Charter Design Series Workshop

Designing Your School

MARYLAND ALLIANCE
OF PUBLIC CHARTER SCHOOLS

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MAPCS- WHO WE ARE AND WHAT WE DO

Who We Are:

- Maryland's charter school membership organization

- Serve operational charters and founding groups

What We Do:

- Support sustaining high quality charters

- Support the development of high quality charters

- Advance public awareness of charter schools

- Communicate charter school needs to legislators

- Advocate for legislation positively impacting charter schools

- Facilitate networking and communication opportunities between charter schools, policymakers, and service providers

- Provide programs and services to support charter schools

Overview of the Charter Design Series

Workshop 1 -Charter Design
- Crystalizing your Vision
- Need and Demand
- Core Programs and Structures
- Building Community around the Vision

Workshop 2- Education Plan I
- Mission and Vision
- Connecting Mission to Practice
- Developing a two minutes speech

Workshop 3- Education Plan II
- Student and Programmatic Assessment
- Building a Teaching Team
- Special Populations

Workshop 3- Governance
- Power and Decision Making
- School Governance and Leadership
- Your Organizational Structure
- Budgeting and Facilities Tools
- Sharing of Elevator Pitches

On Demand Topic Webinars
- Non Profit Basics and Charter School Fundamentals
- Budgeting for Founding Groups
- Facilities

- Special Education
- English Language Learners

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Virtual Workshop Logistics & Norms

- Please mute yourself unless you are speaking.

- Video sharing is on to create an in-person feel, but please turn off your video if distractions arise.

- Use the chat feature for any questions.

- Those with groups will be assigned together in breakout rooms. You will need to unmute yourself to collaborate.

- The presentation will be recorded, breakout session discussions will not.

- You can exit the shared screen by pressing escape. Re-access by clicking on blue ZOOM icon.

- We will ask you to fill out a evaluation poll after the workshop concludes.

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Agenda

5:00-5:15   Introductions and Norms

PART 1   CRYSTALLIZING YOUR VISION

5:15-5:35   Who Are You Serving? Core Pillars

5:35-6:10   Who Needs You? Need and Demand

6:10-6:40   The *What* Of It: Core Programs and Structures

6:40-7:00   Building Your Pitch

PART 2   BUILDING COMMUNITY AROUND THE VISION
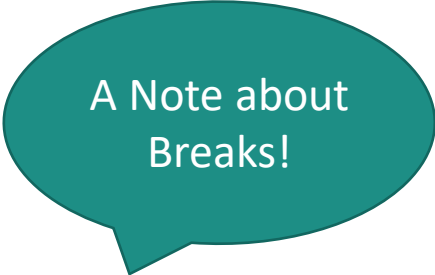
7:00- 7:15   Your Founding Group

7:15-7:45   Your Community Outreach Plan

7:45-7:55   Reaching Your Community: Your Symbol

WRAP UP AND NEXT STEPS

7:55-8:00   Wrap-Up, Homework, Next Session

8:00-8:30   Optional: Questions/Answers

A Note about Breaks!

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Learning Objectives

Participants will be able to:

- Develop a clear articulation of the what, why, how and why of their school including articulating:

    - The Pillars of your Approach
    - The Need/Demand for your School
    - The Structures That Anchor Your School
    - The People Who Will Be Entrusted With Bringing Your School To Life

- Identify components of a strong Community Engagement Plan, with strategies to increase community investment in their school idea.

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Introductions

Let's introduce ourselves, please give your:

- ✓ **first name,**

- ✓ **your county where you are opening your school**,

- ✓ **the grade configuration**, as well as

- ✓ **a sentence about your core idea for your charter school**.

PART 1.   Creating Your 2 Minute Pitch

- Who You Are Serving

- Your Core, Unmovable Ideals

- The Need/Demand Your Filling

- Your Rationale for Your Approach

- The Structures, Programs That Will Realize Your Mission

- The People Who Will Make the Dream Come Alive

- What It Looks Like When the Dream Is Realized

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Who Are You Serving? What Are You Serving?

Complete Handout Packet

SEE IN-SESSION HANDOUT

Worktime

<u>Take the next 10 minutes to clearly articulate the answers to these questions:</u>

What grades will you serve?

