

AMPLIFY YOUR ADVOCACY

*Empowering Parent & Principal
Advocates in Charter Schools*



Florida Charter School Conference
+ School Choice Summit





01.

UNDERSTANDING ADVOCACY

what does this mean in the charter setting

02.

EFFECTIVE ADVOCACY STRATEGIES

what can you start doing now

03.

ENGAGING WITH POLICIES

how are you staying updated with current events?

04.

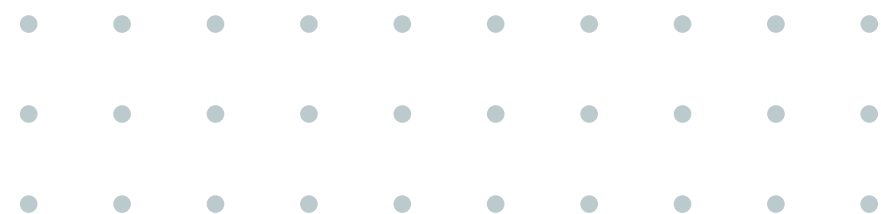
BUILDING A STRONGER COMMUNITY

how are engaging the community you already have?

05.

MASTERING COMMUNICATION TECHNIQUES

are you prepared to share your thoughts?

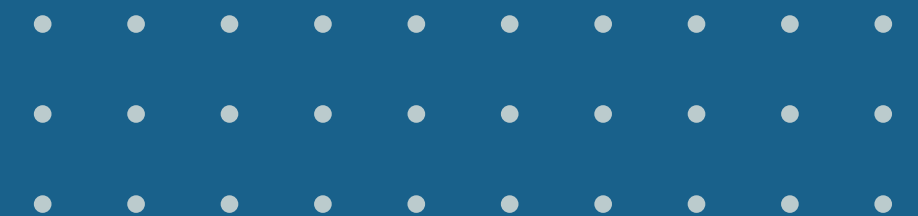


AGENDA



**"YOUR VOICE HAS POWER,
AND WHEN AMPLIFIED, IT
CAN DRIVE CHANGE."**

The importance of advocacy in the charter school setting





27
Years

Charter schools have been a vital part of Florida's K12 system of public education since 1996

383,367 Students attended a charter school in Florida 2021-22.
13% of Florida's K12 public school students attend a charter school

22%
Charter school enrollment has increased 22% in the last 5 years.

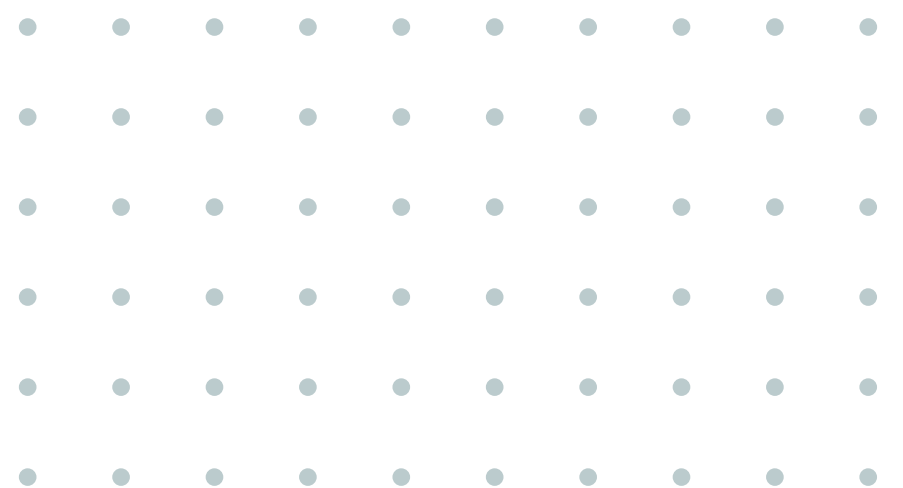
63%
of charter school students are black or Hispanic



- CHARTER SCHOOLS ARE:**
- Tuition-free public schools
 - Non-profit organizations
 - Open to all students
 - Held strictly accountable for academic results and financial health
 - Required to follow applicable state and federal laws
 - Permitted, like school districts, to contract with for-profit entities to perform various tasks like payroll, professional development, facilities maintenance, etc.



MORE THAN 3.7m	Students attend charter schools
MORE THAN 7.7k	Charter schools nationwide
250k	Charter school teachers
LESS THAN 1%	Portion of U.S. Department of Education budget allocated to the Charter Schools Program



UNDERSTANDING ADVOCACY

- Definition: Advocacy means supporting or promoting a cause.
- Importance: Advocacy helps create positive changes, access resources, and defend rights in the educational sector.



