Excellence in Action
NATIONAL SUMMIT ON EDUCATION REFORM 2012

STUDENT-DRIVEN EDUCATION
Education Choice in Arizona

- Charter Public Schools
- District Open Enrollment
- Tuition Tax Credits
- Corporate Tax Credits
- Empowerment Savings Accounts
- Distance Learning
- Single Class Open Enrollment
- K-8 expansion into 9th grade
20 year charters
10 year charter renewal
charter replication

Strengthening Charters in AZ
Total Cost per Student to the Taxpayer

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<th>District</th>
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Charters are taxpayer friendly in Arizona
C School Students v Arrests

Do Charter Schools Reduce Crime?
Letter Grades first implemented May 2011
Charter School growth hit 10% in 2012
District School growth has been negative since 2007

Do Letter Grades speed Migration to better schools?
Excellence in Education

Matthew Barnes
Executive Director, FamiliesEmpowered
Families Empowered

• Response to Demand for High Quality Schools

• Empower Parents to Engage the “System of Schools”

• Model Agnostic
  - Partner with Traditional District, Charter, Parochial, Independent, Virtual

• Building Individual Advocacy (Education Consumers)
  - Bottom-up Pressure
Finding #1: Large and Growing Demand for Choice

KIPP Houston and YES Prep Wait List Families
What is Driving Demand?

• Survey Question: “What could be improved in current school?”

• 37.2% Academic Quality and Instruction
  o “not challenged”, “no homework”, “too easy”

• 17.8% Don’t Know/Not Sure

• 14.8% School Personnel

• 10.4% Security/Safety/Discipline
  o “bullying”, “lack of control”, “staff not responsive”

• 9.2% Parent Relationships
  o “improved communication with parents”

602 Respondents in KIPP, YES Prep Waitlist Survey
Finding #2: Parents Uninformed about Available Choices

Percent of Waitlisted Families that Applied To Each School

- KIPP: 61.5%
- Yes Prep: 52.7%
- HISD Magnet Schools: 11.1%
- Other Charter Schools: 6.6%
- Catholic Schools: 1.7%
- Other*: 1.0%

602 Respondents in KIPP, YES Prep Waitlist Survey
Finding #3: Informed Parents Choose

- Brookings Institute Education Policy Director States National Figures:
  - 25% of parents moved to a neighborhood because of the school quality
  - 11% of parents pay for private schools
  - 6% attend charter or home schools
  - 15% attend parent-selected public schools (i.e. magnets)

- Parents largely unsupported in choosing their school

- Low-income, minority, & immigrants are least likely to choose... but this is changing.
Finding #4: Perception Differences by Income

Lower Income Families Rate Their Schools Higher

6b) Provides quality teaching and a strong learning environment (P=.008)

6c) Provides a positive school culture (P=.025)

6j) Your overall satisfaction with the school’s performance (P=.035)

602 Respondents in KIPP, YES Prep Waitlist Survey
Finding #5: Many Parents Willing to Pay for Quality

Q11) Suppose you found a school that met all of your needs and desires. What amount, if any, would you be willing and able to pay per month so that your child could attend that school?

602 Respondents in KIPP, YES Prep Waitlist Survey
Untapped Parent Leverage

Advocating within Chosen School

Out-of-School Enrichment

Choosing the "Right Fit" School(s)