MASSACHUSETTS CHARTER PUBLIC SCHOOL ASSOCIATION



SUPPORT THAT ADDS UP





JOIN MCPSA

The Massachusetts Charter Public School Association is a membership organization that serves as the voice of one of the nation's highest-performing charter public school sectors.

Membership is open to Commonwealth charter public schools. Benefits include:

- Advocacy and policy support.
- Proactive and rapid-response communications expertise.
- Professional development for school leaders, staff, and board members.
- Tuition guidance, staff salary benchmarking, and budgetary planning support.
- Weekly newsletters sharing resources, opportunities, and timely announcements.
- Networking opportunities with charter public school leaders across the Commonwealth.
- Legally vetted model school and board policies.

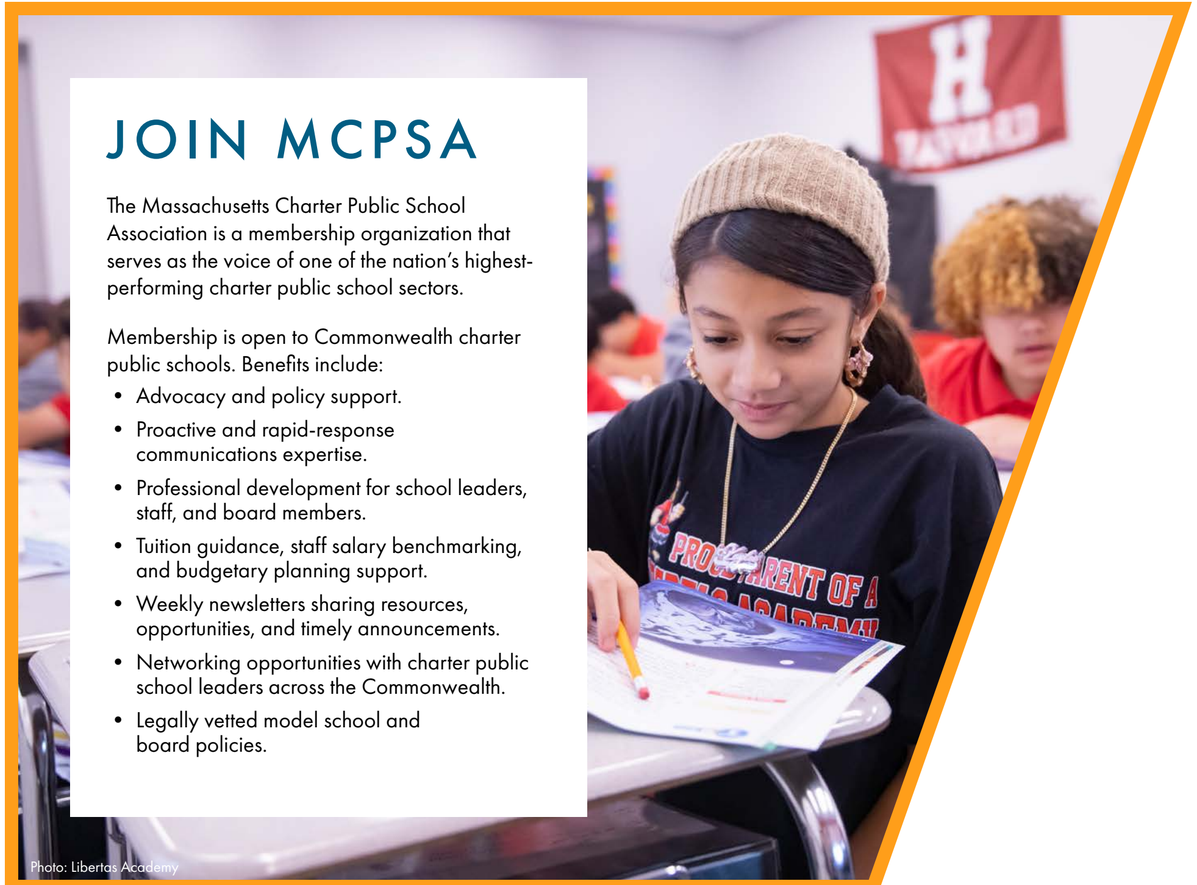


Photo: Libertas Academy

ADVOCACY & POLICY

MCPSA advocates on behalf of charter public schools to advance policies and regulations that ensure greater access to high-quality public education, fair and adequate resources, and autonomy and accountability.

