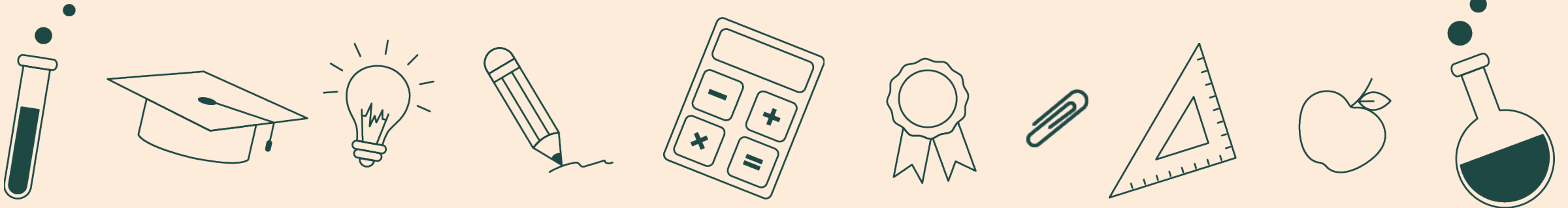




Website Compliance & Communications

Cerrone Lockett, General Counsel

Erica Acha-Morfaw, Communications Specialist





Mission

To improve public education by authorizing high-quality charter schools that provide students with better educational opportunities than they would otherwise receive in traditional district schools.





Vision

Innovative and superior charter schools advancing education in every community.



Overview



The Basics – Legal Obligations



Beyond the Basics – Best Practices



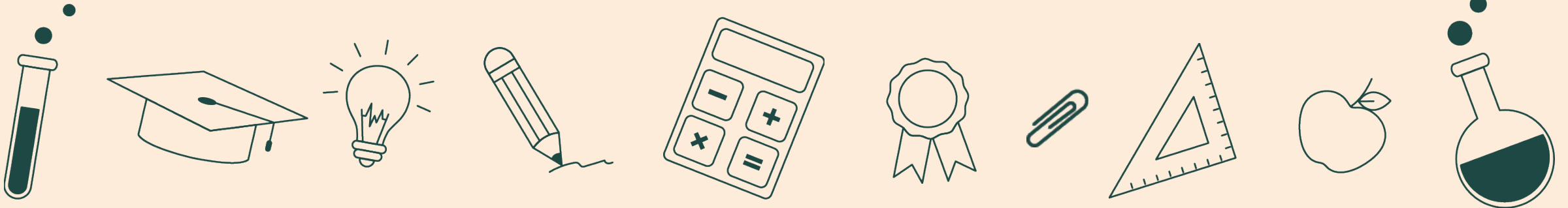
Outreach and Marketing Strategies



Keep the Momentum Going

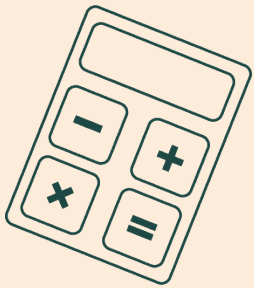


The Basics



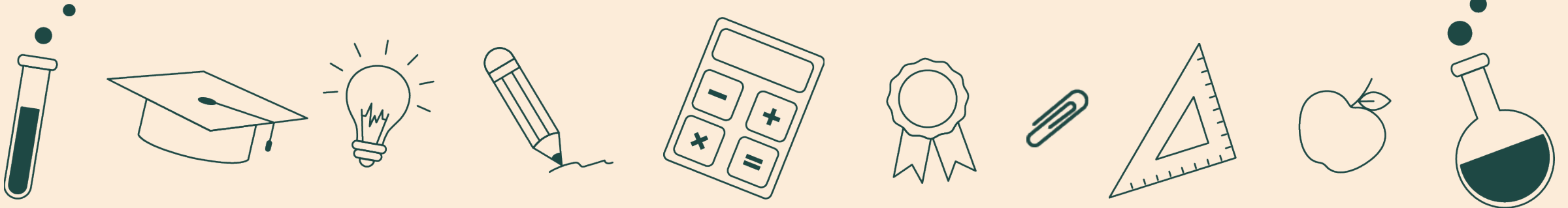
Identifying Obligations

- ❖ State Law
- ❖ Federal Law
- ❖ State Board of Education Rules
- ❖ State Charter Schools Commission Rules
- ❖ Charter Contract





