



## **CHARTERSTART PROGRAM DESCRIPTION**

Opening a charter school is an enormous task encompassing not only educational planning, but also non-profit business planning. The process is intense and navigating political waters and technicalities can be difficult without support from experts in the field. CharterStart is a comprehensive program designed to provide foundational knowledge and technical assistance to charter petitioners in developing a quality charter school and writing a successful petition.

CharterStart provides two training routes to meet founding groups' needs:

1. **CharterStart Program**
2. **Workshops A la Carte**

### **CharterStart Program**

CharterStart consists of three components:

#### **1. CharterStart Workshops**

The workshops provide intensive training sessions on a variety of topics related to planning and operating a successful charter school. Sessions were developed through input from the State Department of Education, local authorizers, research based programs, documented best practices in education and business, and the work of charter support organizations nation-wide.

CharterStart workshops series are offered three times per year. The workshops are broken into 4-6 days of comprehensive training, as well as webinars on topics as needed. Each of the sessions provides instruction on a variety of topics. Presentations will be provided by GCSA staff and other speakers with expertise in various areas (e.g., financial, legal, risk management, financing, etc.)

Most workshops are held on Saturdays from 10:00-3:00 p.m. in the Georgia Center Building, 600 West Peachtree Street, 12<sup>th</sup> Floor Conference Room. Due to the dense nature of the topics, additional meeting dates may be scheduled to ensure adequate time has been dedicated to each topic and participants have an opportunity for discussion, questions and answers. Lunch is provided to participants. Parking is available in the Renaissance Hotel parking deck or along the street in specified spaces (please note that parking fees are assessed by the parking garage). The North Avenue Marta Station is also easily accessed across the street from our building.

CharterStart members will accumulate a small library of excellent foundational literature, plus valuable resources and tools to further professional growth in charter development. CharterStart participants are encouraged to bring up to 5 participants to attend the workshop series. GCSA recommends a consistent group of participants attend. A representative group from the board and founding school leadership is highly recommended.

Attached is the breakout of the workshop series:

<b>PROGRAM OVERVIEW AND GETTING STARTED</b>
<input type="checkbox"/> Educational Entrepreneurship, Charter, and Non-Profit Basics
<input type="checkbox"/> The Petitioning Process, Timelines, and Milestones
<input type="checkbox"/> Vision/Mission Development
<input type="checkbox"/> Establishing the Business
<b>OFFICIAL MATTERS</b>
<input type="checkbox"/> Finance, Accounting, Funding, and Sustainability Planning
<input type="checkbox"/> Governance
<input type="checkbox"/> Policies and Procedures
<input type="checkbox"/> Facility Procurement and Financing
<input type="checkbox"/> Strategic Use of Waivers
<input type="checkbox"/> Accountability & Developing Measureable Objectives
<input type="checkbox"/> EMO Management and Due Diligence
<b>ACADEMIC PROGRAM</b>
<input type="checkbox"/> Standards and Research Based Curricula and Pedagogy
<input type="checkbox"/> No Child Left Behind (NCLB) and Charter Schools
<input type="checkbox"/> Standards-Based Assessment Program
<input type="checkbox"/> Extracurricular and Enrichment Considerations
<b>SPECIAL POPULATIONS</b>
<input type="checkbox"/> Special Education (SPED)
<input type="checkbox"/> Gifted
<input type="checkbox"/> Remedial Programs (EIP and REP)
<input type="checkbox"/> English Language Learners (ELL)
<b>STUDENT SUPPORT SERVICES AND PROGRAMS</b>
<input type="checkbox"/> Technology Planning
<input type="checkbox"/> Food Service and Nutrition Considerations
<input type="checkbox"/> Transportation Considerations
<input type="checkbox"/> Student Support Team and Response to Intervention
<input type="checkbox"/> Counseling
<b>HUMAN RESOURCES MATTERS</b>
<input type="checkbox"/> Organizational Structure – Education vs. Business Management
<input type="checkbox"/> School Leadership and Succession Planning
<input type="checkbox"/> Compensation Planning
<input type="checkbox"/> Best Practices for Hiring and Recruitment
<input type="checkbox"/> Staff Development
<input type="checkbox"/> Employee Insurance
<input type="checkbox"/> Legal Requirements
<b>MARKETING AND STUDENT ENROLLMENT</b>
<input type="checkbox"/> Marketing and Positioning the Organization
<input type="checkbox"/> Enrollment Practices
<input type="checkbox"/> Student Information Systems, Data, Records, and Reporting
<b>RISK MANAGEMENT AND REPORTING</b>
<input type="checkbox"/> Non-Employee Insurance
<input type="checkbox"/> Crisis Management Plan and Ga. Emergency Management Agency
<input type="checkbox"/> Health and Safety Considerations and Risks
<b>FUNDRAISING AND GRANT WRITING</b>
<input type="checkbox"/> Fundraising and Grant Resources
<input type="checkbox"/> Grant Writing Basics
<b>OPERATIONS</b>
<input type="checkbox"/> Creating a School Culture
<input type="checkbox"/> Parent and Community Involvement
<input type="checkbox"/> Discipline, Code of Conduct, Dismissal, and Due Process