EFFECTIVE ADVOCACY STRATEGIES

- Research your cause
- Identify stakeholders
- Set clear goals
- Plan actionable steps
- Collaborate with others



POLICY ENGAGEMENT

- Importance of staying updated with local, state, and national policies.
- Tips:
 - Subscribe to policy newsletters.
 - Attend Florida School Board meetings.
 - Florida Daily Education Roundup by SUFS
 - Follow/read FLDOE updates
 - Chancellor Paul Burns
 - Executive Director, Office of Independent Education and Parental Choice



Tools from the Florida Charter Alliance

Advocate for your child's charter school along side thousands of other advocates – including parents, teachers, alumni, students, principals, and board members – in Florida.

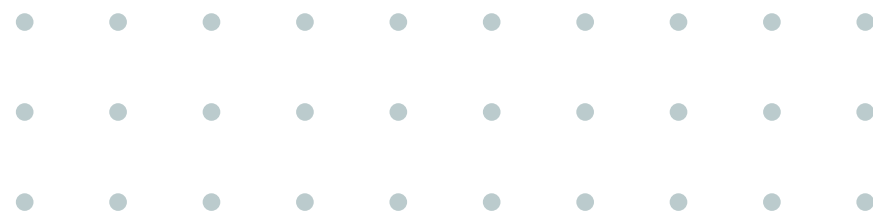
Charter school advocates have a powerful voice and a story to tell. Become a charter school advocate and help us protect the right of every family to access to high quality public school options in Florida.

[Home](#) [Directory](#) [Bills](#) [Votes](#) [Elections](#) [Media](#)

Our Issues

There are no action items at this time.

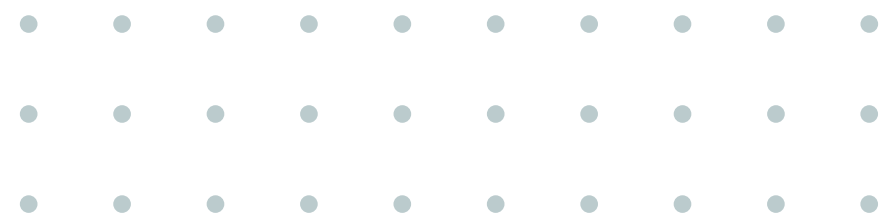
Compose Your Own Message



Building a Stronger Community

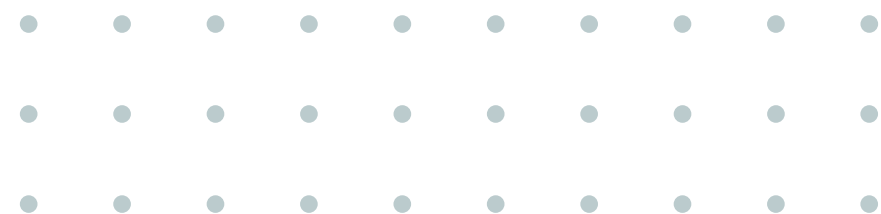
Steps:

- Organize regular meetups.
- Create platforms for open dialogue.
- Celebrate successes together.



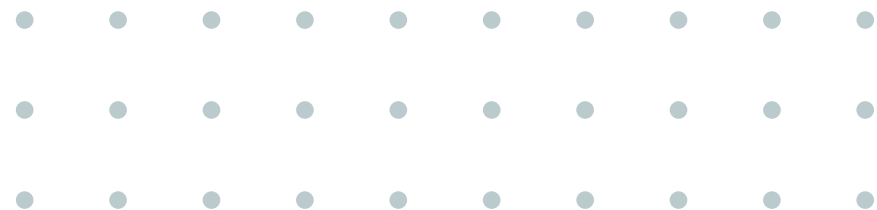
Mastering Communication Techniques

- Active Listening: Understand before being understood.
- Persuasive Speaking: Use facts, emotions, and stories.
- Open-mindedness: Be willing to understand different perspectives.
- Clear Messaging: Avoid jargon and speak simply.
- Feedback Loop: Allow space for feedback and act on it.



