



District of Columbia Public Charter School Board PCSB (GC)

MISSION STATEMENT

The D.C. Public Charter School Board's (PCSB) mission is to provide quality public school options for DC students, families, and communities through:

- A comprehensive application review process;
- Effective oversight;
- Meaningful support; and
- Active engagement of its stakeholders.

SUMMARY OF SERVICES

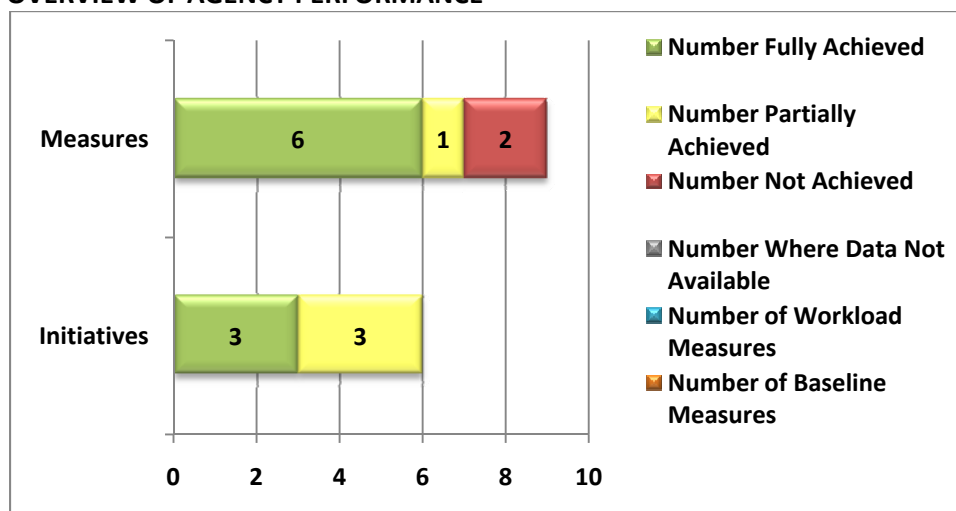
The D.C. Public Charter School Board's four key functions are:

- Comprehensive application review process – ensuring only highest quality applicants are approved to open charter schools
- Effective Oversight – holding schools to high standards for results and making oversight decisions in the interests of students.
- Meaningful support – providing clear feedback, rewards and consequences
- Active engagement of our stakeholders – being transparent and accountable, providing information, and soliciting feedback about community impacts and preferences.

ACCOMPLISHMENTS

- ✓ Fully implemented expanded stakeholder engagement plan
- ✓ Launched new interactive website with new social media applications
- ✓ Fully implemented mission-oriented data management system


OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

-  Fully achieved  Partially achieved  Not achieved  Data not reported

OBJECTIVE 1: Establish a portfolio management system that bases PCSB decisions for resource allocations and board actions using consistent definitions of school performance.

INITIATIVE 1.1: Full implementation of the PCSB’s Performance Management Framework (PMF).

On October 18, 2010, the PCSB voted to delay by one year, the full implementation of the PMF. The Board decided it would use the 2009-2010 PMF data as pilot data to perform a thorough review of the process and to make revisions to the model as needed. The data from the 2010-2011 school year will be used for the full implementation of the PMF, and those results will be released in the fall of 2011. Because the 2009-2010 PMF data is considered pilot performance, the PCSB will not use it to support decisions to close schools. Additionally, comprehensive evaluation reports were not made public and the PMF is not yet completed for early childhood, adult education and GED programs. As the 2009-2010 PMF results are considered pilot data, the PCSB has not made decisions regarding human and capital resource allocations to support the academic and non-academic components of the PMF.

OBJECTIVE 2: Increase stakeholder engagement and board transparency.

INITIATIVE 2.1 Fully implement new stakeholder engagement plan.

Monthly Board Meetings: PCSB board meetings take place on the third Monday of every month, usually at 7:30pm, at the PCSB headquarters. These meetings, in which all board decisions are made, are always open to the public. There are designated times for public officials and community members to offer comments on any topics pertaining to the PCSB or charter schools. The date, time and agenda of each board meeting are posted on the PCSB website. Board members voted on charter school requests, charter reviews, sanctions and notices related to school performance, and board policy changes.

Public hearings: Public hearings are held primarily for three reasons: 1) as part of the charter application process; 2) when a school requests to amend its charter agreement; and 3) when a school has exercised its right to an informal hearing in response to a board proposal to revoke the school’s charter. In each case, members of the public are asked to participate, by listening to the proposals presented and giving input on the impact of the possible decisions on the community. The PCSB hosted eight public hearings; one on applications, two on charter revocation proposals, and five charter amendment requests.

