

UNDERSTANDING CHARTER SCHOOLS

2017



Understanding Charter Schools

Data-driven insights for sales and marketing professionals
2017 MCH Strategic Data

The core of the charter school model is the belief that public schools should be held accountable for student learning. In exchange for this accountability, school leaders should be given freedom to do whatever it takes to help students achieve and should share what works with the broader public school system so that all students benefit.

In the early 1990s, a small group of educators and policymakers came together to develop the charter school model. Minnesota's legislature passed the first charter law in 1991, and the first charter school opened in 1992.

MCH Strategic Data recently surveyed over 3,000 Charter School administrators across the nation to provide greater insights into beliefs and trends.



Source: National Alliance for Public Charter Schools



BETTER DATA. **BETTER RESULTS.**

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Did You Know?

- Charter schools choose their own management structure.
- For-profit charter schools have to meet financial oversight regulations, just like any company the government contracts with to provide a service.

87%

of all charter schools
are independently run
by a non-profit.

13%

are run by for-profit companies.

Source: National Alliance for Public Charter Schools



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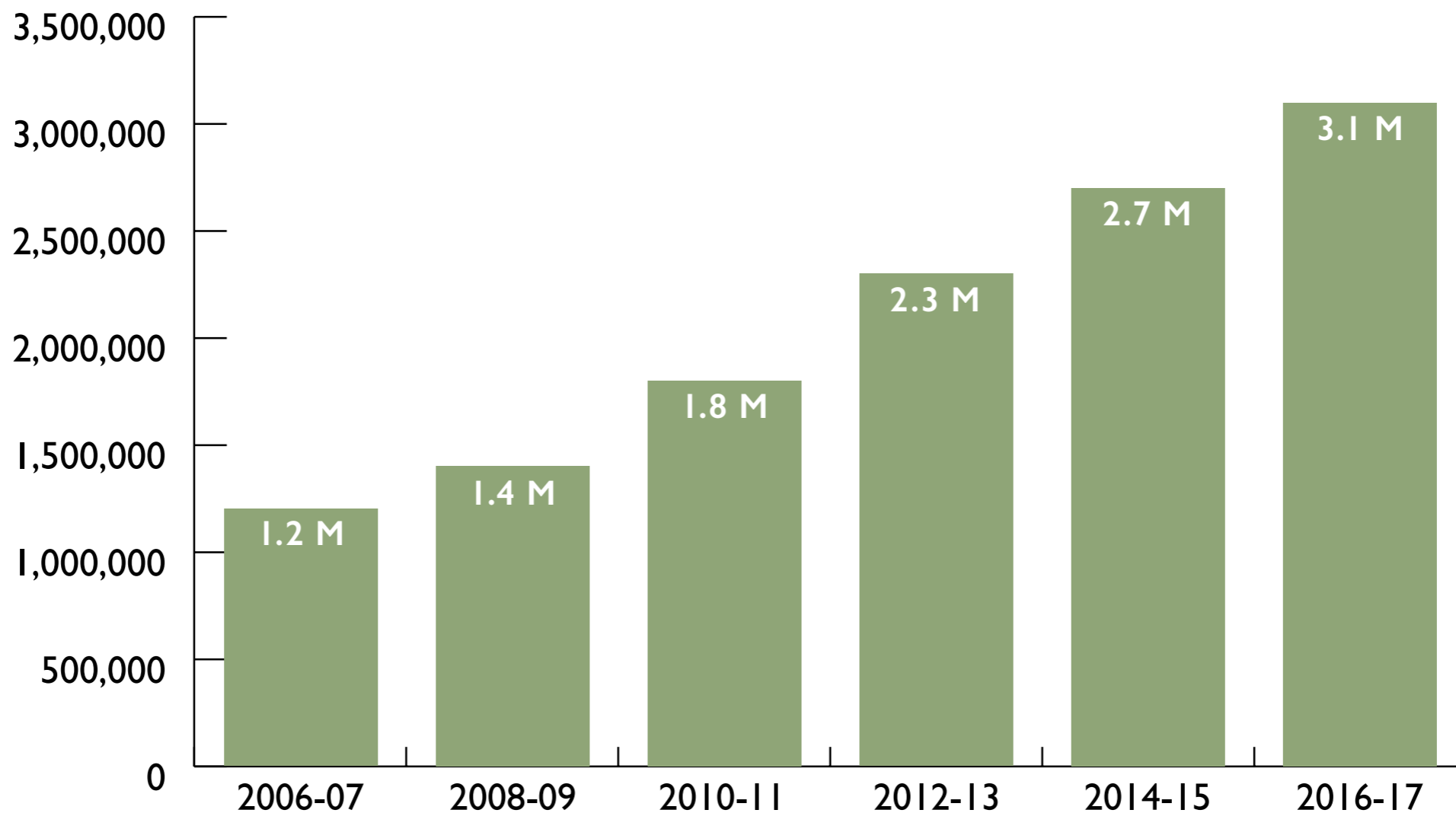
Successful Innovations Within Public Charter Schools

