



CONVERSATION GUIDE

TALKING ABOUT CHARTER SCHOOLS

This five-step guide will help you frame conversations in a way that supports effective messaging when it comes to our Standing for Public Education campaign. This structure can also be applied to letter writing, social media posts, speeches, and media interviews.

✦ LEAD WITH A VISION

Start from a place of shared values by leading with a broad statement about what you value in public education that is threatened by Charter Schools. This should be something that is mutually agreeable. *Examples:-*

‘Every child deserves access to a free, quality education at their local school’

‘Public schools are the heart of a community and provide a sense of belonging’

‘Schools should be fully funded for learning and pastoral care for every student who needs it’

👁️ INQUIRE AND OBSERVE

Ask them about their perspective and what they think is lacking in public education that could be solved by charters. Be patient and don’t interrupt.

If they ask questions, answer them. Agree where you can without compromising your position. Receive their thoughts and don’t jump to challenge their point of view. *Examples:-*

‘What do charter schools hope to offer that the state schools don’t have?’

‘Have you heard of charter schools? What are your thoughts?’

‘I agree that smaller class sizes are better for all students’



DESCRIBE BARRIERS AND CHALLENGES

Return to the key issues with charter schools, and how they challenge your shared values. Clarify your position without minimizing theirs. *Examples:-*

VALUE	BARRIERS AND CHALLENGES
<i>Fairness</i>	<i>Charter schools get more funding per student than state schools, so they can have smaller classes. Charter schools don't have to accept local students into their classes – they can pick and choose</i>
<i>Inclusion</i>	<i>State schools need to be given enough funding so that all students have their learning and cultural needs met. Charter schools can pick and choose who they teach, so funding them will only help a small handful of learners.</i>



SOLUTIONS AND DECISION MAKERS

There is a key point in all conversations about public education: **State schools must be properly resourced to provide quality education for all students.**

Name the people who can make this happen - the government generally, but specifically the Minister of Education Erica Stanford and Ass. Minister of Education David Seymour.

VALUE	SOLUTIONS
<i>Fairness</i>	<i>The government needs to increase funding to public schools so that they, so they can have smaller classes.</i>
<i>Inclusion</i>	<i>Erica Stanford must ensure that no state schools are converted into Charter Schools, so no students are at risk of losing access to their local school.</i>



END ON A POSITIVE

Bring it back to the vision, and end with hope for something better. You're not expected to change anyone's mind in one conversation. You're just to give them a new perspective to think critically about why teachers are campaigning for better pay and conditions. Keep lines of communication open if they want to come back and talk to you about it more.