Stronger Together:
Charter Wins Through Collective Action
2015 CCSA Mobile Conference App

To Download & Launch the App:
• Search “confservices” in the app store on your device
• Open the app and enter event code: 2015

Set Up Your Account:
• Once you’ve completed the steps above, select “My Account” button to log into the app
• Enter your email address and the password “2015” to complete this step

Note: Directions are also listed on pg. 3 of the printed program.
2015 CCSA Mobile App Session Evaluations

Provide your feedback on all CCSA breakout sessions directly from the app:

- Select PROGRAM Button
- Under programming header tap the strand that corresponds to the session you want to evaluate
- Use the arrows on the top to make sure you’re on the correct date
- Scroll down until you find the session title
- When you are inside a session description, click on the “Complete Session Evaluation” link under the pink “Resources” header to complete a quick evaluation for that particular session.

Note: Directions are listed on the logistics button of the app.

Thank You!
Stronger Together: Charter Wins Through Collective Action

- Panelist Introductions
- Introduction to Collective Action
- Collective Action... In Action
  - LAUSD October 2014 Board Meeting
    - Public School Choice Charter Renewals
    - Authorizer Overreach
- Region-Specific Strategies
Panelist Introductions

Sarah Angel
Managing Regional Director, LA
California Charter Schools Association

Jason Mandell
Director, Advocacy Communications
California Charter Schools Association

Sarah Figueroa
Chief Operating Officer
Camino Nuevo Charter Academy

Cristina de Jesus
President and Chief Executive Officer
Green Dot Public Schools California
As the charter movement grows in California, there are more opportunities than ever to leverage schools’ collective strength and voice on issues such as:

- Authorizer relations
- Charter renewals, oversight, and new petitions
- Safety and facilities
- Local, statewide education legislation and policy
Charter Wins Through Collective Action: Approach

Issue  →  Decision Makers  →  Charter Partners  →  Strategy & Tactics
## Charter Wins Through Collective Action:
### Strategies and Tactics

<table>
<thead>
<tr>
<th>Grasstops</th>
<th>Grassroots</th>
<th>Communication</th>
<th>Legal</th>
</tr>
</thead>
<tbody>
<tr>
<td>• In-person meetings</td>
<td>• Ongoing updates and</td>
<td>• Press releases</td>
<td>• Engaging legal counsel for</td>
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<tr>
<td></td>
<td>communication</td>
<td></td>
<td>guidance. For systemic issues,</td>
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<tr>
<td></td>
<td>• Letters of support</td>
<td></td>
<td>CCSA may be able to</td>
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<tr>
<td></td>
<td>• Calls of support</td>
<td>• Issue elevator pitch</td>
<td>support.</td>
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<td></td>
<td>• School visits</td>
<td>• Supporter talking points</td>
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<td></td>
<td></td>
<td>• Social media campaigns</td>
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CCSA California Charter Schools Association
- New board dynamics
- Superintendent in jeopardy
Before we dive into our first collective action example, in which a small sub-set of charter schools worked together to advocate on a critical issue, we’d like you to take a second to:

– *Identify an issue your school is facing shared by a few other schools in your area.*
LAUSD October 2014 Board Meeting: Public School Choice Renewals

<table>
<thead>
<tr>
<th><strong>Issue</strong></th>
<th>Public School Choice Charter Renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Decision Makers</strong></td>
<td>Superintendent, Charter Schools Division, Board of Education</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
<td>Public School Choice Schools: Alliance, Aspire, Camino Nuevo, Magnolia, Para Los Ninos, Synergy</td>
</tr>
<tr>
<td><strong>Strategies &amp; Tactics</strong></td>
<td>Grasstips board member outreach; Grassroots parent support; Prepared for press/media if needed; Legal/Facilities coordination</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>Successful, fair renewal for all schools.</td>
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</tbody>
</table>
Before hear about a second collective action example in which a larger group of charter schools partnered to advocate on a critical issue, we’d like you to:

- *Identify an issue your school is facing shared by all schools in your region.*
LAUSD October 2014 Board Meeting: Charter “Transparency” Amendment

<table>
<thead>
<tr>
<th><strong>Issue</strong></th>
<th>“Charter Transparency” resolution: report on laundry list of items beyond law in all parent languages, updates within 72 hours. Huge admin. burden and overreach.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Decision Makers</strong></td>
<td>LAUSD Board of Education</td>
</tr>
</tbody>
</table>
| **Partners** | Targeted: All LAUSD Charter Schools  
Partners: 30 operators representing over 130 schools |
| **Strategies & Tactics** | Grasstops: letter, board member outreach, speakers;  
Grassroots: none, inside baseball; Communications: private, not public; Legal: analysis of resolution |
| **Outcome** | Resolution pulled from vote completely. |
Charter Wins Through Collective Action: Regional Breakouts

• Small groups by authorizer or county
• Identify:
  – Shared issue
  – Decision makers
  – Charter Partners
• Discuss Strategies and Tactics
  – Grassroots, Grasstops, Press, Legal
Charter Wins Through Collective Action: Share Out and Q&A

• Group share
• Questions/Answers
• Session Evaluation
Thank you!