on top of financial reporting requirements."



Patricia R. Rossetti

Former CEO

Pennsylvania Distance Learning Charter



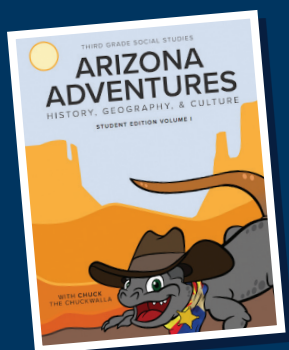
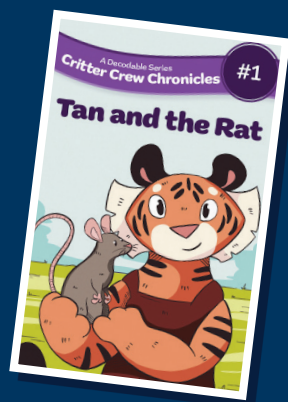
Vertex Curriculum

In addition to our robust service offerings, Vertex Education has designed curriculum to engage students in the subjects of English Language Arts and Social Studies.

Critter Crew Chronicles

Grades K – 1 | English Language Arts

Critter Crew Chronicles provides a collection of 100 different decodable books designed to help kids in kindergarten and first grade become better readers. Each set of books contains 5 stories, and every fifth book includes a review of the letters and sounds learned so far.



Arizona Adventures

Grade 3 | Social Studies

Arizona Adventures is a third-grade, state social studies curriculum crafted to engage young minds in the rich tapestry of Arizona's history, culture, and geography.

Learn more and get a free sample at
vertexcurriculum.com







Enrollment Marketing

Finance & Accounting

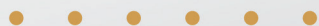
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