

Tell Your Public Charter School Story in New Jersey

GET THE WORD OUT

Students, parents, teachers, school staff, leaders, and supporters are all important in ensuring that members of our community are familiar with public charter schools and the impact your school has had on students, their families, and the community. Charter schools are making a positive impact in our communities, but many people do not know about – or understand – public charter schools. That's where you come in.

Help tell the story and why you chose a public charter school in your community. This document is designed to help you tell your personal charter school story.

DID YOU KNOW?

Every child in the state of New Jersey should have the opportunity to attend a high-quality public school that best meets their needs and help them to reach their full potential.

There are **87** New Jersey public charter schools educating **60,000** students. Unfortunately, an additional **36,000** children remain on charter school waiting lists hoping to attend a public school that is best for them.

Public charter schools are:

- Free public schools that are open to all children regardless of zip code, race/ethnicity, income, or ability level.
- Run by non-profit organizations within the New Jersey public-school system.
- Diverse and reflect their communities.
- Flexible and able to find unique solutions in areas such as curriculum, governance, leadership, and operations.
- Held accountable to high financial, academic, and management standards by the New Jersey Department of Education.

TOP 10 THINGS YOU CAN DO

- 1 Sign up for more information.** Visit www.njcharters.org to sign up to receive information, updates, and action alerts.
- 2 Know your Story.** Practice sharing what a charter school is and why you chose a charter school for your child.
- 3 Share your Story.** Share your personal story with NJPCSA (no more than 350 words) with a photo or in a video. Email your story to cmota@njcharters.org.
- 4 Join the Conversation.** Visit parent and education blogs and post your comments. Or write letters to the editor in response to media stories about charter schools.
- 5 Follow NJPCSA, your school, and your lawmakers on social media.** Like and follow the New Jersey Public Charter Schools Association, your school, and your local, state, and federal lawmakers on Facebook and Twitter.
- 6 Post on Facebook.** Let your friends and family know about your school, the impact it is having on your child, and why you chose a charter school. Be sure to include a photo of your school or your child learning.
- 7 Tweet.** Share news about your school with your Twitter followers.
- 8 Post on Instagram.** Share photos and images of your school that helps tell the charter school story.
- 9 Lead the conversation.** Write a blog post (350 words) or opinion piece for publication by the media (650 words). We would be happy to post your blog post on our website as well. Reach out to cmota@njcharters.org for more information.
- 10 Invite other.** Help your neighbors, friends, and family to discover the charter school option by inviting them to visit your school or attend a special event at the school.

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