



Arizona Charter Schools Association Update

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November 2018 | 12439 N. 32nd St. | Phoenix, AZ 85032



Transparency Recommendation Feedback

FINANCIAL FRAMEWORK

ASSOCIATION'S COMMUNICATIONS PLAN

Key Messages:

- Arizona's public school system provides parents access to more options than any state in the nation; including school district open enrollment and public charter schools.
- Public charter schools are making a positive contribution to students and education in Arizona.
- Public charter schools provide academic rigor and high test performance.
- Public charter schools provide a quality educational experience and diverse curriculum to meet students' needs and interests.

Delivery Methods

- Social media
 -  @AZCharters
 - Follow us on  [@AZCharterSchool](https://twitter.com/AZCharterSchool)
- Earned and paid media
- Association newsletters, weekly emails and webpage

Association's Communications Plan: Part 1

CHARTER CHAMPIONS

What is a Charter Champion?

To tell the stories of our public charter schools and their positive impact, we need Arizona Charter Champions. ***Charter Champions*** are simply those who support our public charter schools: parents, teachers, administrators, board members and community members.

The mission of Charter Champions is to educate and mobilize our Champions to tell their stories to elected officials, parents, community leaders, and others to support the expansion and availability of quality charter seats.

Charter Champion's Stories

- Isaac Bravo: [My Charter My Choice](#)
- Bravo Family: [Charters Changing Lives](#)
- Armando Ruiz: [Charters Changing Lives](#) in Spanish

Association's Communications Plan: Part 2

DID YOU KNOW CAMPAIGN

“Did You Know?”

- The Arizona Charter Schools Association has developed a campaign about public charter schools that is designed to provide the general public with the facts about public charters.
- These facts will be presented as statements that will begin with ***Arizona’s Public Charter Schools***... and they will be supported with data, reports, statutory references, etc. so the public can investigate further, if they are so inclined.
- The facts will be organized into the following categories:
 - General information;
 - Operations;
 - Finance; and
 - Academics

Examples:

- **General Fact:**

Did You Know: Arizona's public charter schools are located in 12 out of 15 counties in Arizona. Cite: <http://centerforstudentachievement.org/oh-the-places-theyll-go-charters-and-county-choice/>

- **Operational Fact:**

Did You Know: Arizona's public charter schools are governed by a local school board that makes financial, operational and academic decisions for the school. Cite: A.R.S. §15-183 (E)(8)

- **Financial Fact:**

Did You Know: Arizona's public charter schools are required to have an independent, publicly available financial audit every year. Cite: A.R.S. §15-183 (E)(6); <https://asbcs.az.gov/school-resources/additional-resources/annual-audits>

- **Academic Fact:**

Did You Know: Arizona's public charter schools are rated as high quality by the Arizona Department of Education- 68% received an A or B letter grade in 2018. Cite: <http://www.azed.gov/accountability-research/a-f-resources/>



QUESTIONS?

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