The Power of Collaboration

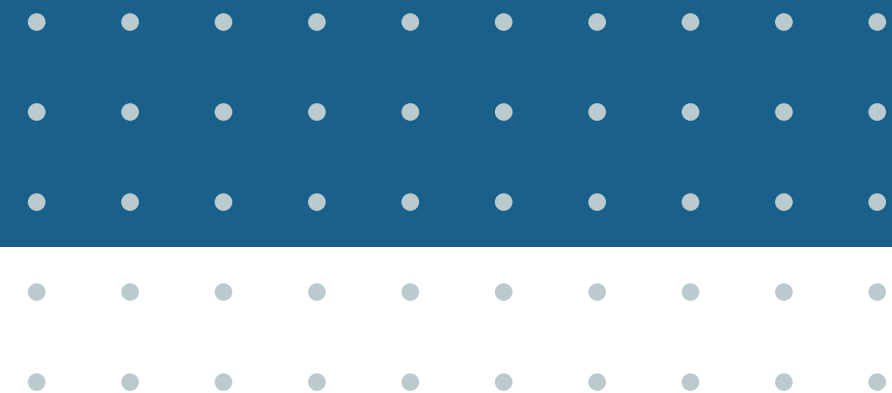
- Strength in numbers.
- The importance of principals and parents working together.



