Outline - Memo

Chart School Center - What we are -

1. NaTtT 10ELS
2. Build on Affiliates all over country networks
   - Out package + buy time
   - Potential Affiliates - Listed later
   - Goal - affiliate in each charter state - Potential charter states.

3. Competition -
   - Not in scope
   - Michigan Charter School Center
   - Disadvantages - Vouchers
     - Not impressive.

We could build credibility instantly upon list of affiliate resources
   + lock up great organizations like NCCL, ECA, etc.

4. Services - function
   1. Clean house (Sarah) - Particularly non-profits
   2. Diagnostic
   3. Advocacy Design
   4. Advocacy
   5. Implementation
5) Potential clients:

- 1st priority - found data, businesses, lobbying/legislature to pass legislation - obviously open up need to access in future.

- Once passed - contract w/ Dept of Education to set up system of services, system to assist charters, etc. (Arizona).

- Sponsor groups:
  - School boards (contracts, etc)
  - Higher ed institutions
  - Shantees - particularly where start-up funds (Arizona) - part of.

- Private shantees (ie Faith School) look to charter

6) Marketing Tools:

- Affiliates around country
  - Our are strongest marketers
  - Connect us w/ NCSL, NAE, etc

- Use our make them official "great affiliate" to give us their "stamp of approval"
do issue paper — they become continuing source of clients

Market Sponsor groups —
— school bd assns,
— higher ed governing bd —
(Fired AIDS —

Market Foundations) Business Groups —
Natl Associates, etc —
Perhaps hire affiliates skilled in
Market to do this —

-Sponsor Natl/Regional Conference
(4) w/ DC, NCL, Gov Groups
ECS,

Once we market this grants groups
will follow — least likely to
have 1 — that is weakness in
Mich plan.
Affiliates can m w/ them —

Generate PR in national press — Via
PR/marketing group at some point
Possible Affiliates - a key state ---

Cali: Evet Premack
Wisc: Howard Fuller (?)
Mich: Karen Patrick, Doug, Kathryn
Texas: Kay
Az: Arizona - Marshall (?)
----- Design for Learning
- Hutchinson Group ----
- Colorado Barbara O'Beery - children's group ----
- Massachusetts  

Develop places in / state -

Second Ca.
Wisc.
Minn.
Kanis.
New Mex.

Potential clients - follow-up ---
- Texas -
  - State of Wisc (conf in Aug.)
  - State of Fl - after election
- New Mexico -
- Arizona -
- Int'l school -
  - id. other re looks at it: IL / Iowa - cheerful Kaldrie
we need to do:

Business Plan
- Define duties -
  - Me: marketing, get affiliates / clients on board -
  - Make fee + hourly rate
for consult, packaging, etc. -
  - Peggy: work up gets' groups -
  - Tom (start w/ largest) -
  - Foundation groups / funds

- Establish Board, Officers -
  - Positions -
    - Who on it?
  - Each affiliate represented?
    - usually one/two members
  - In conjunction w/ some
    - National conferences/
      - educational/bookstore -

Start in step - we spend 1 day per week
meet by phone / connect -