

*THE CHARTER INSTITUTE AT*

# ERSKINE

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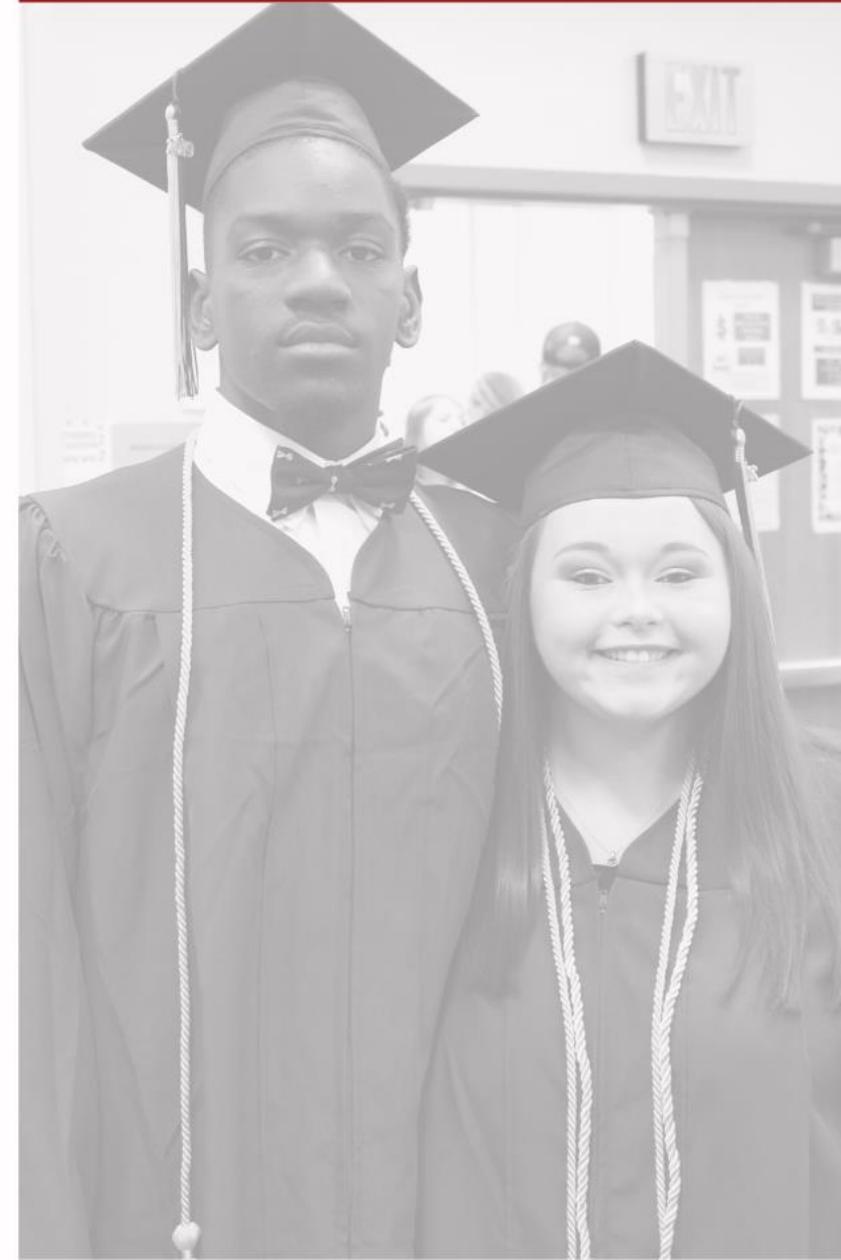
## New Charter Summer Session I

Evidence of Need and Community Support/Involvement

**August 19, 2020**

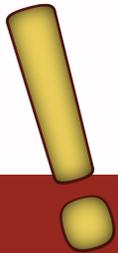
CREATIVE MINDS  
INNOVATIVE SCHOOLS  
EFFECTIVE RESULTS

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# WHO I AM

- Communications Specialist at the Charter Institute at Erskine
- Been with the Institute for over a year helping to tell the stories of our schools and their students
- Instrumental in telling stories of schools that have opened their first year with us



Ashley Epperson  
[commspecialist@erskinecharters.org](mailto:commspecialist@erskinecharters.org)  
(803) 995-0527



LET'S GET STARTED!



