



**MASSACHUSETTS
CHARTER PUBLIC SCHOOL
ASSOCIATION**

CASE STUDY: **EDUCATION**

Massachusetts Charter Public School Association

CHALLENGE

Massachusetts charter public schools were created in 1993 as part of a bipartisan education reform law that ushered in stronger academic standards and higher levels of accountability for all public schools. The Massachusetts Charter Public School Association, a membership association representing charter public schools across the state, needed public relations counsel to promote the work its schools were doing and protect against attacks by powerful special interests, with the end goal of ensuring that all of the Commonwealth's children have access to high-quality public schools.

STRATEGY

We implemented strategies to showcase the positive work charter public schools are doing in the communities they serve, as well as support legislative initiatives that would benefit charter public school students, families, and staff, and improve public education for all students: proactive media outreach, crisis management and opinion leader and editorial support across the state.

OUTCOME

Our strategies have helped accelerate the growth of the movement and engender strong bipartisan public support. What started as a nascent movement of 15 schools serving 3,000 children has grown into what is considered the best charter public school system in the country, serving more than 43,000 children in 74 schools in every region of the state. Public support for charters is strong and demand for schools continues to outstrip the availability of seats.

Slowey McManus is an indispensable partner in our efforts to promote the extraordinary work charter public schools are doing and advance the goal of ensuring that Massachusetts families have access to high-quality public schools. The team is steady under fire, knowledgeable about the state's political calculus, and always there when we need counsel.

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