- Curriculum design (e.g., Montessori, Core Knowledge, Advanced Placement Courses, Foreign Language Immersion Programs, Science Technology Engineering and Mathematics)
- Extended learning time
- School cultures with high expectations for all students and adults
- More structured and disciplined learning environments
- Rewarding high-quality teachers with higher pay
- Parent contracts
- Multi-age programs



Currently 3.1 Million Students Attend Charter Schools

When given the option, parents increasingly choose to enroll their children in charter schools



Source: National Alliance for Public Charter Schools



% of Charter Schools that Anticipate a Budget Increase for 2017-2018 School Year

32%

NO

11%

MAYBE

57%

YES!



Anticipated Budget **Increases** for 2017-2018 School Year



Anticipated Enrollment Changes for 2017-2018 School Year



26%

NO

21%

MAYBE

53%

YES!



Anticipated % **Increase** in Enrollment for 2017-2018 School Year



36%

36%

28%

1-5%
increase

5-10%
increase

Greater
than
10%



% Of Budget Allocations will be Spent in These Categories For 2017-2018

(According to Charter School Administrators)

Technology	29%
Primary or supplemental curriculum materials	22%
Classroom supplies	17%
Professional Development for Teachers	14%
Building maintenance	13%
Construction	5%



Most Influential Media Channels

(Ranked in order of importance)

Word of mouth	1
Peer recommendations	2
Personal Learning Community (PLC)	3
Company website	4
Email	5
Media articles/news	6
Trade Show/Event	7
In-person sales meeting	8



Most Important Factor for Product Purchases

67%

of charter school administrators feel that the most important factor in the decision-making process for new products and services for their school is if the product or service addresses an immediate need.



Frequently Asked For Needs

(as of June 2017)

