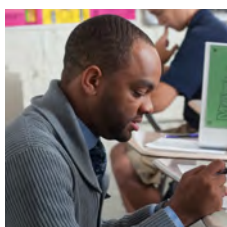
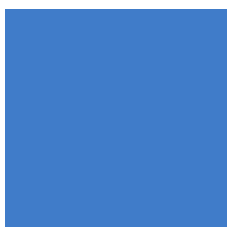
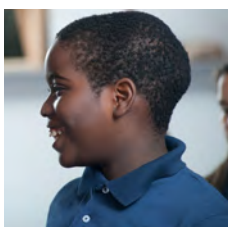
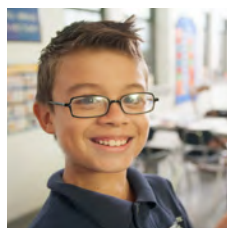
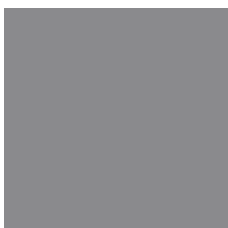
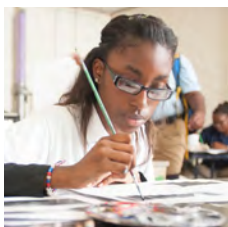
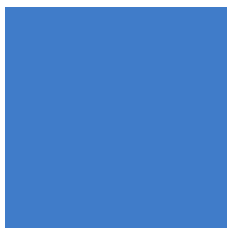



NATIONAL ALLIANCE FOR PUBLIC CHARTER SCHOOLS



THE NUMBERS ADD UP

2014 ANNUAL REPORT

A close-up photograph of a woman with dark hair and a young girl with dark skin and braided hair. The woman is on the left, smiling and looking towards the girl. The girl is on the right, smiling broadly and looking towards the camera. They are both wearing dark clothing. The background is a soft, out-of-focus blue and pink. The text is overlaid on the right side of the image.

We believe that **every child** deserves a great education and that parents should have the opportunity to choose a public school that meets their child's specific needs.

LETTER FROM THE CEO

Dear Friends,

I'm pleased to report that 2014 was another outstanding year for the National Alliance and the public charter school movement. We continued to solidify support for public charter schools in Congress and spread the word in state legislatures about the benefits of public charter schools.

Yet what stood out the most for me was the number of student names that appear on charter school wait lists: [1 million](#). This figure should motivate us to keep working as hard as we can to put a public charter school within the reach of every child. Even with the rapid growth of charter schools (more than 500 new charters opened last year alone) and the growing number of students we now serve (nearly 3 million), there are many parents who want to enroll their children in a strong, supportive, and successful public charter school, but still can't.

That's why, in 2014, we expanded our capacity and set a sound strategy for the future. We added six new board members and several leaders to our team, and drafted a new three-year strategic plan that places a greater premium on creating high-quality public charter schools. We launched the Charter School Action Fund to enhance our advocacy for more federal investments in charter school creation and replication and continued to cultivate a climate at the state level that supports public charter school growth. By working closely with our national and local partner organizations, we're building a stronger movement and a more effective alliance.

As you can see in the following pages, we made a lot of progress in 2014, but much more remains to be done. Our ultimate goal is to ensure that all students have the opportunity to attend a high-quality public charter school. With your support, we can end the wait.

Warmly,



Nina S. Rees



Federal Advocacy

360

*number of "Yes" votes for the
Success and Opportunity through
Quality Charter Schools Act*

The National Alliance continues to be the public charter school movement's leading voice and champion in Washington, D.C., advocating for critical federal funding and other support to help public charter schools launch and replicate. By building coalitions of supporters and highlighting the tremendous work public charter schools are doing in congressional districts around the country, we achieved significant victories in 2014 – most notably the passage of H.R. 10, the *Success and Opportunity through Quality Charter Schools Act*, which garnered 360 votes in the House and drew substantial support from both Democrats and Republicans. To build on this success and prepare for the new Congress, we advanced our principles for reauthorizing the Elementary and Secondary Education Act, and recommended policy changes that would give students trapped in the lowest performing public schools greater access to high-quality public charter schools.