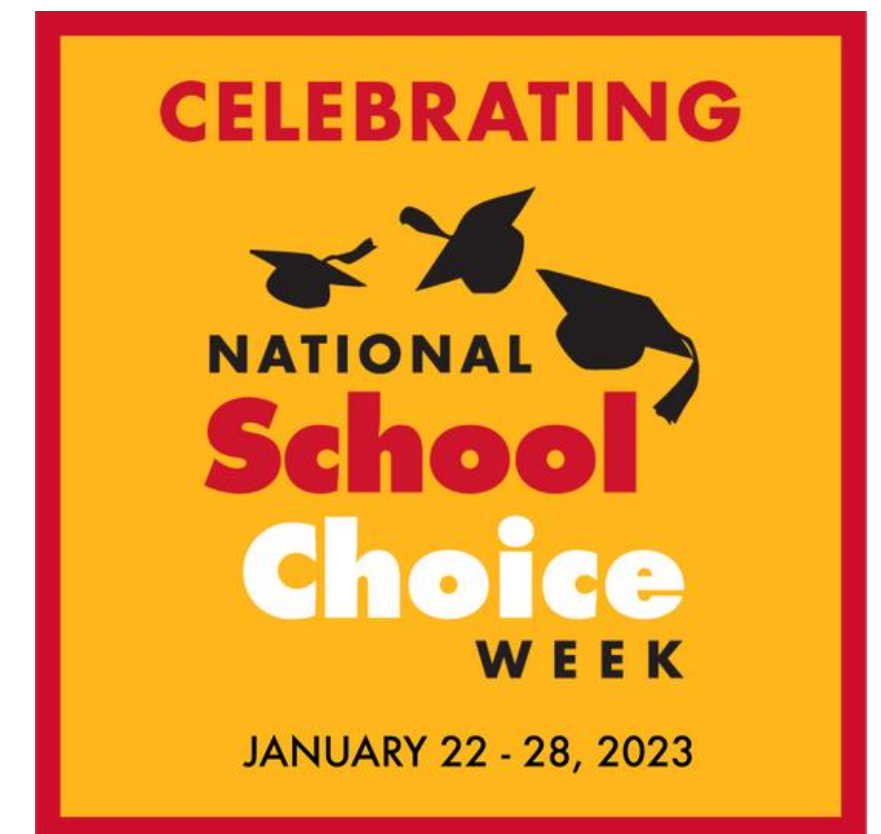
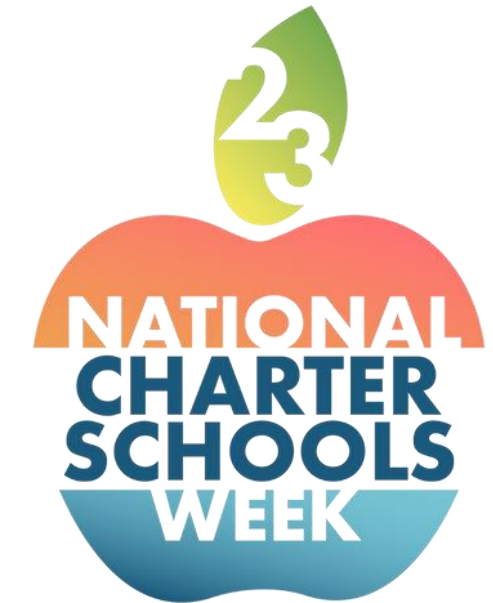
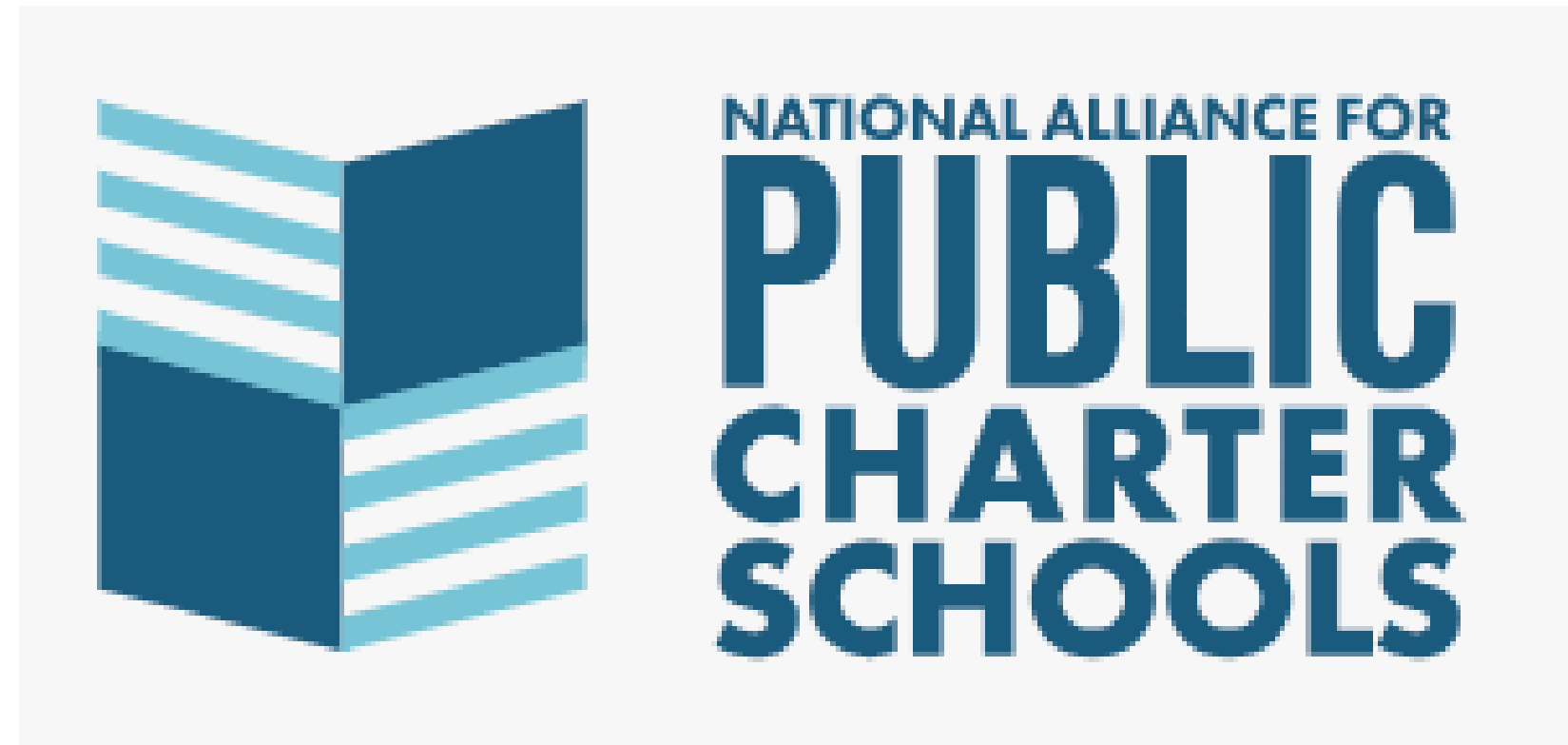
**"INDIVIDUALLY, WE ARE ONE
DROP. TOGETHER, WE ARE AN
OCEAN."**