# WHERE WE ARE

## Application Narrative Content

Present the application narrative as outlined in the 15 sections below. Each section begins with an overview of the application requirements and concludes with a bulleted list of requested items, supporting documents, and any evaluation criteria.

Identify each section using the heading provided. Sections may not be combined. Incomplete applications will not be considered. Include a table of contents as the first page of the application narrative.

### I. Educational Plan and Capacity

#### 1. Evidence of Need and Community Support

The application must include evidence that an adequate number of parents or legal guardians with students eligible to attend the proposed school pursuant to S.C. Code Ann. § 59-40-50 support the formation of the charter school and identify the projected per pupil allocation in the application budget. The evidence must indicate substantial support that the school will reach its first year's projected enrollment, which is critical to producing a fiscally sound budget. Evidence may include, but is not limited to, documentation of attendance and support at community meetings and survey results. If the social situation of the proposed school's targeted population precludes establishing parental support, evidence should demonstrate support from community groups and agencies, including letters from these entities that specify the level of their commitment to the school. However, a list of prospective or tentatively enrolled students or prospective employees is not required per S.C. Code Ann. § 59-40-60.

Outreach activities should be diverse and designed to reach all students in the community, thereby ensuring equal access. Specify the types of outreach activities that have been made to at-risk populations, especially if the applicant's mission is to serve at-risk student populations. Letters of support from community leaders, business people, or elected officials should be included in the appropriate support document. These letters should state why the individual believes the proposed new charter school would best serve the community. If the social situation of the school's targeted population precludes establishing parental support, evidence should demonstrate support from community groups and agencies, including letters from these entities that specify the level of their commitment to the school.

If the school is a proposed conversion charter, the application must also include evidence that two-thirds of the faculty and instructional staff voted to support the filing of the application and evidence that two-thirds of the voting parents or legal guardians voted to support the filing of the application (see Appendix Item C below). Parents or guardians shall have one vote for each of their children enrolled in the school (i.e., each student may be represented by only one vote). All parents

## Charter Application Narrative Content Section 1 – Educational Plan and Capacity

# FUNDAMENTALS

**WHY**

**HOW**

**WHO**

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(and don't forget documentation!)

# NARRATIVE REQUIREMENT #1

Provide evidence that an adequate number of parents or legal guardians with students eligible to attend the proposed school pursuant to S.C. Code Ann. § 59-40-50 support the formation of the charter school and justify the projected per pupil allocation in the application budget. Do not include names of individual students. Include a table indicating interest documented by grade level or non-graded education groupings appropriate for the targeted population (outline the groupings and how they are categorized, i.e. age levels and/or education levels) for the first year of operation.



Collect information in a way that that shows grade distribution based on your charter



Good formats to present this information in: Tables, signed letters of *intent*, legal affidavits

<u>Do</u>	<u>Don't</u>
Have a strong presence in multiple avenues	Mistake INTEREST for intent

# NARRATIVE REQUIREMENT #1

## Do

Have a strong presence in multiple avenues



# HOW TO RUN A COMMUNITY MEETING

- **ADVERTISE YOUR PRESENCE BEFOREHAND IN LOCAL ESTABLISHMENTS, APARTMENTS, FEEDER SCHOOLS, ETC.**
- **MAKE SURE YOUR PLANNING MEETINGS AND COMMUNITY PRESENTATIONS ARE IN VARIED LOCATIONS (TO REACH A VARIETY OF STAKEHOLDERS)**
- **CONSIDER THE TECHNOLOGY AND ACCESS NEEDS OF YOUR TARGET POPULATION (IS INTERNET OR TRANSPORTATION AN ISSUE?)**
- **VARY THE AGENDA TO ENCOURAGE REPEAT ATTENDANCE, BUT ALWAYS GIVE YOUR HONED 'ELEVATOR SPEECH'**

IN THE ERA OF COVID...  
YOUR ONLINE PRESENCE IS  
MORE IMPORTANT THAN  
EVER!