\$253 million *in Charter School Program funding*

The federal Charter Schools Program is the only source of public funding to help launch new public charter schools and help existing high-quality charter schools expand and replicate. Sustaining and growing funding for the Charter Schools Program is always a top priority for the National Alliance. Even as funding continued to be tight across the federal budget in 2014, the National Alliance successfully secured the largest funding increase in the U.S. Department of Education's FY2015 budget, boosting funding for the Charter Schools Program from \$248 million to \$253 million. This funding increase will ensure that more students across America have access to high-quality public charter schools.

20 *U.S. Senators*

Public charter schools have long enjoyed bipartisan support in Congress. Yet maintaining a bipartisan coalition of public charter school supporters requires constant effort. We were pleased that in 2014, a bipartisan group of 20 senators cosponsored S. 2304, the *Expanding Opportunity through Quality Charter Schools Act*. As a result of our ongoing work with members and staff, the bill reflected the broad views and core principles of the charter school community. While the legislation did not reach a vote, it built a strong foundation for further bipartisan work in the new Congress.

4,200 *advocates writing to Congress*

To ensure that the National Alliance's message has maximum impact, we enhanced our outreach efforts to public charter school advocates across the country, encouraging more than 4,200 people to contact their members of Congress in support of public charter schools. A strong chorus of voices helps to ensure that members understand the personal impact of public charter schools in their states and districts.

State Advocacy & Support

10

number of states that improved their charter school laws in 2014

Strong state laws are vital to the success of public charter schools. In 2014, the National Alliance worked with partners in many states to help strengthen existing laws and pass new legislation. In three states—Alabama, Oklahoma, and Wisconsin—we built broad coalitions and laid the groundwork for a strong advocacy push in the coming legislative year. While each state has specific needs, we advocate everywhere to remove caps on charter schools, raise the bar on school and authorizer quality, ensure and protect charter school independence, and provide equal funding for public charter schools.

35

states provided with policy and advocacy support

As a national organization with a view across the entire public charter school landscape, the National Alliance is uniquely positioned to promote the best chartering policies throughout the country. To that end, we provided policy and advocacy support to 35 states in 2014. This support included drafting bill language, providing examples of model policies, and advising on public outreach strategy.

10-12-10

coalition partners

The diversity of the public charter school movement is one of its greatest strengths. When the National Alliance provides assistance in a state, we always seek to bring together a coalition of partner organizations that represents the broad array of public charter school advocates. In 2014, the strength and diversity of our movement was on full display in our focus states. We coordinated our efforts with 10 partner organizations in Alabama, 12 in Oklahoma, and 10 in Wisconsin.

26

states ranked in the first Health of the Public Charter School Movement report

State officials and advocacy partners frequently ask us how their state's public charter schools compare to the public charter schools in other states. In 2014, we provided an answer. The *Health of the Public Charter School Movement: A State-by-State Analysis* serves as a companion to the National Alliance's annual rankings of state charter school laws. This new report uses 11 different measures to determine how well a state's public charter schools are performing, innovating, and growing. It also provides a helpful framework for determining the overall health of each state's charter school movement. With a clearer picture of where states are excelling and where they need to improve, we and our state partners can better target our efforts to have the greatest impact.

Legal

350

*members of the Alliance of Public
Charter School Attorneys (APCSA)*

Even as public charter schools grow in popularity and serve more families, the movement faces legal hurdles from people opposed to charter schools and officials attempting to limit public charter schools' independence and flexibility. The Alliance of Public Charter School Attorneys (APCSA) serves as a source of information, networking, and support for attorneys across the country fighting to secure and defend public charter school rights and freedoms. In 2014, membership in APCSA grew to 350, allowing us to keep more allies up to date on the latest legal rulings shaping the education policy landscape. In addition to APCSA's work, the National Alliance also increased our capacity to counter legal threats by adding a new senior director of legal affairs. Our legal team held more than 125 technical assistance calls on emerging legal issues with attorneys and partners across the nation. And we worked with partners to file amicus briefs in several courts, including in the Washington State Supreme Court to defend the state's ballot initiative approving public charter schools. By creating a more secure legal environment for public charter schools, our legal team and our partners around America are helping to ensure the future growth and success of the public charter school movement.

