Strategic Outcome 1 - To be the recognized public policy voice of Minnesota’s charter school community

FOCUS 1.1 – Develop and Strengthen the Advocacy Capacity of Charter School Leaders

To develop and strengthen the knowledge, understanding and skills of charter school boards and administrators in the following areas:

- Education policy issues,
- Legislative and political processes,
- Creation and support of school level advocacy partner networks.

PRIMARY STAKEHOLDERS: Charter school boards and school administrators

ACTIVITIES
The Association will undertake to strengthen the knowledge, understanding and skills of school leadership personnel through a variety of means, including:

- Sponsoring Public policy forums, seminars and training sessions,
- Opportunities to serve on the Government Affairs Committee and Work Groups,
- Opportunities for school leaders to interact with public officials,
- Ongoing communications, publications and resource materials via different media,
- Legislative alerts and policy bulletins, and
- Technical assistance

GOAL
The goal of these activities is to increase the participation of charter school boards, administrators, teachers, parents and other school level advocacy partners.

PROGRESS MEASURES
- Participation of school leaders in building ongoing relationships and lobbying of with public officials, at local, state and federal levels,
- Participation of stakeholders in the election process – from precinct caucuses to voting on election day
- Participation of school leaders in the public policy development work, forums, seminars and training of the Association

Auxiliary Stakeholders: Teachers, Parents and Students
Focus 1.2 - Broaden and Strengthen the Voice of the Association

To broaden and strengthen the policy and public voice reach of the Association.

KEY PLAYERS: Legislators, Governor, MDE, Regulatory agencies, Authorizers, Policy organizations, and the media

ACTIVITIES
The Association will undertake to broaden and strengthen the reach of its policy and public voice through a variety of means, including;

- Initiating and lobbying for legislation and rules that support the goals of chartering,
- Monitoring, critiquing and speaking out on legislative and regulatory proposals detrimental to charter schools,
- Partnering with school authorizers to develop a unified positions on policy issues,
- Speaking as the representative of charter schools at the legislature, government agencies and regulatory bodies,
- Facilitating coalitions of supporters for charter school legislative proposals,
- Developing policy position papers for school level use,
- Communicating with the media the position and perspective of charter schools on issues on related to charter schools as well as broader education policy issues

GOAL
The goal of these activities is to increase the advocacy effectiveness and media coverage of charter school issues.

PROGRESS MEASURES
- Enactment of favorable legislation for charters,
- Defeat of legislation, rules and regulations that undermine the goal of chartering,
- Creation of successful policy coalitions and/or sustainable partnerships, and
- Coverage of charter school positions and perspective in media stories

Ancillary Players: Federal Legislators, USDOE, Local Officials
STRATEGIC OUTCOME 2 - To be the acknowledged leader in facilitating initiatives to enhance the innovation, quality and accountability of charter school leaders and management.

FOCUS 2.1 – Develop and strengthen the governance capacity of charter school leaders.

To develop and strengthen the knowledge, understanding and skills of charter school boards and administrators in the following areas:

- Board governance
- Governance policies, processes and procedures
- Assessments of and by boards

PRIMARY STAKEHOLDERS: Charter School Boards, charter school administrators, charter school developers, and authorizers

ACTIVITIES

The Association will undertake to strength governance capacity of charter school leaders through a variety of methods, including:

- Providing and sponsoring board training courses, seminars and workshops,
- Board governance award program,
- Ongoing communication, publications and resource materials via different media,
- Technical assistance

GOAL

The goal of these activities is to increase the effective governance of charter schools.

PROGRESS MEASURES

- Participation of school leaders in training courses, seminars and workshops,
- Boards achieving “Board Governance Award”
- Utilization of publications and resource materials related to board governance
FOCUS 2.2 – Develop and strengthen the leadership and human resource management capacity of charter school leaders.

To develop and strengthen the knowledge, understanding and skills of charter school leaders in the following areas:

- Leadership and personnel recruitment, orientation and support,
- Human resource management processes,
- Supervision, assessment and evaluation of personnel

PRIMARY STAKEHOLDERS: School administrators (school directors, academic directors, principals, business managers, etc.), and school boards

ACTIVITIES
The Association will undertake to strengthen the leadership capacity of charter school leaders through a variety of methods, including:

- Opportunities for school leaders to serve on work groups to address common leadership, and personnel issues,
- Developing publications and resource materials,
- Ongoing communications via different medias, and
- Technical assistance.

*** Special Activity for Licensed Personnel ***

- Provide re-licensure processing for any licensed teacher or administrator in any Minnesota charter school.

GOAL
The goal of these activities is to increase the effectiveness of charter school leadership and management, and human resource management to enhance school operations and academic achievement

PROGRESS MEASURES

- Participation in school leadership education and training opportunities offered or sponsored by the Association
- Utilization of the publications and resource materials related to leadership, management and human resource management,
- Utilization of the services of the MACS re-licensure committee,
Strategic Outcome 3 - To be the trusted agent for charter school information and for connecting people, organizations and resources to strengthen the charter school community

FOCUS 3.1 – Develop and strengthen a sense of community.

To broaden the consciousness of community and strengthen the connections among and between the various charter school community stakeholders.

KEY PLAYERS: School administrators, boards, authorizers, corporate sponsors, higher education, and

ACTIVITIES
The Association will undertake to strengthen a consciousness of community and connections with the community through a variety of methods, including:

- Convening of forums for community stakeholders,
- Convening of a Charter School Advisory Council,
- School directors regional and affinity networks,
- Sponsorship opportunities for corporate partners to market to charter schools, and
- Technical Assistance

GOALS
The goal of these activities is to increase the connections among and between charter school leaders and other key stakeholders to foster a sense of community and increase cooperation and sharing in the community.

PROGRESS MEASURES

- Participation rate of charter school leaders in networking opportunities,
- Participation of key players in the forums, social events, conferences and annual meeting
- Number of school memberships and associate memberships,
- Number of corporate sponsorships
FOCUS 3.2 – Broaden and strengthen the research and communications capacity of the Association.

To broaden and strengthen the Association’s information gathering and research capacity to effectively communicate and disseminate information and research findings.

KEY PLAYERS: School Personnel, Research Interns, Cooperative Partnerships

ACTIVITIES
The Association will undertake to strength its research and communications capacity through a variety of methods, including:

- Improving its data collection and surveying techniques and methods,
- Seeking research interns on a regular and ongoing basis,
- Pursuing opportunities for cooperative research with other organizations,
- Enhancing the tracking and dissemination of information about charter schools achievements,
- Enhancing the publication design of research reports of charter statistics, trends, etc.,
- Upgrading the Association’s website, electronic and print publications

GOAL
The goal of these activities is to increase the quantity and quality of information available for decision-making by charter school leaders and public policy makers.

PROGRESS MEASURES

- Publication of data and research on topics of relevance and value to school leaders and public policy makers,
- Number of research interns who complete successful research projects,
- Number of cooperative data collection and research projects with other organizations,
- Satisfaction of charter school leaders with quality of research, publications and communications of the Association