California City-Specific Strategies

Presented by Jed Wallace, CEO
May 12, 2011
Goal

To transform public education in California’s major population centers by creating an environment that fosters the growth and longevity of successful charter schools.
Geographic Areas of Focus

- Sacramento
- Fresno
- SF Bay Area
  - San Francisco
  - Oakland
  - San Jose
- Los Angeles
- San Diego
Focused, Aligned Efforts in Cities

- Pro-active, Deliberate Charter School Growth Strategy
- Creation of a Healthy, Supportive Environment for Long-Term Success
- Tightly coordinated with statewide advocacy efforts to keep policy alignment
- As such, we see CCSA as tightly hinged statewide effort with intensive city-specific emphases “cooked in” to our overall strategy.
Deliberate Growth Strategy

- Altered the way we think of growth from responsive to pro-active
  - Previously, we supported growth in a responsive way
  - Today, we target charter school growth by identifying areas of need/promise and dedicating resources to promote growth there
    - Charter Opportunity Index to help identify areas of need
    - Funding and additional resource supports to generate growth
    - Development of Compacts in targeted areas
Deliberate Growth Strategy (2)

• We promote growth in the following ways:
  – Organic
  – Replication and Expansion
    • capacity building in successful operators
  – Conversion/Transformation
  – “Specialty” Products
    • Public School Choice in Los Angeles
    • NCLB Reconstitution (e.g. Sacramento High School and Locke High School)
    • Parent Trigger – in partnership with Parent Revolution
Deliberate Growth Strategy (3)

• We Provide Additional Funding and Resource Supports
  – Seek specific funding streams to support growth
    • HQC in Los Angeles
    • Sources for other cities in progress
  – We provide high levels of support in these cities
    • Petition development and review
    • Consulting-like supports – replication, PSC, conversions
    • Community development
      – Grassroots Partnerships (PACT, Parent Revolution, etc.)
    • Intensive advocacy support
Healthy Authorizing Environment

• Extensive efforts to create a charter-supportive environment

  1. Healthy political climate
     • Supportive local school district and county boards
       • Relationship building and common initiatives (e.g. Compacts)
       • Support candidates for elected office
     • Broader support by elected and appointed officials
       • Local mayors and city councils
       • State-level elected officials
       • CBOs and other community organizations
Healthy Authorizing Environment (2)

• Extensive efforts to create a charter-supportive environment (cont.)

2. Specific Advocacy Initiatives

• Charter School Facilities
  – Biggest impediment to charter school growth
  – Push for charter school equity (e.g. Prop. 39 enforcement)

• Local Funding Equity
  – Parcel taxes (e.g. San Diego and Oakland)
  – Public School Construction Bonds

• Charter Authorizing and Renewal
  – Policy Development
  – MOU and Contract Support
Healthy Authorizing Environment (3)

• Extensive efforts to create a charter-supportive environment (cont.)

3. Success Through Collective Action
   • Common Statements of Mutual Intent
     – Mobilize the charter community for common purpose and a set of strategic initiatives
     – Broad local adoption of these initiatives
   • Mobilize the Entire Charter Community
     – Families That Can for parent org

4. Public, PR and Media Outreach
   – Generate broader public support by targeted outreach
Conclusions

• Goal is to transform public education by generating positive growth in successful charter schools

• This expands public support for charter schools and creates demand for improvement in the traditional system
  – E.g. Public School Choice in Los Angeles
Keys To Success

• Quality charter schools
  – Focus on Academic Accountability and Operational Excellence
• Deliberate focus on growth
• Creation of a healthy authorizing and political environment
  – Essential to accomplishing goals
• Commonality of purpose by charter community
• Continually growing base of public support
Questions?

• For additional questions or comments, reach out to me at:
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