STATEWIDE ADVOCACY

Guided by our member-driven and member-approved advocacy agenda, MCPSA advocates in the legislature and state government in a variety of ways, including ongoing relationship-building and education with key decision makers, delivery of oral and written testimony, development of issue-based fact sheets, and direct lobbying of lawmakers.

LEGISLATION

MCPSA actively monitors legislation to assess potential impact on charter public schools and works accordingly to promote or defeat bills. The team also proactively drafts and proposes legislation, informed by member needs, interests, and priorities.

BUDGET MONITORING & ADVOCACY

MCPSA carefully reviews each release of the state budget and school tuition files, sharing a summary of key information and relevant guidance with schools. Additionally, the team advocates to address funding inequities and ensure fair resources for all public school students.

TRAINING AND COMMUNITY ENGAGEMENT

MCPSA provides ongoing advocacy training, coaching, and support to help charter public school staff, families, alumni, and board members more effectively engage with lawmakers and advocate on behalf of their schools and our sector.

DESE & BESE SUPPORT

MCPSA advocates for fair and transparent authorizing decisions, regulations that protect charter autonomies, and policies that promote charter quality. MCPSA staff maintain communication pathways with the Department of Elementary and Secondary Education (DESE), observe meetings of the Board of Elementary and Secondary Education (BESE), centralize feedback to the authorizer, and provide guidance to schools in their high-stakes interactions with DESE and BESE.

COMMUNICATIONS

MCPSA works to coordinate a unified, factual, inspiring message about the value of the Massachusetts charter public school sector, while also supporting schools in sharing a narrative that highlights their distinctive value.

POSITIVE STORYTELLING

MCPSA builds strong relationships with local, state, and national media to pitch positive coverage about the sector and member schools. When an outlet picks up a story, the communications team is there to provide media training and to facilitate engagement with journalists. Association publications also create opportunities for sharing members' stories through social media, our website, and our newsletters.

CRISIS COMMUNICATIONS

School leaders, staff, and board members receive individualized strategic communications support during challenging media and public relations moments, supporting effective communication with staff, families, students, and the media. MCPSA offers in-the-moment advice, coaching, and development of messaging points and written materials, as well as direct media coordination.

SOCIAL MEDIA REPORTING

MCPSA offers monthly custom-designed social media reports to member schools, providing valuable insights into user engagement that can allow schools to refine their messaging and tactics and efficiently build followership and support.

RESOURCES

Member schools have access to a variety of resources and templates to support effective communications planning, content creation, and messaging.

COMMUNITY OF PRACTICE

Charters SPEAK is a community of practice that offers a robust suite of supports for school communications and advocacy staff through regular professional development sessions, with a focus on thought partnership, collaboration, and best practice sharing.



Photo: New Heights

I love this community! The trainings are directly applicable to my work and also give such great insight into what others are doing. I like learning about the opportunities and challenges others are facing, as it makes us all feel more connected and always teaches me something new.

- Kate Apfelbaum,
Excel Academy Charter School

SCHOOL SUPPORTS

STATEWIDE PROFESSIONAL DEVELOPMENT AND COMMUNITIES OF PRACTICE

MCPSA manages an annual series of in-person and virtual workshops, which offer peer networking, professional learning, and resource sharing around topics such as school finance, operations, enrollment, and fundraising. These workshops are facilitated by content experts with a lens toward access, opportunity, and belonging.

ENROLLMENT COHORT

MCPSA's Enrollment Cohort brings together school leaders and enrollment staff for peer networking, targeted coaching, and resource sharing focused on strengthening recruitment, retention, and enrollment systems.

FUNDRAISING COHORT

MCPSA's Fundraising Community of Practice connects development staff and school leaders for peer learning, expert-facilitated sessions, and shared resources to build stronger, more sustainable fundraising strategies.

NEW CHARTER PUBLIC SCHOOL LEADER PROGRAM

New leaders benefit from in-person and virtual cohort meetings, individual coaching support, and webinars, all designed to support their learning and lead to success in their new roles.

BOARD LEADERSHIP ACADEMY

Through a virtual cohort model, targeted support for new board chairs and vice-chairs provides regular professional development, networking, and a variety of valuable resources.

EFFECTIVE GOVERNANCE

MCPSA provides professional development sessions, specialized workshops, resources, and technical assistance to support the growth and development of all charter public school board members.