What community will you serve?

What are the two to five pillar ideas of your school?

What grade levels will you serve? In what community? What are the pillar ideas of your school?	

Who Needs You?

- Data: documenting the status quo/landscape

- Data: documenting the effectiveness of proposed model

- Research: studies that demonstrate why your approach will be effective at addressing the needs/problems identified

- Community support: evidence of support from community leaders and residents

- Surveys, focus groups, interviews: what do parents and students say they need?

- For more ideas, check out pages 24-29 of our Founders Manual.

Need vs Demand (Data Sources)

Need	Demand
Performance data	Enrollment Data
Discipline data	Waitlist data
Attendance data	Survey data
Truancy data	Census data
Graduation rates	Lottery data
Other outcome data	Community feedback
Research	Interest forms
Availability of school model	Focus groups
Factors outside education	Interviews

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Defining the Need: Data Sources

- MSDE State Report Card

  - http://reportcard.msde.maryland.gov/

- NAEP dashboards

  - https://nces.ed.gov/nationsreportcard/

- Census information

  - https://www.census.gov/programs-surveys/decennial-census/decade.2010.html
  - https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/

- Maryland State Data Center

  - https://planning.maryland.gov/msdc/Pages/default.aspx

- Kids Count

  - https://datacenter.kidscount.org/

- School locators and performance comparison tools

  - https://www.greatschools.org/maryland
  - https://www.schooldigger.com/
  - https://www.niche.com/k12/schools-near-you/

- National Center for Education Statistics

  - https://nces.ed.gov/

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Defining the Need: Research Sites

- US DOE What Works Clearinghouse
  https://ies.ed.gov/ncee/wwc/

- CREDO (Stanford University)
  https://credo.stanford.edu/wp-content/uploads/2022/02/2019_md_state_report_final_20190626_web.pdf

- National Charter School Resource Center
  https://charterschoolcenter.ed.gov/

- Maryland Longitudinal Data System Center (MLDSC)
  https://mldscenter.maryland.gov/

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Considerations When Articulating Need
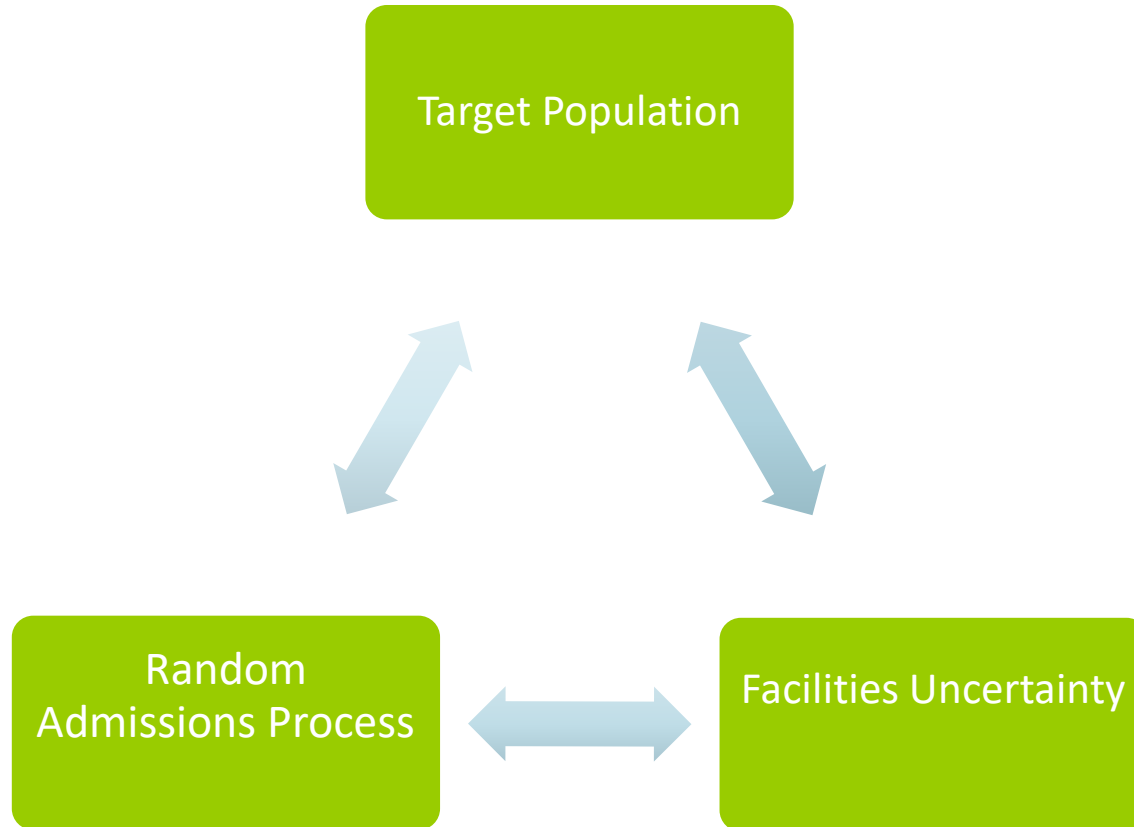
Need and Demand Prompts in Charter Application