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# NARRATIVE REQUIREMENT #1

## Do

Have a strong presence in multiple avenues

## Don't

Use your school's social platforms to voice opinions that may discourage potential applicants

## Social Media Strategy

- Present a clear, branded image
- Have avenues of contact where people can actually be reached
- Post consistently – people like to see the process
- Consider the use of different platforms to reach different audiences
- Link your website



- Parents are mostly here
- Great interface for uploading videos
- School can be recommended here



- Some parents and older students are here
- Good interface for uploading videos
- Allows linking, easy messaging, more used Story interface



- Quick, easy interface
- Can garner recognition from press and other agencies here

# NARRATIVE REQUIREMENT #1

## Do

Have a strong presence in multiple avenues

## Website Strategy

- Present a clear, branded image – build a branding package
- Link your interest form, enrollment resources
- Make your mission statement, location, and innovation clear
- Link to your social media
  - Have an event calendar with all of the community events and meetings listed
  - Keep everything up to date
  - Make it easily navigated and easy to use
  - Invest in high quality images
  - Brand consistency is key

### VENNGAGE STYLE GUIDE CHEATSHEET

#### TYPOGRAPHY

##### FONT SPECIMEN

Oxygen  
abcdefghijklmnop  
qrstuvwxyz  
12345678910

##### HEADER TEXT WEIGHT

Aa

##### SUB HEADER TEXT WEIGHT

Aa

##### BODY TEXT WEIGHT

Aa

#### COLOR GUIDE

##### #2D95EC



##### #666666



#### LOGO VARIATIONS



A strong website and online presence can...

- Boost your credibility
- Connect you with applicants
- Make you more attractive to an authorizer
- Connect you to your community

# NARRATIVE REQUIREMENT #1

**Don't**

Mistake INTEREST for intent

INTEREST	INTENT
“That sounds like a great school! Put me on your email list”	“Yes, I will sign this letter stating that I would send my child here”
“It’s a little far from me, but I’ll consider it”	“My letter includes a statement that I would be willing to drive my child in order for them to receive the benefits of this school”

# NARRATIVE REQUIREMENT #2

Explain the plan for student recruitment and marketing that will provide equal access to interested students and families. Where possible, include specifics such as the types of marketing that will be used, partners who will be engaged, and the number of families who will be reached. Describe how the plan will reach a diverse group of families.



Demonstrate want/need for the school from *all* community groups

<u>Do</u>	<u>Don't</u>
Think about this from the start as a factor in your outreach	<ul style="list-style-type: none"><li>• Assume students will come once you are approved/have a location</li><li>• Only take one approach that may exclude some with limited resources</li></ul>

# NARRATIVE REQUIREMENT #2

## Don't

Only take one approach that may exclude some with limited resources

### Approach

“Our meeting will be at the community center today at 3:00 PM.”

“Our Zoom meeting will be held tonight at 6:00 – visit our Facebook page for the link.”

### Issues

- Is this an easily accessible location for all groups that you are trying to reach?
- Is 3:00 in the afternoon the best time to host a meeting for potential parents, who may have to work?
- How do you know that everyone interested in your school has a computer, Internet, etc. to connect to the virtual meeting?

# NARRATIVE REQUIREMENT #3

Discuss the **type(s) of outreach** the charter committee has conducted thus far to make the student population and their families **aware** of the proposed charter school and the **outcomes of this outreach**.