## 2. Cohort Group Meetings

Petitioners come to CharterStart with varying levels of background and experience in education and the petitioning process. In order to meet the individual needs of each petitioning group, cohort groups will be established based on common groups' needs. Cohort groups will meet with GCSA staff, and if necessary, other presenters in small group sessions to discuss topics of interest and for peer discussion and review of grants, parts of petitions, etc. During these sessions, petitioners will apply the skills and knowledge acquired in the workshop series.

## 3. Consulting

To further meet the individual needs of petitioners, tailored consulting time will be afforded to each petitioning group for a one year period for the following purposes:

- Budget, revenue projections, and cash flow review and guidance
- Petition development support
- Initial Petition review and guidance from GCSA staff
- Final Petition review and guidance from external reviewers
- Grants review and support
- Mock interviews with authorizers and potential funders
- Other needs of the petitioning group

**GCSA is committed to supporting and advocating on behalf of high quality petitions developed through the CharterStart Program. Taking advantage of all workshops, cohort opportunities, and consulting opportunities is the key to preparing a quality petition that will meet rigorous standards.**

2010-2011 Cohort Sessions
<input type="checkbox"/> April-September
<input type="checkbox"/> October-March

## CharterStart A la Carte

Some groups have experience or capacity in particular areas and are only in need of support on specific topics. CharterStart A la Carte allows founding groups to choose from a number of interactive workshops on key areas that strengthen charter school plans and petitions. In addition, consulting and other services are procured on an as needed basis. Workshops may be scheduled in multi-group sessions or privately.