6

state lawsuits

The National Alliance legal team worked on six state-level lawsuits concerning public charter school funding, facilities, and autonomy. Our attorneys provided critical research, technical assistance, and moot oral arguments to equip advocates with the most timely and effective legal strategies.

160

attorneys attending legal seminars

In 2014, APCSA hosted two legal seminars, each of which gave 80 participating attorneys from leading law firms across the country the opportunity to network with fellow lawyers, discuss strategies for advancing public charter schools, and prepare for new challenges that emerge as the sector matures.

5

major statutory and regulatory threats

The National Alliance's legal team and network of attorneys intervened to counter five high-impact statutory and regulatory threats at the federal level in 2014. We identified, researched, strategized, and advocated to combat threats to charter management organizations' 501(c)(3) status, as well as problematic regulations on the pension and labor fronts.

Research

1 million

*number of student names on
charter school wait lists*

Nearly 1 million student names are on wait lists to attend a public charter school. That, perhaps more than any other number, explains why our work is so urgent. The National Alliance is the leading source of data for the national charter school movement, and allows parents, educators, the media, and policymakers to understand public charter schools in the context of larger education trends. In 2014, we took a big step forward by developing a proprietary model for rating all public schools (traditional and charter) on academic results that take into account each school's demographic profile. Joining the discussion on quality with our own measure is a substantial achievement for the National Alliance. We also produced our annual report on public charter school enrollment and our annual ranking of state charter school laws against our model law. By putting this information at advocates' fingertips, we are giving them the tools they need to make the best case for supporting the growth of public charter schools.

147

school districts with twice the national rate of enrollment share

Each year, the National Alliance's report on America's largest charter school communities provides data on the growth of the public charter school sector. In 2014, about five percent of public school students across the country attended a charter school. And in nearly 150 school districts, at least 10 percent of students are enrolled in public charter schools. That's 15 more districts than the previous year, and further evidence that public charter schools are growing deep roots in communities throughout America.

10

schools taking the OECD Test for Schools

The OECD Test for Schools—modeled on the rigorous Programme for International Student Assessment—allows schools to compare their students' achievement levels to students in dozens of countries, as well as to the U.S. and international averages. In 2014, the National Alliance arranged for 10 public charter schools to participate in the test and measure themselves against the highest quality benchmark in the world.

7

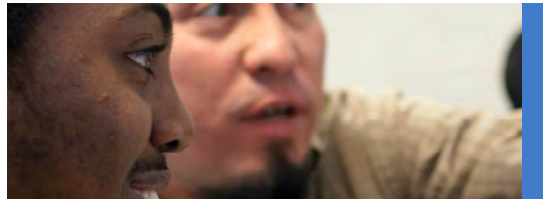
publications driven by National Alliance data

Data and evidence are vital to the health and growth of public charter schools. The National Alliance is committed to turning good data into insights that guide our movement and inform the public. In 2014, we produced seven publications that leveraged National Alliance data to provide a deeper understanding of the growth and performance of public charter schools and the policies and trends shaping their future.

