YOU’RE A WHAT?

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WHAT IS AN AUTHORIZER?

Charter school authorizers are responsible for maintaining high standards for charter schools, upholding school autonomy and protecting student and public interests.
Group activity!

How do you describe an authorizer to ______________?

In 15-20 words!
WHO IS YOUR AUDIENCE?

Parents
School board members
Elected officials
New school leaders
The media
Others??
Let’s review what you wrote.

- Which words sound wonky?
- Smack of marketing?
- Resonate with you?
ADDRESSING COMMON CRITICISMS

1. Lack of oversight
2. Arbitrary renewals or closures
3. Perceived conflict of interests
4. Renew too many low-performers
5. Overly burdensome gatekeepers
6. The three c’s: Creaming, Closure, Co-location
BUILD AWARENESS OF AUTHORIZING!

• Toot your own horn – share successes!
  • With parents, with schools, with district employees
• Communicate directly with new school leadership (what you do, why you’re here)
• New district employees
• Parent communication
• Media opportunities?
RECAP

• Be succinct.
• Be human!
• Address critiques.
• Know your audience.
NOW SPEND TIME TO DEVELOP YOUR OWN PERSONAL DESCRIPTION (3 MINUTES)
Questions?
THANK YOU!