Statement of Need- *describes what the applicant's research has discovered about how its school will solve a particular problem. Includes any data and trends that support their findings.*

Why this charter school - *tell us why you think this school is needed based on the need(s) that you have identified.*

Demonstrate how this new model **addresses a gap** between what the current portfolio of school options offers and existing demand for the proposed model. Also, demonstrate with research, experience and data how this alternative approach will improve educational outcomes for Baltimore City students and demonstrate your organization's experience with and capacity to effectively deliver this innovative model.

 Please detail how this model will benefit your target student population. Make sure to explain how this model will increase how the new model **fulfills a need** in the district and provides extensive evidence on how this approach will improve educational outcomes for its target student population.

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Who Needs You?   The Work

Use the next 15 minutes to begin to define and articulate your need. Use the resources and websites provided, research you've already conducted, or other research.

What is the need or demand you are filling?	
What is the rationale behind your pillar ideas?	

What Are Your Core Programs and Structures?

For every pillar of your school, you should be able to point to a number of anchor structures and/or approaches that will make those pillars strong for generations to come.

- Time
- Curriculum
- Space
- Staff
- Resources
- Partnerships
- Other

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What Are Your Core Programs and Structures? A Practice One

The X School is focused on 22nd Century Technology Education.

Structures:

- Twice daily technology classes, starting in Kindergarten, with newly designed curriculum building year to year

- 4 technology labs, focused on virtual reality, artificial intelligence, coding, and nanotechnology

- 2 Technology Integration Specialists to train and support students, teachers, and parents in the community.

- 1-1 Laptops for every student starting in 3rd grade.

- Partnership and mentorship from ten local tech businesses including….

What Are Your Core Programs and Structures? Practice Two

The Olivia School is focused on social/emotional learning and support.

Structures:

- Time

- Curriculum

- Space

- Staff

- Resources

- Partnerships

- Other

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What Are Your Core Programs and Structures?   Your Turn

On your document, spend the next 15 minutes articulating your core programs and structures related to "pillars" you named in your first part.

How will the pillar ideas be realized; what structures of your school will ensure the mission comes to life?	

NOTE: Do not create structures that do not connect with your original pillars!

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WHY YOU?

What makes you qualified to be entrusted with millions of public dollars and the hearts, minds and lives of young people?

The most powerful and successful founders are those who have assembled a powerful dedicated team.

Who is invested in it, and who will ensure the fidelity and effectiveness of this school?	

PUTTING TOGETHER YOUR TWO MINUTE SPEECH!

Now, with the work you have done...and **adding in your vision and dream statements** at the end...begin to construct your two minute speech. Take 10 minutes.

When all of this is realized, why will it matter?	
Is there anything else really salient to the idea, spirit or heart of your school? If so, what? And, where might it fit into your elevator speech?	

Your homework.   Be ready to pair share your two minute speech at our Nov. 2 nd session!

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Part 2: Outreach Dimensions

You have articulated your core ideals and how you will articulate it to the world.   Now, get the word out….

- **Community Needs** that the school plans to serve (e.g., demographics, schools in the area, unmet needs, achievement gaps).

- **Student Recruitment Strategies** to ensure match between the school program and applicants' educational and personal needs.