State Law

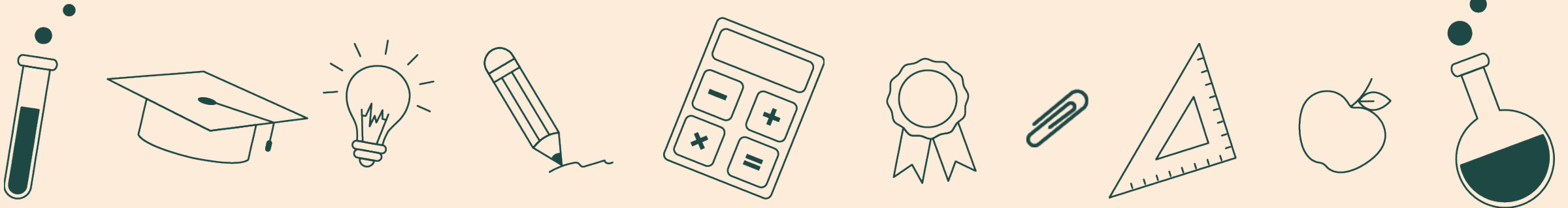




Open Records Act

O.C.G.A. § 50-18-71(2)

If a state charter school designates an open records officer, it shall prominently display such designation on the agency's website.

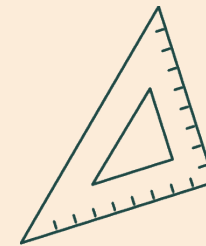
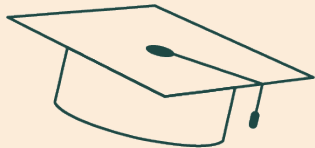




New State Requirement

O.C.G.A. § 20-2-786

The governing boards of state charter schools must post the school's policy or regulation to promote parental involvement in public schools on the school's website.





Federal Law



General Notice Obligations

Federal Civil Rights Statutes

□ Title VI of the Civil Rights Act of 1964

- Charter schools must make information regarding Title VI's prohibition against discrimination based on race, color, and national origin available to stakeholders.
- Charter schools must communicate information to limited English proficient parents in a language they can understand about any program, service, or activity that is called to the attention of parents who are proficient in English.



General Notice Obligations

Federal Civil Rights Statutes

❑ Section 504 of the Rehabilitation Act of 1973

- A Charter school that employs 15 or more people must take continuing steps to notify stakeholders that it does not discriminate based on disability.

❑ Title II of the Americans with Disabilities Act

- A public entity that employs 50 or more people must take continuing steps to notify stakeholders that it does not discriminate based on disability.



Website Accessibility

Section 504 and Title II

TOPIC 3 →
Recommended Practices &
Tips for Digital Accessibility



Website Obligations

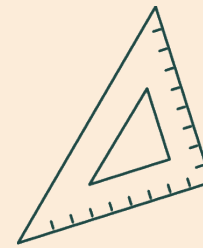
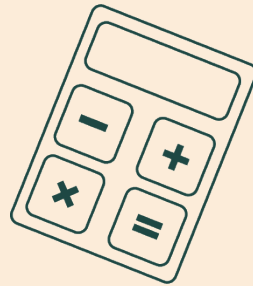
Federal Civil Rights Statutes

□ Title IX of the Education Amendments

- Notify stakeholders that the school does not, and Title IX prohibits it from, discriminating based on sex in its programs or activities and that Title IX inquiries may be referred to the school's Title IX Coordinator.
- The name or title, office address, email address, and telephone number of the school's Title IX Coordinator must be prominently displayed on the school's website and in any handbook or catalog it makes available to stakeholders.



State Regulations



Website Related Obligations

- State Board of Education Rule 160-4-9-.06 Charter Authorizers, Financing, Management, and Governance Training
- State Charter Schools Commission Rule 691-2-.03 State Charter School Monitoring
- State Charter Schools Commission Rule 691-2-.05 State Charter School Student Admissions and Lotteries



SCSC Rule 691-2-.03

State Charter School Monitoring

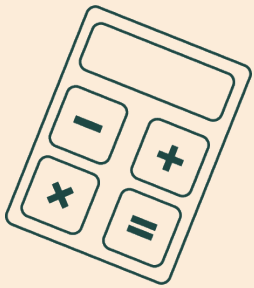
- Governing Board membership
- Governing Board meeting calendar
- Meeting agendas for upcoming Governing Board meetings
- Meeting minutes for past Governing Board meetings unless the Georgia Open Meetings Act limits their publication
- Procedure for contacting the school's Governing Board
- Procedure for contacting the school's most senior school administrator;
- Any admissions application utilized by the school;
- Notification of enrollment and admission procedures required by SCSC Rule 691-2-.05
- Annual operating budget or summary thereof
- The charter school's Charter Contract.