NEW CHARTER PUBLIC SCHOOL APPLICANT SUPPORT

MCPSA serves as a connector between prospective founding groups and a wide range of resources that advance a viable new charter or expansion application, helping applicants navigate the unfamiliar DESE landscape.

Do the New Leader Program! It provides timely and consistent messaging about the road ahead and reflections on the road thus far. It will serve as an invaluable roadmap, a respite, and a restorative experience.

- Ben Parsons,
Cape Cod Lighthouse Charter School



Photo: Worcester Cultural Academy

DATA

MCPSA analyzes complex, priority datasets to identify key insights, trends, and takeaways.

ACCOUNTABILITY AND FINANCE
MCPSA analyzes publicly available accountability and financial data to help schools understand their own data in the context of larger sector, district, and statewide trends.

COMPENSATION SURVEY
Our sector-wide compensation survey supports charter public school leaders in their annual budgeting and contracting process.

STUDENT OUTCOMES
As outcome data is released, such as MCAS scores and college enrollment figures, MCPSA conducts analyses in order to help shape the public narrative about the charter sector's performance.

PUBLIC OPINION POLLING
MCPSA conducts regular public opinion polling and message testing to monitor public sentiment about issues pertaining to public education, including support for charter public schools.



Photo: Veritas Prep

PUBLICATIONS & RESOURCES

SCHOOL LEADER WEEKLY
School leaders receive a weekly roundup of timely state and federal updates, resources, funding opportunities, and upcoming events and opportunities.

THE MEGAPHONE
Members of Charters SPEAK, our community of practice for school communications and advocacy staff, receive a weekly email highlighting timely information, important action items, recent media, and applicable resources.

KNOWLEDGE CENTER
This online resource provides school leaders and staff access to a variety of information and materials, including crowd-sourced responses to questions, resources shared by Massachusetts charter public schools, and external state and national resources.

MODEL POLICIES
MCPSA provides schools access to an updated library of DESE-compliant model policies vetted by legal counsel.

SUPPORTER NEWSLETTER
MCPSA sends an electronic newsletter to over 26,000 individuals highlighting the latest charter news, updates from Beacon Hill, and opportunities to help protect and uplift charter public school options in Massachusetts.

UP-TO-DATE FACTS
MCPSA creates and disseminates annual reports, fact sheets, and other resources on behalf of the sector, ensuring accurate, up-to-date, publicly available information about charter public schools.

JOB BOARD AND ONLINE VENDOR DIRECTORY
Member schools benefit from the opportunity to post and promote employment opportunities on our website. MCPSA also maintains an updated vendor directory to help members locate high-quality, charter-supportive businesses.



Photo: Old Sturbridge Academy



Photo: Hampden Charter School of Science



Photo: Benjamin Banneker

CONVENINGS

MCPSA makes it easier for members to connect!

DELEGATE ASSEMBLY

Each fall and spring, MCPSA convenes a regular gathering of school leaders to assess challenges and opportunities, set strategic vision, take critical votes, network, and learn from and with one another.

REGIONAL ALLIANCE SUPPORT

MCPSA supports three standing committees of the MCPSA Board of Directors — Boston Charter Alliance, Gateway City Charter Alliance, and Suburban & Rural Charter Alliance — which exist to ensure that the unique geographical and regional needs of schools are addressed, articulated, and incorporated into the Association's programs, services, and actions.

Additionally, regional alliance meetings are held throughout the year, enabling school leaders representing schools in the same region of the state to share best practices with one another, maintain a local network of peers, and discuss relevant and timely local and statewide issues with each other and the MCPSA team.

VIRTUAL PEER SHARING

Our virtual information sharing network allows school leaders and staff to pose questions and receive responses, resources, and best practices from both peers and Association staff.



Photo: Roxbury Prep

MASSACHUSETTS CHARTER PUBLIC SCHOOL ASSOCIATION

THE MISSION OF THE MASSACHUSETTS CHARTER PUBLIC SCHOOL ASSOCIATION IS TO CREATE AND PROTECT THE CONDITIONS THAT WILL ENABLE THE CHARTER PUBLIC SCHOOL SECTOR TO THRIVE, AND ADVANCE THE LARGER GOAL OF ENSURING ALL MASSACHUSETTS CHILDREN AND FAMILIES HAVE EQUITABLE ACCESS TO HIGH-QUALITY SCHOOLS.

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