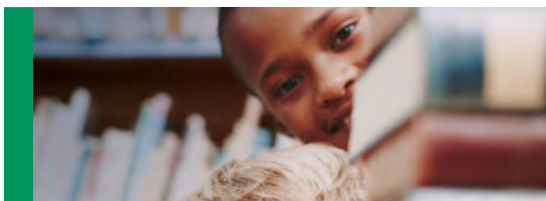
MAJOR PUBLICATIONS



Measuring Up to the Model: A Ranking of State Charter School Laws, 2014
January 2014



Over-Age, Under-Credited Students and Public Charter Schools
July 2014



Separating Fact and Fiction: What You Need to Know About Public Charter Schools
August 2014



Breakthroughs in Time, Talent, and Technology: Next Generation Learning Models in Public Charter Schools
September 2014



Health of the Public Charter School Movement: A State-By-State Analysis
October 2014



On Top of the World: Public Charter Schools and International Benchmarking, 2013-14
November 2014



A Growing Movement: America's Largest Charter School Communities
December 2014



Communications

70

*percentage of Americans who support
public charter schools*

The National Alliance serves as a powerful, unified voice for the public charter school movement, ensuring that journalists, thought leaders, policymakers, and the general public are familiar with our message of quality, innovation, and funding equity. In 2014, we worked to dispel myths perpetuated by public charter school opponents, and organized headline events —online and in-person—to celebrate National Charter Schools Week (May 5th through 9th). We also maintained a robust social media presence, highlighting news and trends related to public charter schools through nearly 3,000 tweets from @charteralliance. Thanks to these and other efforts to build awareness of public charter schools' achievements, more Americans are aligning with our cause. More than 70 percent of Americans now support public charter schools. By amplifying the voices and sharing the stories of charter school students, parents, teachers, and leaders, we are cultivating an environment in which public charter schools receive the legislative and financial support they need to grow and expand.

560

*media
mentions*

The National Alliance engages with the media every day to inform stories, respond to challenges, and increase understanding of public charter schools. Throughout the year, we solidified our role as the leading voice for the national charter school community and served as a go-to source for reporters. We earned more than 560 mentions in traditional and new media, including some of the most influential newspapers, websites, and TV programs in the country.

The National Alliance has been featured in the following national news outlets in 2014

Al Jazeera America

Bloomberg News **CNBC**

The Economist

EDUCATION WEEK FOX News

Huffington Post

The New York Times

POLITICO NPR

U.S. News & World Report

The Wall Street Journal

The Washington Post

1.5 million

*Twitter
impressions*

As the 2014–15 school year got underway, the National Alliance rolled out the “Truth About Charters” series, a four-week social media campaign highlighting and debunking four common myths about public charter schools. More than 75 Charter Support Organizations, partner organizations, and public charter schools shared infographics and web content with their audiences on social media. The result: more than 1.5 million impressions of #TruthAboutCharters on Twitter.

30

Days of Grad

At the National Alliance, we’re always looking for new ways to highlight the impact of public charter schools on students and their families. In June, our #30DaysOfGrad campaign celebrated public charter school graduates who have overcome difficult odds. We posted the inspirational stories of 30 young men and women who are proudly graduating high school and moving on to college or careers, and called attention to the public charter schools that changed their lives for the better.

RALLYING THE CHARTER SCHOOL COMMUNITY

National Charter Schools Conference

4,834

*attendees at the 2014 National
Charter Schools Conference*

The National Charter Schools Conference (NCSC) is our premier annual event, generating enthusiasm and facilitating networking and advocacy across the entire public charter school movement. In 2014, we drew record attendance—4,834 teachers, school leaders, administrators, specialists, advocates, and policymakers who gathered in Las Vegas to discuss how The Numbers Add Up in their schools and communities. This year's program was the most highly praised yet, as the conference team invited and curated outstanding breakout session content, and trained presenters through webinars, online tools, and tips to make sessions more engaging for attendees. Once again, the National Alliance used the conference to educate members of the public charter school movement about our work and secure greater participation in our advocacy efforts. We can't wait to build on the success in New Orleans in June 2015!

121

break-out sessions

We held 121 break-out sessions at the conference, offering our diverse audience the opportunity to hear from the best minds and practitioners in our field on issues ranging from governance and instruction to advocacy and policy. The sessions were differentiated by experience level to ensure that each participant was assigned to a session with the most relevant and useful content. We relied on a team of 15 experts, chaired by charter school veterans Caprice Young and Lisa Diaz, to pull together our program. Overall, 87 percent of our attendees said they would recommend the conference to a colleague on our post-conference satisfaction survey.