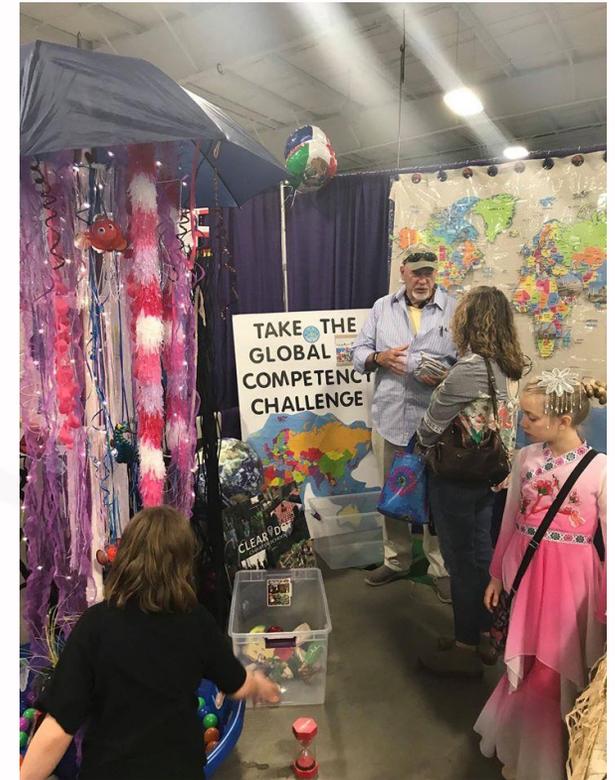


It is a state requirement to notify the legislators and superintendent that the charter school is being formed in their district.

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# NARRATIVE REQUIREMENT #3

Discuss the **type(s) of outreach** the charter committee has conducted thus far to make the student population and their families **aware** of the proposed charter school and the **outcomes of this outreach.**



# NARRATIVE REQUIREMENT #4

Provide information on community members, parents, and leaders who publicly support the proposed school and their role in the development of the school and application.



Suggested formats:

- Supporters can write and sign their own letters
- They can sign a stock letter that is drafted by the school

**Don't**

List a name if you don't want us to reach out to them

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# NARRATIVE REQUIREMENT #5

Discuss specifically what has been done to assess and build parent and community demand for the school. Explain the plan to continue to engage parents and community members from the present time, to approval, and through opening. If applicable, provide evidence of engagement such as letters of support or partnership agreements.



Be sure to include something that lets us know not only that the community wants the school, but also how they have been involved in the development of the school and the charter.



Some groups that might be able to provide feedback: advisory councils, PTO's, your community partners

# NARRATIVE REQUIREMENT #6



Lots of applicants forget to include this section!

Explain the **plan to engage parents in the life of the school** (in addition to any proposed governance roles described previously). Describe the **plan for building family/school partnerships** to strengthen support for learning and encourage parental, student, and community involvement. Describe any **opportunities and/or expectations for ongoing parent, student, and community involvement.**

## Don't

When considering parent expectations, don't forget about those who might not have the resources to meet those expectations: time, money, etc.

# WHO TO REACH OUT TO

- LOCAL LEGISLATIVE OR COUNCIL REPRESENTATIVES
- LOCAL CHURCHES
- LOCAL LIBRARIES
- LOCAL FEEDER SCHOOLS (E.G. PRESCHOOLS IF YOU'RE ELEMENTARY)
- LOCAL RADIO AND MEDIA OUTLETS
- SOCIAL MEDIA

# EVENTS TO ATTEND

- FAIRS, CARNIVALS, CONCERTS, FOOD FESTIVALS, AND OTHER COMMUNITY EVENTS
- COMMUNITY OR CHURCH MEETINGS

# NARRATIVE REQUIREMENT #7

Describe any partnerships the school will have with community organizations, business, or other educational institutions.

Specify the nature, purpose, terms and scope of services of any such partnerships, including any fee-based or in-kind commitments from community organizations or individuals that will enrich student learning.

<u>Do</u>	<u>Don't</u>
Include an MOU or letter of support	Just include vendors– these can include community partnerships with other schools, community organizations, etc.