<b>A la Carte Workshop Modules and Components</b>	
<p><b>Getting Started</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Choosing a target location and student market</li> <li><input type="checkbox"/> Identifying a premise and focus</li> <li><input type="checkbox"/> Community outreach and stakeholder buy-in</li> <li><input type="checkbox"/> Setting up the business</li> </ul>	<p><b>Facility Procurement and Financing</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Key guidelines for facility size, layout, and costs</li> <li><input type="checkbox"/> Thinking outside the box on facilities</li> <li><input type="checkbox"/> Financing a facility</li> <li><input type="checkbox"/> Legislative provisions</li> </ul>
<p><b>Finance, Accounting, and Funding</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sustaining a fiscally healthy school</li> <li><input type="checkbox"/> Financial responsibilities</li> <li><input type="checkbox"/> Setting up an accounting system</li> <li><input type="checkbox"/> Calculating revenue in Georgia</li> <li><input type="checkbox"/> Developing a charter school budget and cash flow</li> </ul>	<p><b>Marketing and Enrollment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Branding your school</li> <li><input type="checkbox"/> Using the media effectively</li> <li><input type="checkbox"/> Outreach initiatives</li> <li><input type="checkbox"/> Enrollment practices – what’s legal</li> <li><input type="checkbox"/> Practical considerations for enrollment</li> </ul>
<p><b>Governance</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Fiduciary duties</li> <li><input type="checkbox"/> Staying out of hot water</li> <li><input type="checkbox"/> Selecting, monitoring, retaining, and evaluating an effective school leader and succession planning</li> <li><input type="checkbox"/> Effective board governance</li> </ul>	<p><b>Human Resources Matters</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Charter Schools as Employers - legal responsibilities</li> <li><input type="checkbox"/> Compensation and Benefits</li> <li><input type="checkbox"/> Organizational structure</li> <li><input type="checkbox"/> Best practices for hiring and recruitment</li> </ul>
<p><b>Risk Management</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sources of risk in charter schools</li> <li><input type="checkbox"/> Planning effectively to avoid or minimize risk</li> <li><input type="checkbox"/> Insurance</li> </ul>	<p><b>Legal and Regulatory Matters</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Federal, state, and local legal and regulatory requirements</li> <li><input type="checkbox"/> Practical considerations</li> </ul>
<p><b>Writing Measureable Objectives</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Creating baselines</li> <li><input type="checkbox"/> SMART objectives</li> <li><input type="checkbox"/> Legislative requirements and considerations with authorizers</li> </ul>	<p><b>Special Education and Charter Schools</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Legislative requirements for charter schools</li> <li><input type="checkbox"/> Organizational structures that support Special Needs students</li> <li><input type="checkbox"/> Budgetary considerations</li> </ul>

In addition to a la carte training workshops, other services are available including:

- Petition Review
- Mock Interviews
- Budget Review
- Consulting

## 2010-2011 Fees

Program Offerings	Description	Cost
CharterStart Program	<input type="checkbox"/> Workshop Series <input type="checkbox"/> Webinars <input type="checkbox"/> Library and Resources <input type="checkbox"/> Cohort Group Meetings <input type="checkbox"/> 1 Year Consulting (max 40 hours) which includes petition review, budget review, mock interviews, and as needed consulting services	<b>GCSA Members:</b> * \$2,500 base program deposit * \$7,500 additional fee due upon receipt of grant(s) or authorization * \$500 GCSA membership  <b>Non-Members: \$15,000</b>
CharterStart a la Carte	<input type="checkbox"/> Getting Started <input type="checkbox"/> Finance, Accounting, Funding <input type="checkbox"/> Governance <input type="checkbox"/> Risk Management <input type="checkbox"/> Marketing and Enrollment <input type="checkbox"/> Legal and Regulatory <input type="checkbox"/> Human Resources/Labor Relations <input type="checkbox"/> Facility Procurement and Financing <input type="checkbox"/> Writing Performance Objectives <input type="checkbox"/> Special Education <input type="checkbox"/> Petition Review <input type="checkbox"/> Mock Interview <input type="checkbox"/> Budget Review <input type="checkbox"/> Consulting	\$1000 \$1500 \$750 \$250 \$750 \$1000 \$1000 \$1250 \$500 \$750 \$1500 \$750 \$500 \$190 per hour  Above rates reflect member rates. Non members are ineligible to participate in CharterStart a la Carte.

- Credit card option is available.
- CharterStart a la Carte fees due prior to training or services.
- Planning grant funds may be applied to defray costs.
- Membership fees are due prior to participating in any program.
- Fees are non-refundable and non-negotiable.

CharterStart participants must complete a program enrollment form and agreement in order to participate in the programs. GCSA will provide one hour of consultation time at no charge, allowing prospective participants to discuss the program options and assess the individual needs of the founding group.

GCSA cannot guarantee petitions or grants will be approved by local or state agencies. The purpose of the program is to provide a solid foundation in quality school development and to increase the likelihood of authorization. Development of the school and negotiations with local and state authorities remains the responsibility of the petitioner.

### Contact Information:

Kelly Cadman  
 Director of Education and Training  
 Office: 404.835.8916  
 Cell: 770.456.1484  
[kcadman@gacharters.org](mailto:kcadman@gacharters.org)