

Governing for Greatness Series

5 Ideas to Promote Your School

Serving as Advocates & Ambassadors



Peri Lynn Turnbull | Wendy Larvick



NATIONAL CHARTER SCHOOLS
INSTITUTE

BOARD
NETWORK



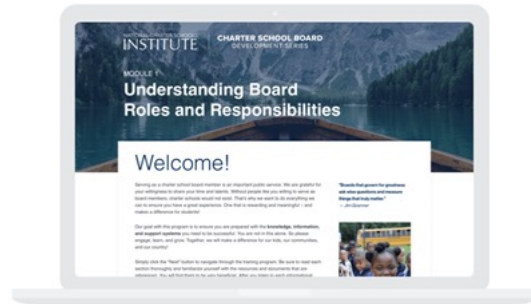
A Community Designed to Elevate Your Boards

www.CharterInstitute.org/Board-Network



A Community Built for Boards

Enjoy the Advancement!



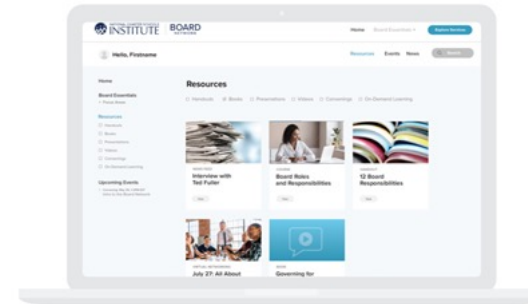
On-Demand Learning

Online trainings are released each month with timely board related topics that will earn you credentials.



Networking & Events

Connect with your peers and acquire best practices from across the nation with monthly virtual networking events.



Tools & Resources

Access a resource library comprised of a broad range of tools and information to advance your board.



BOARD
NETWORK





Peri Lynn Turnbull

Founder and CEO of PLT Strategies

- Mission-focused organization working to ensure more kids can attend a school that works best for them and parents have a voice in policy decisions impacting their children and families
- We work with national organizations like the National Charter Schools Institute and Policy Innovators in Education Network (PIE), parent voice groups like National Parents Union, research organizations like Center for Reinventing Public Education (CRPE), and charter school organizations in more than a dozen states
- Life partner, Jeff, is a CEO of a foster agency for children under 5 and together raising 5 kiddos, all of whom educated in public schools – a mix of traditional public and charter public schools



What We Will Cover Today

- Role of charter school board members
- Messaging that works
- 5 ideas to support your charter school
- Answer your questions



Your Initial Questions

- How do we boost enrollment, promote a new school?
- What advantages does our charter school have?
- How can we build relationship between board and school administration?
- How do we motivate board members to be engaged?
- How do we establish our brand on social media?
- How can I help shape public policy?



Role of Board Members

- Ensure charter school is meeting goals and mission
- Financial and operational responsibilities
- Grow support for your charter school
 - Tell your charter school story – why you are involved and what impact your school is having
 - Engage your board peers
 - Build relationships and engage with key stakeholders



Messaging that Works

- Tell a positive story grounded in value of “fairness”
- Charter schools are: free, public, and open to all
- Describe school in terms of meeting each unique need of students and passionate teachers who meet the needs of children in their classrooms
- Describe your role in ensuring the school meets its mission, is held accountable, and is transparent



Do's and Don'ts

Do's

- Always say charter schools are: free, public, open to all
- Use words like “every” “all”
- Charter schools are PART of the public school system
- Focus on individualized attention, community collaboration

Don'ts

- Create “us” vs “them”
- Focus on what traditional schools may be doing poorly
- Talk about waitlists and lotteries
- Suggest charter schools are competition, alternative



Words matter

Words that work:

- Educational options or opportunities
- Reinvent or reimagine education
- Flexibility and creativity
- Personalized or individualized learning

Words to avoid:

- School choice
- Business language
- Students with special needs
- “Minority” students/families
- Innovation



Building the narrative

Problem Now more than ever, we need a public education system where every child can go to a school that meets their individual needs.

Solution Charter schools, as free, public schools that are open to all, are bringing new ideas into the classroom and using creative approaches to prepare students for success.

Shared Value Families want and deserve to be able to choose the school that best meets the needs of their children. Charter schools give families that opportunity.



Alternative

- There is only one public school system and its role is to ensure that every child has the opportunity to attend a high-quality public school that best meets their needs.
- Charter schools as tuition-free public schools that are open to all students are making good on this promise.
 - As a board member of _____ I am proud that we empower our teachers to be creative in the classroom ensuring each individual student's needs are met.
 - As a board member of _____ I am responsible for holding the school accountable in ensuring we are meeting that mission.
- Families want and deserve the ability to decide which school will best meet the needs of their children. Charter schools, like ours, give families that opportunity.

Idea 1 – Tell Your Story as a Board Member

- Follow your charter school on social media
- Write a short blurb about why you volunteer on the board
- Ensure you have a high-resolution photo
- Share your story and tag your charter school



Idea 2 – Share Your School Story with Your Networks

- Share your school's posts on your social media feeds
- Share your story with your organization (e.g., employee newsletter, event)
- Follow your local reporters on social media and tag them on school stories
- Leverage key moments like National Charter Schools and National Teacher Appreciation Day



Idea 3 – Encourage Peers to Tell Story

- Ask your board to talk about the board’s role in “advocacy”
- Share how you have shared your reason for volunteering and your school’s story
- Participate in advocacy moments and encourage your peers to do the same (e.g., advocacy day at Capitol)



Idea 4 – Engage with Community, Business and Faith Based Leaders

- Share your school's story with key leaders and influencers in the community
- Invite leaders to visit your school or to a school event
- Write your story/school's story and ask community organizations to share it on their platforms



Idea 5 – Build Relationships with Lawmakers

- Follow your (your school's) lawmakers on social media
- Tag lawmakers on important school posts
- Connect with your lawmakers and tell them your story
- Invite lawmakers to visit your school/attend an event
- Offer lawmakers an opportunity to share their story with your school community and ask in return that the lawmaker share the school story to constituents



You Are Not Alone

- Follow your state charter schools association and the National Alliance for Public Charter Schools
- The National Institute has many ways to engage with board members and hosts the Founders Library



**Learn the History.
Create the Future.**

[CharterLibrary.org](https://www.CharterLibrary.org)

THE NATIONAL CHARTER SCHOOLS
**FOUNDERS
LIBRARY**

PRESERVE. HONOR. ADVOCATE.
EXPLORE AT [WWW.CHARTERLIBRARY.ORG](https://www.CHARTERLIBRARY.ORG)

The graphic features a collage of four images: a woman in a blue blazer, an older man with glasses in a suit, a man in a blue suit, and a woman in a red top. The background is a light blue and white grid pattern.



Question?

Answer



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