English Learner Curriculum and resources

Technological advancements to enrich learning

Supplemental materials to support standards-based curriculum

Curriculum and materials that address social emotional learning

Cost-effective technology solutions

Evaluation platforms and systems

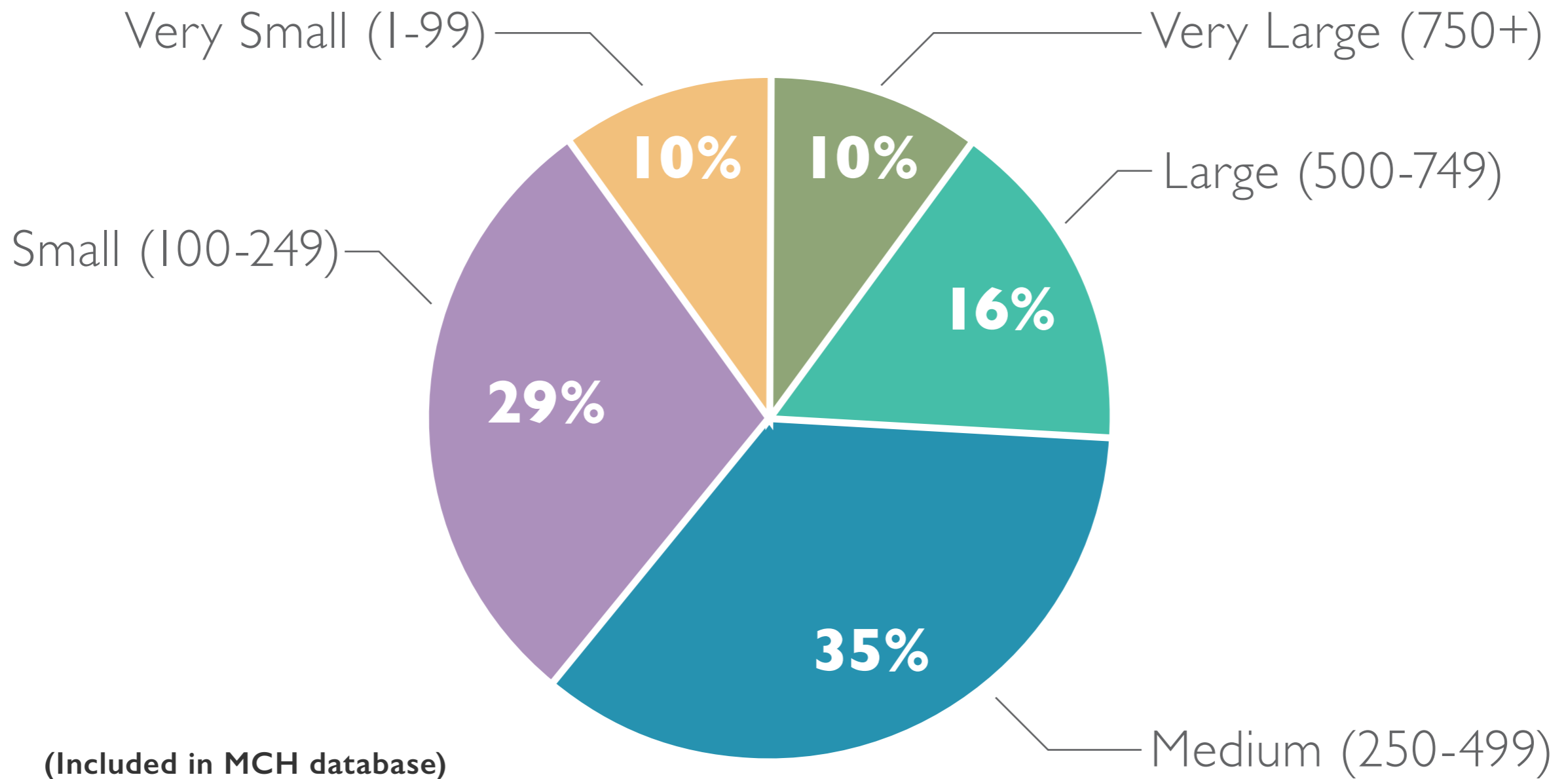
Solutions that address effective communication

Solutions that will help address the rise of LEP students and their ability to learn

Research-based curriculum tightly aligned to standards



MCH Charter School Enrollment Size Breakout



Implications for Marketers

Marketers need to take an individualistic approach to be successful. Each school is built upon a specific charter. Understanding that charter, what it stands for and what the expectations are for student outcomes are critical.

A simple survey to decision-makers to **ask about student outcome goals, product needs and school infrastructure** is just one way to start collecting data to build your segmented marketing plans.

Remember, decisions are made based upon filling an immediate need. **Your value proposition should focus on how your product or service can solve an immediate problem.**

MCH can put you in contact with key decision-makers at charter schools.

(Captured in MCH's Database)

Job Function	Count (as of June 2017)
Principal	6,891
Head of School	1,074
Director of Development	156
Chief Operations Officer	367
Director of Business and Finance	460
Director of Advancement	16
Computer Technology Coordinator	746
Director of Residential Life	13
Elementary School Principal	179
Middle School Principal	192
High School Principal	166



ABOUT MCH STRATEGIC DATA

MCH knows education. After decades of helping educators, students and families, the K-12 and childcare markets are near to our hearts. Founded on the publishing and distribution of children's books, MCH has grown into a data information company that commits the same care and quality to our B2B clients as we did directly with schools and families.

At MCH, we know having quality information you can trust is what keeps your business a step ahead of opportunities. Every accurate data element you have to power your operations, sales engagements, and marketing programs improves your results.

You'll stay on top of market changes by working with MCH as we track trends, opportunities and data developments in the K12 market. Our years of experience help you target the right people in which to build strong relationships. MCH's passion doesn't stop there. We invest to create the best Education information data systems that include districts, schools, contacts, email and more.

For more information, please contact us at info@mchdata.com or visit www.mchdata.com.