– RYUNOSUKE SATORO

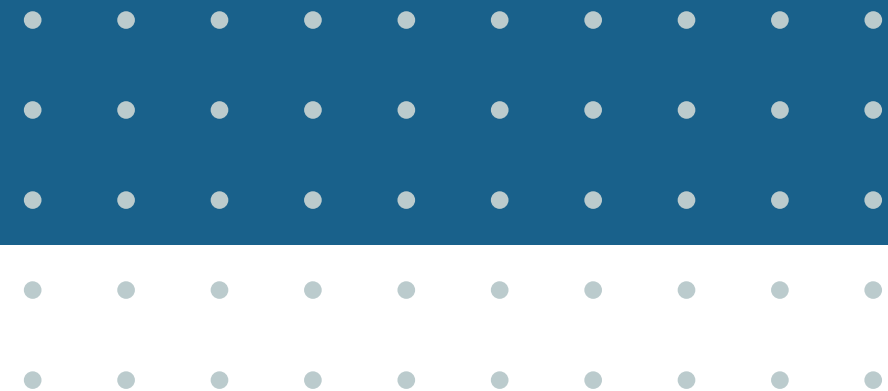
Think about the collective impact their advocacy can have on charter schools.



JOIN THE MOVEMENT



**WHAT IS ONE ADVOCACY
STRATEGY THAT YOU
CAN AMPLIFY TODAY?**





Kirianne Suriano

Leadership Liaison For External Affairs

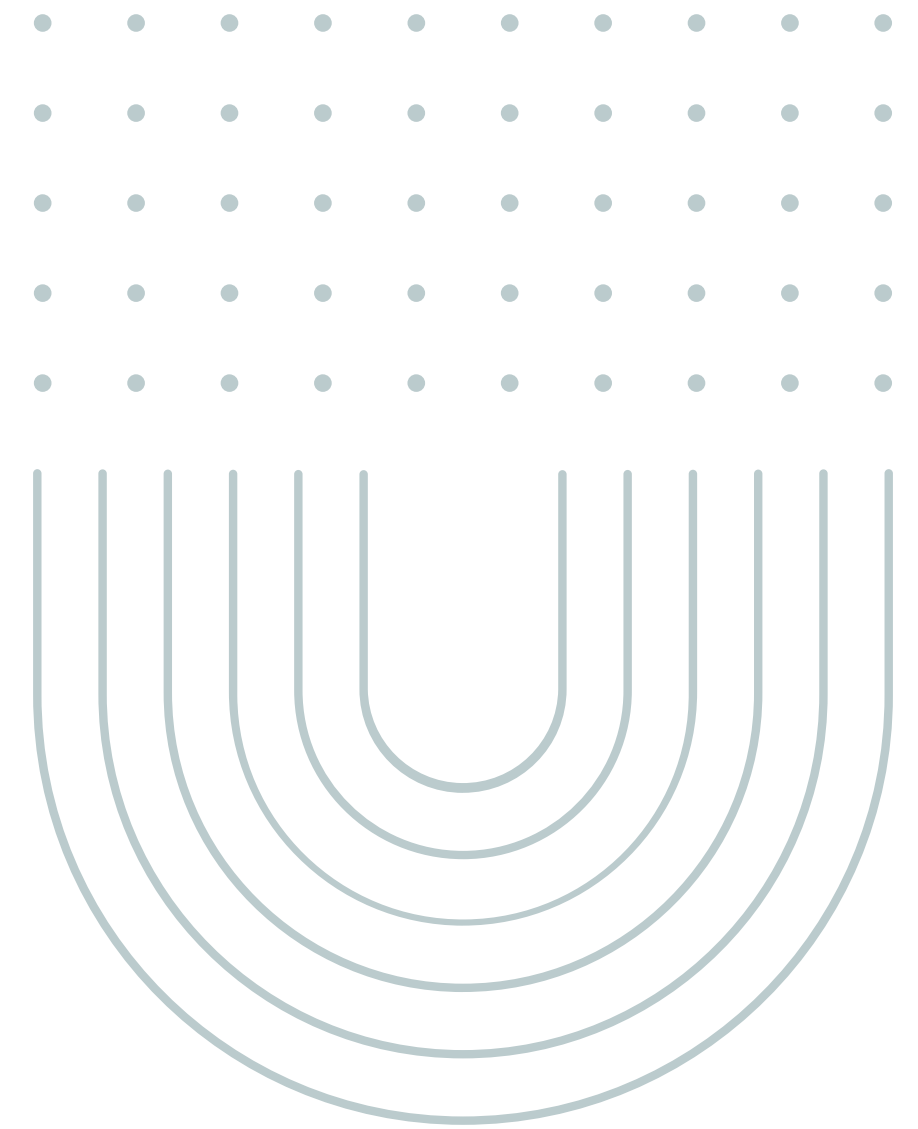
ksuriano@charterschoolsusa.com



Julia Kiewitt

Director of External Affairs

jkiewitt@charterschoolsusa.com



**THANK
YOU**