

Dear Charter School Leaders,

Today, 90 charter schools educate more than four percent of Georgia's public school students. Meanwhile, more than 14,000 students in our state are languishing on charter school waiting lists hoping to attend a public school that will meet their needs. And yet, charter schools and their role in the public education system remain widely misunderstood and often vilified. We aim to change that narrative to ensure that the educators, leaders, and supporters of Georgia charter schools are seen as part of the solution to our state's education, economic and community building challenges. But we CANNOT do it alone.

We are extending an invitation to communicators from every member charter school in Georgia to join our Communications Community of Practice. Our next meeting will take place virtually on **Thursday, April 14, from 11:30 a.m. -1 p.m.** During the meeting, two national experts will share the latest on successful charter school messaging. GCSA will share Georgia messaging insights gained from a recent public opinion poll in our state. Please complete this [Google Sheet Contact Form](#) with the participant(s) from your school who will join our Community of Practice.

The Communications Community of Practice will meet monthly to share messaging, best practices and the stories that will help us all change the narrative. We recognize that not every school may have a full-time or even a part-time communications professional on staff or contract. But we believe that every school does have an advocate on staff who can participate in this community of practice to leverage the materials and supports we will provide.

Our request to each charter school leader is to identify someone from your organization who can participate in this work.

School communicator role and commitment:

- Participate in a 1-hour monthly meeting where we will share national and state updates, the association's communications priorities and themes for the month, ready-to-use communications messaging and materials and the opportunity to share ideas with one another.
- Participate in periodic professional development meetings to hear about best practices in messaging, leveraging social and traditional media, engaging with lawmakers, and more.
- Share information, materials and calls to action with your broader charter school community through your existing communications activities.
- Share how your school is telling your charter school story and help us identify stories about your school we can amplify to key stakeholders.

GCSA role and commitment:

- Convene meetings to share timely and relevant information.
- Provide ready-to-use materials (e.g., talking points, newsletter articles, social media posts etc.).
- Provide guidance and advice to help your representative and school make use of best practices.
- Create opportunities for schools to tell their story individually and as a collective voice.

This work does not replace existing meetings that GCSA is hosting for school leaders nor the role of the school leader in being an advocate and communicator on behalf of the school and broader charter school sector. If you have any questions, please reach out to me directly.

Best,
Michelle Wirth