



We may never have an opportunity like this again—this president, this Congress, \$100 billion, and a broad and growing consensus around the importance of education. So this is our time and this is our moment.

- Secretary of Education Duncan



We will expand our commitment to charter schools

-President Obama



We put the spotlight on charter schools . . . because this is really a model school for the rest of the nation

-Governor Schwarzenegger



California Charter Schools Association

Advocacy • Quality • Resources

Selling to the Charter School Market

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California Charter Schools Conference

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Agenda

- I. Charter School Market
- II. Understanding Charter Schools
 - a. Different from a District
 - b. Personnel
 - c. Challenges
- III. Meeting Charter School Needs
- IV. Reaching Charter Schools
- V. Questions

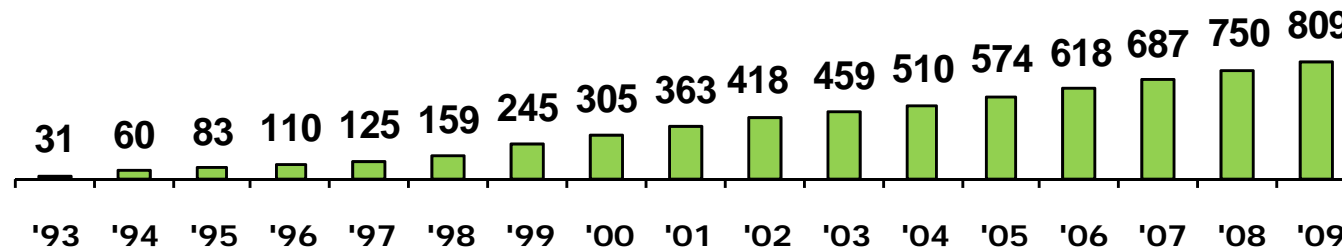


Charter Schools: Large Market . . . And Growing

California Charters by the Numbers in 2009-10

- 809 Charter Schools
 - 5% of California Students
 - 8 -10% in Los Angeles, San Diego, Sacramento
 - 17% in Oakland
- 836,000 People Directly Engaged
 - 341,000 Students with 475,000 Parents
 - 20,000 Teachers, Staff, and Board Members

California Charters
would be the
**Sixth Largest
School District**
in the U.S.



CA Charter
School Growth



Charter School Market Size

State and Federal Dollars Follow the Students

- Receive ~\$7000/student per year
- \$2 Billion flows to California charter schools
- Many charters fundraise at least 4% of their budget

Charter School Spending

- Budget Flexibility – Do Not Need to Use District Approved Vendors
- 72% on average spent on Salaries/Benefits
- 11% on Facilities
- 15% on Instructional Materials/Professional Services
= \$300,000,000 per year



Understanding Charter Schools: Different from a District

*Charter schools are **public** schools that are **responsive** to students needs and are held **accountable** for improved student achievement*

Key Charter School Qualities

- ✓ Mission Focused (based on its charter)
- ✓ Run as a Small Business (Think: Social Entrepreneurs)
- ✓ One Decision Maker (with Board of Directors approval)
- ✓ No State or Local Mandated Bidding Process
- ✓ Decisions Made for a Specific Group of Students
- ✓ Results Oriented
- ✓ Tight Budget



Understanding Charter Schools: Personnel

Charter Founder/Principal/CEO/ED

- Entrepreneur – Confident & Innovative

Operations or Finance Directors

- Will not find in many schools with <300 students

Teachers

- Less Experienced
- Willing to try new things

Board of Directors

- Volunteers. Community and business leaders and parents
- Approves budget and financial decisions greater than 5k

Charter Management Organizations

- Centralized professional staff





Understanding Charter Schools: Challenges

1. Cash Flow & Start-Up Costs
2. Competition from District and Other Charters
3. Need Immediate ROI: Five Year Charter
4. Serious Space Limitations
5. One Director + Volunteer Board = Limited Time



Position Your Business To Meet Charter School Needs

1. Treat Charter Leader Time as Gold

- ✓ Tailored Presentation
- ✓ Mission Alignment/Share Your Story
- ✓ Show Me the ROI

Measurable Student Performance
Time Saved
Competitive Edge



2. Create Charter Specific Benefits

- ✓ Payment Flexibility
- ✓ Creative Volume Discounts
- ✓ Extend District Discounts to Charters
- ✓ Discounts to Association Members



Reaching the Charter School Market

- #1 Source: Word of Mouth
- Personal Outreach: March, July, August, & December
 - Mass Mailings Alone Do Not Work
- Association Conference
- Association Vendor Membership



**Vendor
Member**



Reaching the Charter School Market: CCSA Vendor Membership

- The Association builds trust between charter school leaders and the vendor community. We encourage our schools to support the organizations that support them.
- **Benefits include opportunities like these:**
 - Listing in online and print directories
 - Electronic and print advertising
 - Discounts for exhibitors at the annual conference
 - Market promotions at no additional cost



Conclusion

- Large and Growing Market
- More Budget and Educational Flexibility than District Schools
- Face Challenges of both a School *and* a Small Business
- Use a Tailored Presentation with Emphasis on the Immediate Measurable Results



Questions

