Alternative education programs for students in the rural K-12 public school setting are designed to fit the needs of the District due to the learning needs being accommodated through the program. This qualitative case study provided suggestions to rural K-12 public alternative education programs regarding success factors identified by teachers and administrators working in or who have worked in a rural K-12 public alternative education program in Northwest Missouri. The researcher used archival data, interviews with teachers and administrators, and a focus group of administrators to find common themes which were then viewed through the conceptual framework of Continuous Quality Improvement. Results suggest input, teamwork, accountability, good management, and continuous improvement are success factors of rural K-12 public alternative education programs.