SBOE Rule 160-4-9-.06

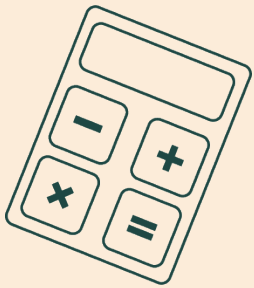
(Additional Obligations)

- Governing Board and committee meeting calendar.
- Meeting agendas for upcoming Governing Board and committee meetings.
- Meeting minutes for past Governing Board and committee meetings.
- Monthly financial statements.
- Meeting minutes must be uploaded to the website within ten (10) business days of approval and remain on the website for the duration of the charter.



SCSC Rule 691-2-.05

State Charter School Student Admissions and Lotteries



Enrollment Eligibility

- ✓ Attendance zone
- ✓ Grades Served
- ✓ Single-sex Requirements

Enrollment Preferences

Admissions and Lottery Information

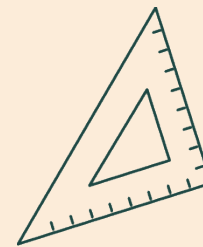
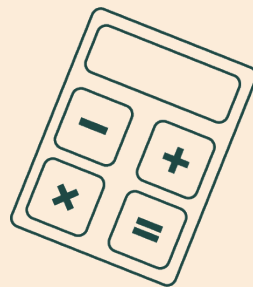
- ✓ Lottery occurs when applications exceed capacity

Application

- ✓ Distinguish pre-lottery applications from post-lottery registration forms.



Charter Contract



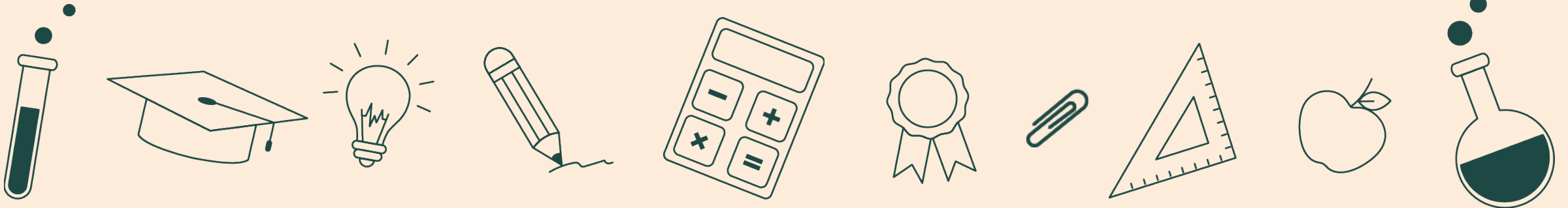
Paragraph 14 - Governance

- Communicate in a timely manner with stakeholders and use all reasonable efforts to respond to and address stakeholder communications and complaints.
- Website Compliance – SCSC Rule 691-2-.03 State Charter School Monitoring
- Maintain the website six (6) months after education operations cease.
- Notify and inform stakeholders of the school's closure, including staff, parents, the general public, appropriate local stakeholders (school district), and creditors.





Beyond the Basics





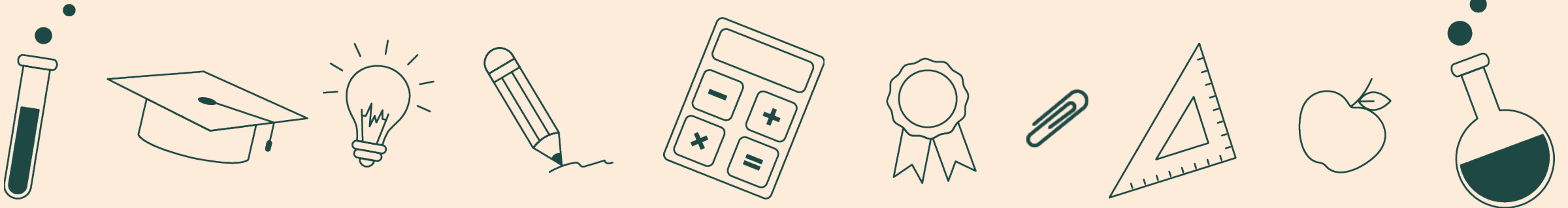
Website Best Practices

- Include Board Policies, School Policies, Grievance Procedures, Code of Conduct, and Bylaws.
- Include the school's mission and vision.
- Include documents regularly requested by stakeholders.
- Use available web products to ensure the website is accessible to stakeholders with disabilities; train staff responsible for maintaining or adding content.
- Ensure compliance with the heightened requirements of State Board of Education Rule 160-4-9-.06