- **Diversity Plans** to reach students of racial, ethnic, socio-economic mix of the community, including "harder to reach" families.

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How do you provide for parent, teacher, and community input?

- board governance
- curriculum review
- collaborations
- school culture
- evaluations
- equity

- extra-curricular activities
- fundraising
- mentoring/tutoring
- school/community life … where else?

Not just the doing, but the planning of it, too.

Assembling Your Founding Group

- Gather a team of talented experts from various sectors:

  - Education

  - Business/Non Profits

  - Law

  - Real estate

  - Community involvement

  - Fundraising

Other Founding Group Characteristics:

- Unity of Vision

- Local Base

- Willingness to Work

- Long-Term Interest

- Diversity

- Founder's children may have preference into the school if you submit them with your application (rule of thumb- max. up to 10% of the total enrollment)

Worktime

Take the next 10 minutes to complete the work on identifying gaps in your planning team.

Core Design Team Members or Prospects Include Name, Affiliation and Job Title/Role			
Name:			
Affiliation (Employer/Organization):			
Job Title:			
Status:			
Skills			
Education			
School Leadership			
Standards and Assessment			
Curriculum Development			
Instructional Practices			
Special Education			
English Language Learners			
Professional Development			
Teacher Recruitment and Induction			

Harks back to Elevator Speech : Who is invested in it, and who will ensure the fidelity and effectiveness of this school?

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Conveying Your Mission - Setting Up Your Digital Marketing

- Create a Facebook Business Page

- Create an interest on-line petition

- Purchase your web address (domain)

- Sign up for email marketing (Mailchimp is free for under 2,000 email addresses)

- Create a simple website/landing page through Mailchimp or SquareSpace

- Add email addresses from your petition to your Mailchimp account

- For non-profits, create a donation page

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Community Outreach & Engagement

Digital Outreach

- Facebook Live/mini video

- Email newsletters

- Zoom meetings with group members

- Social media updates

- Monthly digital community meetings via Zoom, Facebook, etc.

- Virtual open house

- Digitize your support petition using Google Docs to gain community support. Print that petition and include in your application.

Community Outreach

- Tables at fairs, farmers markets and other community events

- Monthly community meetings (libraries, churches)

- Events that provide activities for kids

EQUITY NOW
LEGENDS

- K- 12 Charter School
- Advanced Liberal Arts College Preparatory Education
- Financial Literacy
- Blended Learning

Community Outreach & Public Relations

- Develop a set of both short and long range community outreach strategies

  - [Community Mapping Tool](#)
  - [Sample Community Outreach Plan](#)

- Foster Positive Relations with the Local School District

  - Meet with the Charter Liaison before you start
  - Network to see if you can connect to board members
  - Do not criticize the district publically
  - Show sensitivity to the districts perspective
  - Maintain open, courteous **lines of communication**

If you are using the link, be sure to download to your own drive to edit

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VISUALIZATION: LOGO

Your logo is your first attempt to create a visualization that highlights your school, your ideals, your identity.

Logos should be:
- Crisp, clean
- Highlight what is of importance
- Connect to your pillars and programs
- Inclusive
- Distinct and universal

SOME LOGO EXPLORATION

Patterson Park Logo Development

CITY NEIGHBORS LOGO DEVELOPMENT

Idea 1: Who is this gigantic boy and why is he stuck in a tree?

Idea 2: This "sun people" logo might work better for a skateboarding shop.

Idea 3: If you need help finding us, we're in Northeast Baltimore...but what are we all about?

Idea 4: Suggests that we're arts integrated... close....so close...

FINAL: Now we're talking! The path, tree and skyline say it all!

Community Outreach & Logo Homework

- Begin to draft out your Community Outreach plan, use the Community Mapping tool to help identify potential stakeholders.

- If you do not have a logo yet, begin to sketch some ideas.   For brainstorming purposes, try to sketch 3-5 ideas.

- If you already have a working logo, refine, revise, or confirm your logo. Be able to articulate the idea of your logo and how it connects to your core ideals.

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YOUR HOMEWORK

For NEXT TIME

Draft 2 Minute Speech

Complete the Core Design Team Inventory

Draft the Community Outreach Plan

Sketch out your logo

Review the Charter/Non-Profit On-Demand Webinar

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