



# **Charter Design Virtual Workshop 1 Handouts**

# YOUR 2 MINUTE CHARTER OVERVIEW

“The Elevator Speech”

What grade levels will you serve? In what community? What are the pillar ideas of your school?	
What is the need or demand you are filling?	
What is the rationale behind your pillar ideas?	
How will the pillar ideas be realized; what structures of your school will ensure the mission comes to life?	
Who is invested in it, and who will ensure the fidelity and effectiveness of this school?	
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?	

## 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/>

Great Schools

<https://www.greatschools.org/maryland>

US DOE What Works Clearinghouse

<https://ies.ed.gov/ncee/wwc/>

CREDO (Stanford University)

<https://credo.stanford.edu/publications/charter-school-performance-maryland>

National Charter School Resource Center

<https://charterschoolcenter.ed.gov/>

National Center for Education Statistics

<https://nces.ed.gov/>

Maryland Teacher Retention and Attrition Dashboard  
by District

[https://mldscenter.maryland.gov/webcenter/portal/P12LDS/page133?centerWidth=100%25&leftWidth=0%25&rightWidth=0%25&showFooter=false&showHeader=false&\\_adf.ctrl-state=sg4iplbsy\\_4&\\_afLoop=865989067964218](https://mldscenter.maryland.gov/webcenter/portal/P12LDS/page133?centerWidth=100%25&leftWidth=0%25&rightWidth=0%25&showFooter=false&showHeader=false&_adf.ctrl-state=sg4iplbsy_4&_afLoop=865989067964218)

Maryland Longitudinal Data System Center (MLDSC)

<https://mldscenter.maryland.gov/>

House Pulse Survey (COVID Data)

<https://www.census.gov/data/experimental-data-products/household-pulse-survey.html>

## Core Design Team Skills Inventory: Table 1

Insert the name of your current core design team members in the columns, and check (or “X”) each skill the person possesses in the rows below. Add areas of expertise in the rows as fits your situation. **Highlighted rows are important for initial founding group.**

Where do you need more assistance? List in Table 2 (“Gaps & Areas for Recruitment”).

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			
Community Relations and Communications			
Public Relations, Community Relations			
Media and Communications, Social Media, Design			
Proposal Writing & Editing			

Parent and Family Engagement, Parent Relations			
Community Organizing			
Knowledge of School District			
Political Knowledge and Skill			
Operations and Organizational Leadership			
Leadership and Management			
Organizational Development			
Start-Up Experience			
Board Governance			
Human Resources, Staff Recruitment			
Finance			
Accounting			
Fundraising, Grant Writing			
Law (Preferably knowledge of education or civil rights law)			
Other Areas:			
Real Estate			

Adapted from the Northwest Regional Education Laboratory's "Charter Starters" Leadership Training

# Sample Plan

## Community Outreach Plan Development

Completing the following pages will give you a plan!

### I. Craft a Clear Message

(Clearly state your charter school proposal/vision in a way that will engage and motivate your audience.) This is your 2 minute elevator speech.

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## II. Identify Target Audience(s)/Stakeholders

A: Decision-makers & People of Influence:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

B: Information Consumers:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## III. Identify Incentives for Engaging Targeted People and Organizations:

(By identifying incentives we are answering a stakeholder question, WHY should I get involved with this issue?)

Stakeholder:	(District)	_____
Incentive:		_____
Stakeholder:	(Community Leaders)	_____
Incentive:		_____
Stakeholder:	(Business Community)	_____
Incentive:		_____
Stakeholder:	(Parents)	_____
Incentive:		_____







## VII. Develop a Timeline

(Your timeline is your schedule for implementation and evaluation of your outreach program.)

January

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February

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March

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April

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May

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June

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July

August

September

October

November

December

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## VIII. Identify Media Outlets

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## IX. Implement Your Plan!

Notes:

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# Community Mapping Tool (use this to help you complete outreach plan)

## Community Mapping – Community Leadership and Potential Supporters

Categories	Names of Community Leaders and Education Stakeholders	Relevant Background Info and Relationships	Views on Education – Including Charter Schools. Note any Relevant Voting	Strategy and Tactics to Engage
<b>Education Leaders</b>				
<p><i>Official</i></p> <ul style="list-style-type: none"> <li>• Individual school board members</li> <li>• District and school administrators</li> <li>• School-based parent/teacher groups</li> <li>• Elected Officials</li> </ul>				
<p><i>Unofficial</i></p> <ul style="list-style-type: none"> <li>• Parents and families</li> <li>• Individual teachers/educators</li> <li>• Community-based organizations</li> <li>• Neighborhood groups</li> <li>• Religious leaders</li> <li>• Donor/Funders</li> <li>• Business and civic leaders</li> </ul>				
<b>Other Community Leaders</b>				


Adapted from Illinois Network of Charter Schools materials

Visualize your School Logo