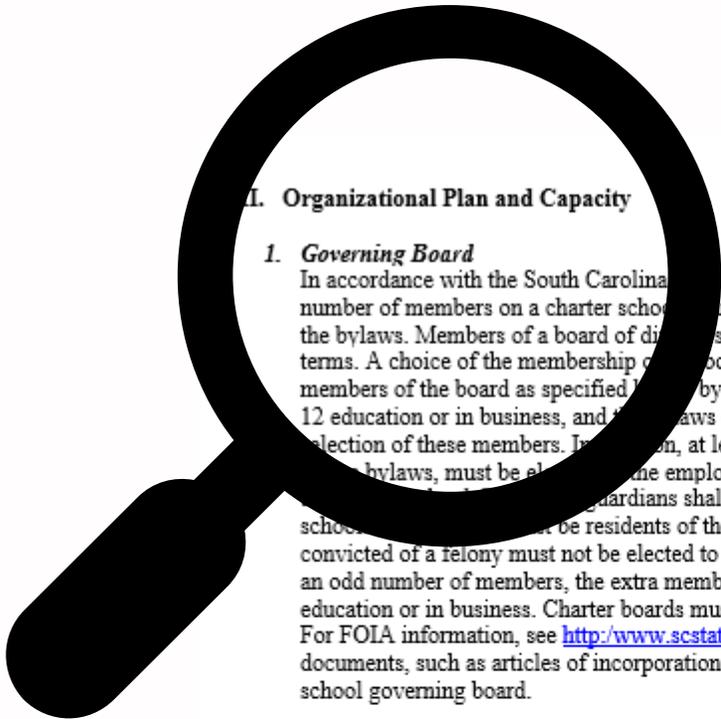
# NARRATIVE REQUIREMENT #8

If you are a private school,  
describe the need/evidence  
in the community to support  
converting to a charter  
school.

## Do:

Know where you fit –  
there is a difference in  
statute between charter  
and private schools

# WHERE WE ARE



## I. Organizational Plan and Capacity

### 1. Governing Board

In accordance with the South Carolina Charter Schools Act (S.C. Code Ann. § 59-40-50 (B)(9)), the number of members on a charter school board cannot be less than seven but may be more as set by the bylaws. Members of a board of directors may serve a term of two years and may serve additional terms. A choice of the membership of the board must take place every two years. Fifty percent of the members of the board as specified in the bylaws must be individuals who have a background in K-12 education or in business, and the bylaws of the charter school also must provide for the manner of selection of these members. In addition, at least 50 percent of the members of the board, as specified in the bylaws, must be elected by the employees and the parents or guardians of students enrolled in the charter school. Each parent or guardian shall have one vote for each student enrolled in the charter school and must be residents of the state of South Carolina. A person who has been convicted of a felony must not be elected to a board of directors. If the board of directors consists of an odd number of members, the extra member must be an individual who has a background in K-12 education or in business. Charter boards must comply with the Freedom of Information Act (FOIA). For FOIA information, see <http://www.scstatehouse.gov/code/t30c004.php>. Required governing documents, such as articles of incorporation and bylaws define the authority that rests in the charter school governing board.

The charter school application must show evidence that the school has filed articles of incorporation with the Secretary of State. The articles and bylaws define the authority that rests in the charter school governing board and, in essence, “who holds the charter.”

#### Narrative Requirements:

1. Identify the key members of the founding group/planning committee. Key members are individuals who will play a substantial and ongoing role in the school’s development, governance and/or operation, and thus will share responsibility for the school’s outcomes. Provide a brief biography of each member, highlighting what experience they will bring to the proposed school and any leadership experience and credentials.
2. Describe how and why the founding group/planning committee decided to form a school in South Carolina.
3. Describe the model or philosophy of governance that will guide the board (the identified

## Charter Application Narrative Content Section II, Part 1— Governing Board



# NARRATIVE REQUIREMENT #6



Lots of applicants forget to include this section!