Community Forums: The PCSB hosts community forums to discuss with community members decisions that may impact their communities directly. The forums are also intended to provide information to help parents and students make informed decisions about charter schools. PCSB hosted two community forums related to school closures, to help families understand the reason for the closures and to assist them with transitions to new schools. The two forums, for



students attending Young America Works and for students enrolled at ALTA and Children's Studio School, also included enrollment fairs to which charter and traditional schools were invited to share information about their programs.

Public Testimony: Each year PCSB members provide testimony during public hearings held by the Council of the District of Columbia, the State Board of Education, and the Congress, on topics related to PCSB performance and accountability, charter school performance, and citywide issues affecting children and youth. PCSB members and leadership provided testimony at 8 hearings, held by the D.C. Council, the State Board of Education.

Intergovernmental Relations: PCSB members and staff interact regularly with other D.C. Government agencies on the PCSB's accountability, charter school performance and on collaborative efforts of agencies that serve and support children, youth and families. PCSB members and staff participated in meetings, working groups, and community events, with Mayor Adrian Fenty, D.C. council members and staff, the Office of the State Superintendent of Education, the Office of Deputy Mayor for Education and staff, D.C. Public Schools, the Office of the City Administrator, Office of the Chief Financial Officer, the D.C. Department of Health, and other agencies regarding the city's education budget, special education services, school closings, school safety, early childhood education, healthy children, and common core standards, among other topics.

Media Relations: The PCSB communications team manages regular engagement with print, television, radio and web-based journalists. PCSB spokespersons offer information on charter school performance, expert input on relevant issues, announcements of board decisions and policy statements and facilitate the research and investigation of issues for stories in the public interest. PCSB staff issued more than 40 news releases, facilitated dozens of interviews with media outlets, and provided background information and statistics for numerous news stories.

Special Events: PCSB members and staff host or participate in special events to raise awareness of the PCSB's role in education reform solutions and charter school options available to D.C. families. The PCSB was again a participating sponsor in the 2010 D.C. Family Education Expo in fall 2010, sponsored the first annual D.C. Charter School Expo and Recruitment Fair in January, participated in the Columbia Heights Day fair, held an Open House during Charter School Week and we also host numerous workshops for charter schools.

● **INITIATIVE 2.2 Launch and fully implement new, interactive website.**

The PCSB's new, enhanced website was launched in November 2009. The site is easier to navigate, with content targeted to students, parents, community members, journalists, researchers and other interested in the PCSB's work and information about charter schools. New interactive features include a searchable database to find information about charter schools, subscriptions to content-specific updates and a special area just for school leaders. With the addition of the new website, PCSB have added social media tools such as Twitter, Facebook and Youtube to interact with community members where they already are. PCSB staff tweet all of the board meetings as well as important board updates. The PCSB's Facebook page also provides opportunities for Facebook users to stay abreast of board news and offer comments. PCSB's Youtube channel shows videos produced by charter school students, school leaders and community members about charter school opportunities and experiences.

Google Analytics reports that there are an average of 10,000 visits and 40,000 page views to



the website per month. www.dcpubliccharter.com

OBJECTIVE 3: Improve Information Technology infrastructure to facilitate improved data gathering and data analysis.

- **INITIATIVE 3.1: Implement Mission-Oriented Data Management Solution (MODMS).**
The MODMS was fully implemented with 85% to 95% participation from all DC public charter schools.

OBJECTIVE 4: Continue to develop & expand financial resources.

- **INITIATIVE 4.1 Increase in funds received for NCLB (MASP) & Technology (MODMS).**
The agency received an additional \$200K to support its IT platform from a private foundation. The agency was unsuccessful in its attempts to obtain additional resources to support its NCLB/MASP platform.
- **INITIATIVE 4.2: Increase in funds received to support PCS oversight.**
The agency entered into two MOUs with the Office of the State Superintendent of Education (OSSE) for a total amount of \$780K. The funds received via the MOUs allowed the agency to fully fund certain programmatic initiatives – program development reviews, transcript reviews, compliance reviews and governance reviews – and resulted in rendering of additional levels during the fiscal period.



Key Performance Indicators – Details

Performance Assessment Key:

● Fully achieved
 ● Partially achieved
 ● Not achieved
 ● Data not reported

	Measure Name	FY2009 YE Actual	FY2010 YE Target	FY2010 YE Actual	FY2010 YE Rating	Budget Program
●	# of new items posted to the website (weekly)	N/A	10	6	60%	
●	Community member subscriptions for email updates	600	900	2000	222.22%	
●	Average # of community members participating and/or attending PCSB meetings and hearings	14	20	20	100%	
●	Monthly meetings or hearings held by the PCSB	14	16	20	125.00%	
●	Community meeting or events hosted or participated in by PCSB members or staff	6	8	8	100%	
●	PCSB community-oriented publications distributed	2	6	5	83.33%	
●	Donors identified to support MODMS/technology	1	1	1	100%	
●	Donors identified to support MASP initiative	1	1	0	0%	
●	Donors identified to support PCS oversight	2	1	1	100%	