Outreach & Marketing Strategies



- Communications Requirements & Importance
- Your Role as the Board
- Web-First Communications
- Web-First Design
- 3-Clicks Rule
- Examples



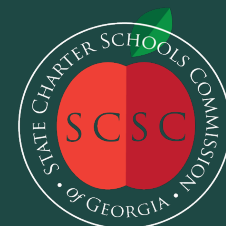
Outreach and Marketing

The Charter School shall utilize reasonable outreach and marketing measures to make all potential applicants aware of opportunities for enrollment at the Charter School, including, but not limited to, seeking the enrollment of a cross section of the school-age population throughout the attendance zone, consistent with the requirements of O.C.G.A. § 20-2-2066.

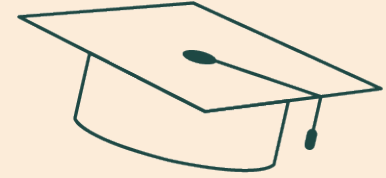


The Importance of Transparency & Marketing

- Per Pupil Revenue is the primary source of funds to ensure that you can serve your students.
- Increased competition in the public-school market has required all schools to become more sophisticated and communicative with their current and prospective families, students and partners.
- As the conversations around school choice widens and the needs for families evolve, they are doing their research on which school is best for their student, or most beneficial for their family overall.



Web-First Communications



Your school website is your best enrollment and recruitment tool, and one of your goals should be showing up on the first page of search results.

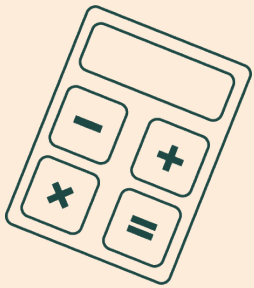
- Contain great content that highlights your strengths and core focus
- Combine your school's website content with your social media platforms.
- Be added to Google My Business so you are easily found and come up in searches.
- Utilize a communication plan strategy to coordinate your efforts with your marketing strategy (while improving your school marketing).
- Become a resource for inbound marketing to attract prospective students (via their parents).
- Share testimonials and reviews as proof of what you deliver with your programs, your staff, and your successes.




Web-First Design

More and more users access all websites from their mobile devices. A well-designed website should be as effective, including intuitive navigation, easy-to-find information, and fast loading as the full-size website.

- Website layout – Keep your website clean and uncluttered. Focus on functionality and easy navigation and less on complex designs.
- Intuitive navigation – Important and required information should be easy to find (3-clicks recommendations)
- Text should be easy to read and use simple, appropriate language. Avoid jargon and long blocks of text.
- Include convenient, time-saving features – Online forms, accurate calendars, etc.
- Fast loading times – Avoid large images and files that load directly on pages.



Fall 2022 Enrollment for 5th - 8th Grade is Open Now!




We use science, math and the arts to build ALL students into innovative solutionists. Complete our quick and easy application online now.

[Apply Now](#)



Our Mission




The mission of Atlanta SMART Academy is to use science, math and the arts to develop all students into creative solutionists. Students are students who can generate multiple research-based answers to variety of real-world problems.

With a strong emphasis on traditional school curricula, and with an increasing focus on high academic growth, Atlanta SMART Academy provides every 5th-8th grade student with the opportunity to succeed in high school, college and career.


[Learn More](#)

Our Focus




Science

Our Science curriculum focuses on content, knowledge, cognitive skills, and hands-on practice.



Math


Our Math curriculum teaches solutionists how to solve problems, and the more ways to find a solution.



The Arts

Our Arts curriculum engages solutionists in a relevant and curricular-rich experience, that is, we use our best instruction.

Atlanta SMART Academy is the only performing arts middle school in Southwest Atlanta.



Our school uses project-based learning to teach students the critical thinking skills they need to succeed in high school, college and career.

Our advanced science and math curriculum prepares students to earn high school credits and be on track for college placement courses before 9th grade.


Students study on art forms over the course of their enrollment and are exposed to professional artists and art experiences.


