

# ROI Comparison: Concern2Care vs. Magic School

Model	Concern2Care (\$10/teacher/mo)	Magic School
Per Teacher Cost (Year)	\$120	N/A
Students per Teacher (avg.)	25	Per-student pricing
Per Student Cost (Year)	\$4.80	\$12.00
Savings vs. Magic School	60% lower	Baseline
Scalability	Staff-based, fixed	Enrollment-based, variable
Predictability	High (staff count)	Medium (enrollment shifts)

Metric	Concern2Care (\$10/mo)	Magic School
Annual Cost	\$5,760	\$14,400
Direct Savings vs. Magic School	\$8,640	—
If 5 students retained (\$10k ea.)	\$50,000	—
Net ROI (Benefit ÷ Cost)	≈ 10× ROI	—

## Value Beyond Cost

### Concern2Care:

- Equips all teachers with research-based Tier 2 strategies.
- Reduces counselor caseloads, preventing burnout.
- Boosts retention & graduation, protecting revenue and reputation.
- Systemic impact — academic, behavioral, social-emotional, and attendance.

### Magic School:

- Teacher productivity tool (lesson planning, grading).
- Limited scope — does not address Tier 2/3 student support or systemic needs.

### ■ Key Takeaway for Leadership:

At **\$10/teacher/month**, Concern2Care = **\$4.80/student/year** vs. Magic School = **\$12/student/year**.

That's a **2.5× price advantage**, plus Concern2Care delivers **whole-student, whole-school impact** far beyond productivity tools.