1,200

new advocates

National Alliance staff presented seven advocacy breakout sessions, and our call to action inspired 1,200 participants to share their story of how they became involved in public charter schools. Every year, NCSC energizes our supporters and motivates people to get more deeply involved in strengthening the public charter school movement.

36

sponsors

In 2014, 36 companies sponsored the National Charter Schools Conference, up from 30 companies in 2013. Large sponsors included Microsoft Education, Scholastic, Rosetta Stone, and Houghton Mifflin Harcourt. New sponsors helped to raise the profile of the NCSC and bring more varied and relevant products and services to our attendees.



Sal Khan
Founder, Khan Academy



Frank Luntz
Political consultant, pollster



Campbell Brown
Award-winning journalist

HONOREES

Champions for Charters

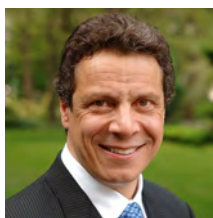
Each year the National Alliance recognizes federal, state, and local elected officials who have worked to advance the growth and success of public charter schools. In 2014, the following individuals were honored as Champions for Charter Schools:



Senator Mark Kirk
Illinois



Representative
George Miller
California



Governor Andrew
Cuomo
New York



Governor Brian
Sandoval
Nevada



State Senator Jill
Tokuda
Hawaii



State Representative
Phil Owens
South Carolina



Mayor
Kevin Johnson
Sacramento, CA

National Charter Schools Hall of Fame

The National Charter Schools Hall of Fame was established to recognize individuals and organizations for their contributions to advancing the public charter school movement. In 2014, the National Alliance for Public Charter Schools welcomed the following distinguished inductees into the Hall of Fame:



**Chester "Checker"
Finn, Jr.**
*President Emeritus, Thomas
B. Fordham Institute*



**The Doris & Donald
Fisher Fund**



Eva Moskowitz
*Founder, Success Academy
Public Charter Schools*

NETWORKS

Master classes, the State Leaders Council (SLC), and the Policy Advisory Council reflect the variety of working groups and communities of practice that the National Alliance has built and nurtured to help inform our organization about issues that affect public charter schools.

Master Classes

Funded by a U.S. Department of Education grant to the National Charter School Resource Center, the National Alliance's master classes are training programs for Charter Support Organizations (CSOs) and various stakeholder groups in the public charter school movement. Master classes are designed to build the capacity of these groups to support new and existing public charter schools through training from leading practitioners, and to create and foster a community of practice among public charter school staff nationwide. In 2014, we hosted two in-person master classes and webinars on a scope of issues from sustainability and communications to student discipline and closing low-performing schools.

State Leaders Council

The State Leaders Council is an advisory body made up of the leaders of state-based CSOs, and is responsible for identifying issues that affect public charter schools and the state and local organizations that serve them. The chair of the SLC also serves on the National Alliance's Board of Directors. In 2014, the National Alliance held three SLC meetings that covered a wide range of topics, including gathering feedback for our 2015–2017 strategic plan, sharing key messages, and organizing members in support of our 2015 congressional appropriations requests.

Policy Advisory Council

The Policy Advisory Council is an advisory group that informs the National Alliance about emerging policy-related issues in the public charter school movement. The Council is comprised of leaders spanning the spectrum of expertise from single-site operators and charter management organization leaders to authorizers, civil rights leaders, and blended learning experts. The chair of the Policy Council serves on the National Alliance's Board of Directors. In 2014, the National Alliance held four Policy Advisory Council meetings to discuss emerging issues facing our space.



