



THE Center for Education Reform

10th anniversary

NATIONAL CHARTER SCHOOLS WEEK

ACTION KIT

May 3 - May 7, 2004





NATIONAL CHARTER SCHOOLS WEEK MAY 3 – MAY 7, 2004

Dear National Charter Schools Week Participant:

On behalf of The Center for Education Reform, I want to thank you for using our National Charter Schools Week Action Kit. National Charter Schools Week represents the chance for your school to show-off its mission and many successes. From one school in 1992 to nearly 3000 open and operating this year, charter schools are providing educational options to hundreds of thousands of students nationwide.

The Center for Education Reform (CER) and the Charter School Leadership Council (CSLC) lead the national efforts to celebrate charter schools, supported by thousands of charter schools and charter activists nationwide. Together, CER and CSLC work to ensure that charter schools like yours receive both Presidential and Congressional recognition, as well as significant media attention. At the local level, charter schools use this week to honor the teachers, parents, volunteers, and students who make their schools a success. This is why it is imperative that you “educate your community” about charter schools.

When National Charter Schools Week has ended please tell CER how things went! Your feedback is essential to the continued success of National Charter Schools Week. Let us know what your school did, things that went well and those that didn't, and anything you would like to see happen for next year. Your stories are valuable to us and help in shaping our message that Charter Schools are the right choice for the children of America.

Thanks again and I wish you a happy and successful week!

Best regards,

A handwritten signature in cursive script that reads "Jeanne".

Jeanne Allen
President
The Center for Education Reform

National Charter Schools Week 2004

Day-by-Day Planner

Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
“EDUCATE YOUR COMMUNITY”	“SALUTE OUR TEACHERS”	“PRIDE IN OUR PARENTS AND VOLUNTEERS”	“SHOWCASING OUR STUDENTS”	“SCHOOL SPIRIT”
<p>Do a project or service for a segment of the community</p> <p>Give tours of the school</p> <p>Invite media to watch classes, and invite students to write articles about the school</p> <p>National Activities: Congress passes resolution recognizing National Charter Schools Week. U.S. Secretary Rod Paige will kick-off NCSW in Washington, DC at 11:30 a.m. at www.nnkol.org/live Officials from the U.S. Department of Education celebrate NCSW in Pennsylvania.</p>	<p>Parent group sponsors breakfast or luncheon for teachers</p> <p>Bring small treats for teachers</p> <p>School awards teacher with a small scholarship to attend a conference</p> <p>National Activities: Officials from the U.S. Department of Education celebrate NCSW in Oregon.</p>	<p>Students write thank-yous to volunteers</p> <p>Display essays about volunteers & volunteering around school</p> <p>Special dinner or breakfast for volunteers; made and served by faculty and students</p> <p>National Activities: Officials from the U.S. Department of Education celebrate NCSW in Ohio and Minnesota. CER releases Charter Schools Today: Changing the Face of American Education, focusing on Statistics, Stories and Insights.</p>	<p>Announce winners of essay contest, and have winning student recite the winning project to the student body</p> <p>Talent shows</p> <p>Spirit Days (no uniforms, school colors, etc.)</p> <p>National Activities: Officials from the U.S. Department of Education celebrate NCSW in Florida and California.</p>	<p>Show-off your school and your progress</p> <p>Open your doors to parents, local leaders and citizens</p> <p>Ask Mayor for proclamation and post in public areas</p> <p>National Activities: CER highlights the events that took place in local communities throughout the week. Officials from the U.S. Department of education celebrate NCSW in Arkansas, Colorado, and California.</p>

Check out CER's website for great stories about parents and volunteers working for charter schools!

NATIONAL CHARTER SCHOOLS WEEK ACTION KIT

The key to any successful celebration is to create consistent messages, themes and activities that can be planned-for early. We've created a week of activities based on daily themes that your school can rally around. This planning kit is designed to provide maximum exposure to the fact that yours is a unique undertaking. What you do locally affects everyone, and there is strength in numbers, so try to follow the themes set out and select activities that you feel are appropriate.

"EDUCATE YOUR COMMUNITY"

•

"SALUTE OUR TEACHERS"

•

"PRIDE IN OUR PARENTS/VOLUNTEERS"

•

"SHOWCASING OUR STUDENTS"

•

"SCHOOL SPIRIT"

"EDUCATE YOUR COMMUNITY"

Kick-off National Charter Schools Week By Spreading the Word about your Charter!

Do a project or service for a segment of the community.

•

Invite reporters and have them watch classes, or do a live broadcast from your school on the evening news, (consider adding interviews with honored teachers or volunteers).

