



# YOU'RE A WHAT?

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# WHAT IS AN AUTHORIZER?

Charter school authorizers are responsible for maintaining high standards for charter schools, upholding school autonomy and protecting student and public interests.



**Group activity!**

**How do you describe an authorizer to \_\_\_\_\_?**

**In 15-20 words!**

# WHO IS YOUR AUDIENCE?

**Parents**

New school  
leaders

School board  
members

**The media**

Elected officials

**Others??**

# Let's review what you wrote.

- Which words sound wonky?
- Smack of marketing?
- Resonate with you?

# ADDRESSING COMMON CRITICISMS

1. Lack of oversight
2. Arbitrary renewals or closures
3. Perceived conflict of interests
4. Renew too many low-performers
5. Overly burdensome gatekeepers
6. The three c's: Creaming, Closure, Co-location

# BUILD AWARENESS OF AUTHORIZING!

- Toot your own horn – share successes!
  - With parents, with schools, with district employees
- Communicate directly with new school leadership (what you do, why you're here)
- New district employees
- Parent communication
- Media opportunities?

# RECAP

- Be succinct.
- Be human!
- Address critiques.
- Know your audience.



**NOW SPEND TIME TO  
DEVELOP YOUR OWN  
PERSONAL DESCRIPTION  
(3 MINUTES)**





# Questions?

# THANK YOU!