Boston Collegiate Academy – Boston, MA

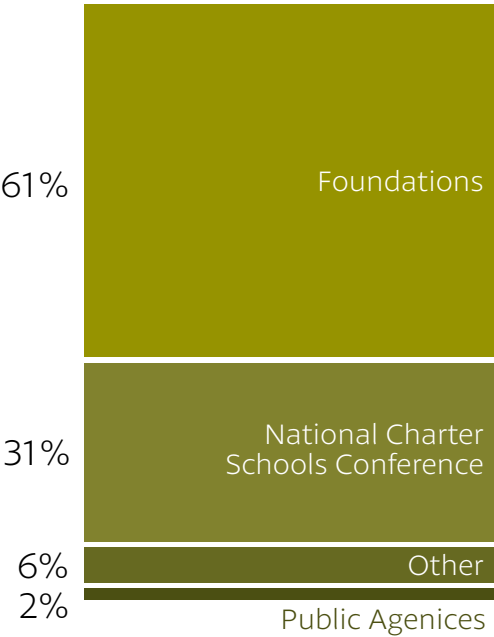


Rural Community Academy – Graysville, IN

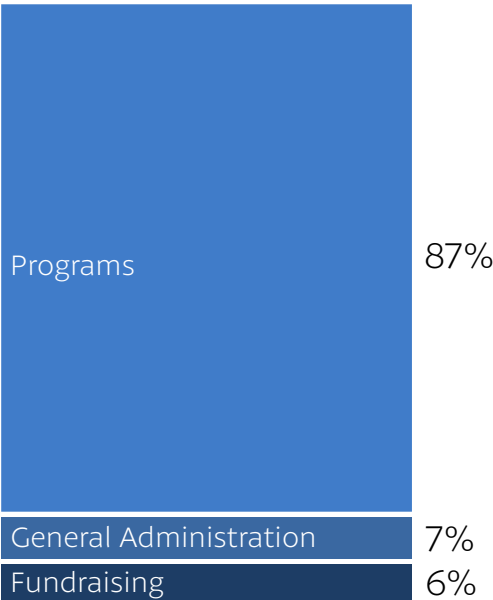
FINANCIALS

The National Alliance’s operating budget was \$7.9 million in 2014. Building on our previous efforts, we continue to diversify our fundraising base by reaching out to new foundations and individuals. We remain an excellent steward of our financial resources and a strong investment for donors who want to improve educational quality in America.

Income



Expenses





KIPP Delta – Helena, AR



Crestone Charter School – Crestone, CO

FUNDERS

The work done by the National Alliance for Public Charter Schools is made possible through the generous support of the following organizations, as well as individual contributors. Thank you to our funders for helping us grow and strengthen the public charter school movement.



the eli and edythe **broad**
foundation



The
Louis Calder
Foundation

DORIS & DONALD FISHER FUND

BILL & MELINDA
GATES *foundation*



ROBERTSON
FOUNDATION

CHARLES AND HELEN
SCHWAB *foundation*

Kern | FAMILY FOUNDATION



The
WALTON FAMILY
FOUNDATION

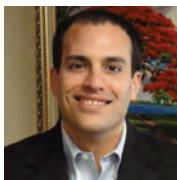
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The Honorable Jane Swift
Former Governor of Massachusetts; CEO, Middlebury Interactive



Gene Wade
Founder and CEO, University Now



Jed Wallace
President and CEO, California Charter Schools Association



Fernando Zulueta
President, Academica Corporation



THE TEAM

Starting at back row, from left: Nora Kern, Nick Fickler, Rebecca David, Andrew Schantz, Riya Anandwala, Bill Phillips, Todd Ziebarth, Lisa Grover, Gina Mahony, Eric Paisner, Russ Simnick, Ron Rice, Rob Reed, Laura Katzin, Natalie Ethridge, Katherine Bathgate, Angela Christophe, Jill Poppe, Kim Kober, Susan Aud Pendergrass, Marlene Voelker, Nina Rees, Christy Wolfe

Not pictured: Wentana Gebru, Precious Jenkins

The foundation of
all of our work is our
commitment to
quality, innovation,
and *equity.*



Find us on social media



charterschools



@charteralliance



publiccharters

*Our mission is to lead
public education to
unprecedented levels of
academic achievement
for all students
by fostering a strong charter
school sector.*

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