

Conrad  
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YOU WON!

NOW WHAT?

Patricia A. Hennessy

Pennsylvania Coalition of Public Charter Schools  
*Charter School Fundamentals*

May 3, 2018





## Successful Charter Applications:

KIPP DUBOIS CHARTER SCHOOL - 2015

KIPP WEST CHARTER SCHOOL - 2015

KIPP NORTH PHILA CHARTER SCHOOL - 2015

ESPERANZA ACADEMY K-5 CHARTER SCHOOL - 2016

KIPP PARKSIDE CHARTER SCHOOL - 2016

REACH CYBER CHARTER SCHOOL - 2016

GREAT OAKS CHARTER SCHOOL - 2016

BELMONT CHARTER HIGH SCHOOL - 2016

FOLKS ARTS CULTURAL TREASURES II - 2017

DEEP ROOTS CHARTER SCHOOL - 2017

PHILADELPHIA HEBREW CHARTER SCHOOL - 2018 (PENDING)

FOR 2019-2020 SCHOOL YEAR CHARTER APPLICATION SUBMISSIONS, PLEASE NOTE THE  
FOLLOWING DUE DATES:

Cyber Charter Schools – October 1

Brick-and-Mortar Charter Schools – November 15



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YOU WON! NOW WHAT?

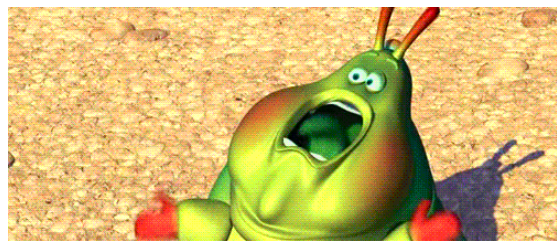


The time of the savoring the win soon gives way  
to.....



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YOU WON! NOW WHAT?



No luxury of time or money-

Lead time to opening can be anywhere from seven months to as short as 3-4 months!

Philadelphia is its own special animal

Try to get your stakeholders to stay in the lane when everyone is chief cook and bottle washer

In that time period you must have a legally compliant, attractive school, with staff, ready for special needs students, without no barriers to entry for students who are EL, with trained teachers, informed parents, enthusiastic students and a happy authorizer!

School Design

Needs Assessment

Governance

Finances and Facility

Implementation and Administration

## School Design

Mission Statement and School Vision

Measurable Goals & Objectives

### **Educational Programs**

- Hiring teaching staff and non-teaching staff
- Professional development
- Classroom materials, books, supplies
- Employment / Human Resources
- Establish Policies and Employee Handbook
- Background Checks
- Orientation

School Design

### **School Accountability**

- The day you open counts towards renewal
- Develop school wide systems; parental engagement is key

### **School Community**

Parents, students, teachers; surrounding community and community organizations



## Needs Assessment -

### **School Demographics**

- You must prepare for special education!
- English learners
- Cultural competencies

### **District Relations**

- Charter Agreement – what are the pitfalls? Caps! Performance frameworks that exceed state standards
- Establishing a relationship – maybe not a good one!
  - **Try anyway!**
  - Make their job easier - offer to voluntarily produce documents
  - Invite them to visit your school
  - Keep them in the loop for your progress.

## Implementation and Administration

### **Recruiting & Marketing Plan**

#### Student Recruitment

- Develop school message/image
- Brochures and fliers and into the community.
- Develop a marketing plan
- Develop Website As Soon as Possible, Social Media
- Register a domain as soon as possible for your school (the website address) - domain establishes email addresses
- Develop a system for student applications or your “Student Information System”.
- Develop a student application packet
- Develop information packet of information to give families when they inquire about your school which also explains the enrollment process



## Implementation and Administration-

### **Enrollment Policy – Your First Lottery!**

- Establish application “deadline” for the student lottery
- Conduct lottery (if you have more applications than spots available on the deadline)
- Conduct the lottery in such a way that leaves no doubt as to the authenticity of the random selection.
  - Public!
  - Adequately documented so that no one can accuse your school of “rigging” the results.

## Implementation and Administration

### **Transportation**

For some charter schools, one district; for some charter schools, multiple districts

### **Food Service**

Are you part of a Universal Feed district?

NSLP - in order to offer free and reduced lunches to students and receive reimbursement for those meals, you must go through an extensive training and approval process which takes several months.

Most schools are not able to complete this process during their first year of operation, and need to find an alternative method of doing this during the first year. The first recommendation is that if your district is willing to work with you and take your school on as a “satellite site”



## Governance and Administration

The Board – must learn to be a board!

- Setup and schedule Board Member training
- Your Articles of Incorporation are already filed
- Adopt corporate By-Laws
- Adopt a comprehensive policy manual

Sources: District's policies which you can modify;

Your school should adopt a method of organizing the policies, even if you only have a few policies which have been approved by your board.

- Board Meetings – Sunshine Act ! Ethics Act!

## Finances and Facility

### **Financing**

Business Manager – remember your budget?

Line of Credit/Bank Accounts

Per pupil allocation – what system?

Federal Funds

Independent Auditor

501(c)(3)

Apply for Sales Tax Exemption

AUN

PIMS

Setup Accounting System and Chart of Accounts

Develop accounting process, strict financial policies with regards to purchasing, deposits, reports, etc.

Engage philanthropy



## **Facility**

The most difficult part of the application; the most difficult part of the start-up

Be prepared that the building in your application may not be the building that you end up using!

Finalize Lease Negotiations and **GET THE KEYS**

Renovations

Certificates of Occupancy, Health Permit

work with a realtor, landlord, or other facilities representative who understand the local municipality and charter schools to help you with securing a property, getting appropriate permits, etc.

Utilities

Prepare classrooms not just with furniture, but with regards to safety and facilities requirements as well.

## Student Management

- Finalize the student handbook
- Develop Safety Plans and Emergency Procedures- teachers need to be made aware of the safety plans and should have them accessible.
- Develop Day One Procedures

## WHY ARE ALL OF THESE THINGS IMPORTANT:

You promised!

Your first year of renewal!

Public education is hard; complaining that it is hard does not work.  
It makes your lawyer happy.

But ....

Those students are counting on you to give them a new and different  
and quality experience.

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