•

Invite students to write articles about your school to be published in the local paper.

•

Schedule editorial board meetings by having people from your school (board members, administrators, teachers, parents) sit down with the editorial board of your local newspaper and discuss your school's successes, hurdles, future plans, etc.

•

Invite local leaders: mayor, city council, media, school board, business leaders, general public, county commissioners, etc. to give a tour of your school. You may also have a career day where leaders talk to students about their careers or teach a class related to their professions.

•

Announce a new school initiative: new web site, new reading program, etc.

•

Make buttons for people to wear and pass them out around the community.

•

Ask parents, teachers, students, etc. to write letters to members of the community who have helped, i.e. legislators, school boards, banks, foundations, etc.

•

Get together with other charter schools and ask newspapers to sponsor a student essay contest or a special theme relation to education.

•

Send home materials like those in this packet to every parent to help them educate their friends and neighbors.

"SALUTE OUR TEACHERS"

Have parents and students demonstrate their gratitude for these important folks

Parent group sponsors a breakfast or luncheon for teachers.

•

Hold an Awards Ceremony for Teachers. This could honor a Teacher of the Year, offer other awards for teacher excellence, or be held in conjunction with other charters in the area.

•

Students read essays or perform for honored teachers.

•

Parents/students bring in small treats for teachers.

•

Students interview their teachers and write biographies to be compiled and put in library.

•

Parents and students make a scrapbook about teacher (photos, important items, poems, etc) to be put in library.

•

Special lunch for teacher and his/her class.

•

School awards teacher with small scholarship to attend a conference. You may be able to find a sponsor for this in your community.

•

Parent Association sends cards to each teacher on behalf of the school.

•

Make buttons or hand out stickers!

"PRIDE IN OUR PARENTS/VOLUNTEERS"

Parents/Volunteers are integral to the success of your charter. If you want their help, show you care!

Serve a special dinner or breakfast for parent volunteers made and served by faculty and students.

•

Students make cards or write thank-yous to volunteers.

•

Display drawings/essays about volunteers & volunteering around school.
Place a special notice in your school paper or on the web site recognizing volunteers.

•

Tell students to offer a special thank you to any parent volunteer they see.

•

Design a volunteer appreciation proclamation and send home to every volunteer.

•

Students organize and perform a concert in honor of their parents/volunteers.

"SHOWCASING OUR STUDENTS"

Hold events that showcase or highlight your students' unique abilities!

Schedule an Awards Ceremony to honor student achievement.

•

Science / Art / Academic fairs

•

Talent Shows

•

Band / Choir concerts

•

Make a time capsule, with each class contributing an item

•

Have a school assembly and include a special entertainer or magician paid for by parents group.

•

Partner with other charters in the area for a spelling or geography bee, or a trivia contest.

•

Announce winners of essay contest / art contest / poetry contest, and have student(s) recite his / her winning works to the student body.

•

Spirit Days (no uniforms, school colors, etc.)

•

Special Food Treats (school picnic, root beer floats, ice cream sundaes, etc.)

•

Students get little gift of a bookmark, pencil, etc.

"SCHOOL SPIRIT"

Show-off your school and your progress – open your doors to parents, local leaders and citizens

Make this a short (2-3 hour) time period where people can come and see the school in action, including parents – show off the best of your school.

•

Ask mayor for proclamation of CSW and post in public areas.

•

Send invitations to all parents, inviting them to attend your school spirit day.

•

Place an ad in your local newspaper announcing the event.

•

Serve coffee and light snacks at an open house and provide informational brochures for visitors.

•

Arrange to have parents/volunteers lead people around the school.

•

Display student work around school (especially work expressing why the students love their charter school).

•

Pick a theme and let each class decorate their room around that theme.

•

Student performances reflecting the value and importance of school; provide copies of standards, school rules, curriculum, etc.

•

Show videos of student concerts or other events at the school.

•

Have board members on hand as well as teachers and principal to talk with people.

•

Have students create a website for the school; launch at the school spirit day.

WANT TO ORDER MORE GREAT CHARTER SCHOOL MATERIALS?

“My Child Learns at a Charter School” BUMPER STICKERS

All charter school parents can show off their charter pride with these bumper stickers – perfect to get on the move for National Charter Schools Week

“Visit a Charter School Today” PENCILS

Give these to students, or hand out to community visitors...everyone needs a pencil!

Charter School Brochures and Charter School Fact Card

This introduction to the charter school movement is an easy way to spread the word about charter schools. Great for community meetings, outreach efforts, or media interviews. Counter the myths about charter schools.

For more information or to order any of these materials, please contact:

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