Describe **any advisory bodies or councils** that are in place or will be formed, including the **roles and duties of each**. For each identified group describe:

- a. Its current and/or planned **composition and the strategy** for achieving that composition; and
- b. The **role of parents, students, and teachers**, as applicable, and **community members**.

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# WHERE WE ARE

## 5. Enrollment

The admission policies and procedures must reflect compliance with all federal and state laws and constitutional provisions prohibiting discrimination on the basis of disability, race, creed, color, gender, national origin, religion, ancestry, or need for special education services.

The admission policies and procedures must provide that, subject to space limitations, the charter school admits all students who are eligible to attend public school in the school district where the charter school is operating. For schools sponsored by the SCPCSD and the board of trustees or area commission of a public or independent institution of higher learning, the enrollment is open to all students who are eligible to attend public school in the state. If the number of applications exceeds the capacity of a program, grade level, non-graded education groupings, or building, students shall be accepted by the school in the order specified in federal or state guidance. There is no appeal to the enrollment process.

The policies and procedures must not limit or deny admission or show preference to any individual group, except if the application is to create a single-gender charter school.

Enrollment priorities may include:

- A sibling of a pupil currently enrolled and attending or who, within the last six years, attended the school for at least one complete academic year.
- Children of charter school employees and children of the charter committee (these students may not exceed 20 percent of the enrollment of the charter school).
- For a public conversion school, admission priority must be given to all students enrolled in the school prior to the conversion and those that live in the attendance zone in future years.
- In the case of a charter school designated as an Alternative Education Campus, pursuant to (S.C. Code Ann. § 59-40-111), mission-aligned preference may be given to educationally disadvantaged students as specifically defined in their charter and charter contract approved by their sponsor and as allowed by the ESSA.

Policies and procedures must include provisions to grant or deny permission for students to attend the charter school if they reside in a school district other than the one where the charter school is located. This is not applicable to schools sponsored by the SCPCSD or the board of trustees or area commission of a public or independent institution of higher learning.

## Charter Application Narrative Content Section II, Part 5 – Enrollment

# NARRATIVE REQUIREMENT #6



Racial composition element – 20% rule

Describe the recruitment strategies that will be utilized. Provide a rationale for each one.

## Do:

Remember the difference between interest and intent, and include parameters that show the methods for boosting both

# APPLICATION LOOK FOR'S

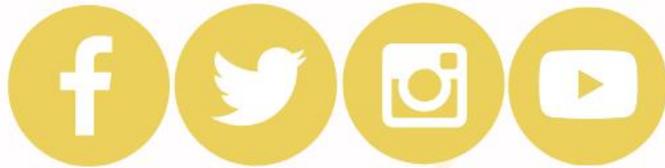
- DEMONSTRATED UNDERSTANDING OF CURRENT LEVELS OF PERFORMANCE WITH THE TARGET POPULATION
- DEMONSTRATED UNDERSTANDING OF CURRENT SCHOOL OPTIONS FOR THE TARGET POPULATION
- LETTERS OF SUPPORT (FROM COMMUNITY MEMBERS OR ORGANIZATIONS)
- LETTERS OF INTEREST (FROM PROSPECTIVE STUDENTS/FAMILIES)
- PROPOSED PARTNERSHIPS (WITH FORMALIZATION WHERE POSSIBLE)

# APPLICATION LOOK FOR'S

- **REQUIRED NOTICES**
  - TO THE LOCAL SCHOOL DISTRICT SUPERINTENDENT
  - TO THE LOCAL DELEGATE
- **STRUCTURAL PLANS FOR RECRUITMENT AND ENROLLMENT**
- **STAFF OR BOARD PLANS FOR CONTINUING THESE ACTIVITIES INTO YEAR 0 AND YEAR 1**
- **COST CONSIDERATIONS FOR MARKETING, RECRUITMENT, MATERIALS, ETC.**
- **ALIGNING INFORMATION TO THE BUDGET**

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