Our Growth

2021-22 school year accepting 5th-6th and 7th-8th grades
2022-23 school year accepting 5th-8th grades

Become a Solutionist Today!

[Enroll Now](#) [Donate](#)

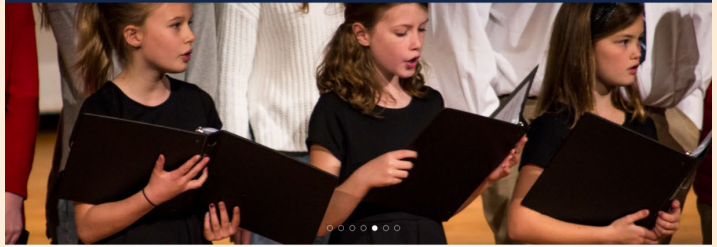




About Enrollment School Life Calendar Careers [f](#) [LIVEWIRE](#)

Lottery application for 2022-2023 school year is open!

[CLICK HERE TO APPLY](#)



Welcome to Northwest Classical Academy




Northwest Classical Academy is a public charter school open to all Georgia residents. Located in Kennesaw, NCA will open with grades K - 6 in August 2021 and scale to K-12 as students advance.

Our mission is to develop students in mind and character through a classical, content-rich curriculum that emphasizes virtuous living, traditional learning, and civic responsibility.

[ENROLLMENT](#)

"Our promise is to surround your children with kind-hearted adults who will teach and model virtuous living and the pursuit of intellectual and personal achievement."

- Matthew Kirby, Director

[ABOUT US](#)

[SCHOOL LIFE](#)


[ENROLLMENT](#)

Join our mailing list to stay informed about Northwest Classical Academy

Email *

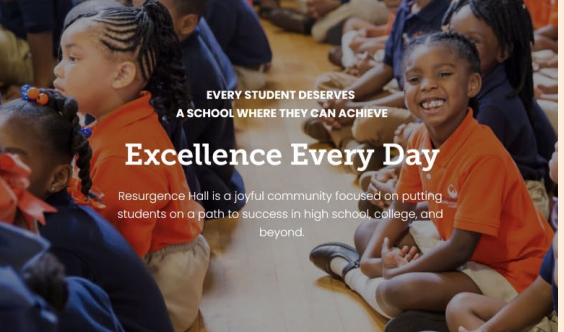
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We will never share your contact information.



RESURGENCE HALL
Charter School of Excellence

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**EVERY STUDENT DESERVES
A SCHOOL WHERE THEY CAN ACHIEVE**


Excellence Every Day

Resurgence Hall is a joyful community focused on putting students on a path to success in high school, college, and beyond.

Resurgence Hall Charter School: A tuition-free, K-8 public school in Metro Atlanta

Founded in 2016, Resurgence Hall began as a small, but mighty school delivering on the promise of an **excellent** education to 115 families. As the first public school in the state of Georgia to introduce computer science beginning in Kindergarten to becoming the #1 ranked state charter school in the state -- we have and continue to blaze a trail of innovation and **excellence**.


[Learn about us -->](#)



Our Scholars

Serving grades K-8, our scholars come from diverse backgrounds from all over Metro Atlanta.


[ABOUT US -->](#)



Our Model

Our day is fun, fast-paced, and academically rigorous with innovations such as design thinking and computer science beginning in Kindergarten.


[OUR MODEL -->](#)



Our Success

Rated in the top 5% of all public schools in the state, we deliver on our promise of excellence daily.

[ENROLLING A STUDENT -->](#)






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Enrollment 5th - 8th for the 20 School Year

[Calendar](#)

[Curriculum](#)

[Transportation](#)

[Extended Care](#)

[Administrative Team](#)

[Academic Team](#)

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<https://atlantasmartacademy.org/about/>





Mr. Kirby
Executive Director

[Email](#)



Mr. Reger
Principal

[Email](#)



Mr. Breithaupt
Dean of Students

[Email](#)



Mrs. Listro
Dean of Academics

[Email](#)



Board of Directors

Northwest Classical Academy Inc. is a Georgia non-profit corporation governed by an independent board of directors. Members include:

Ms. Cat McAfee, Chair, cmafee@nwclassical.org

Mr. Greg Smith, Vice Chair, gsmith@nwclassical.org

Ms. Doris Moss, Secretary, dmoss@nwclassical.org

Mr. Matthew Altmix, Treasurer, maltmix@nwclassical.org

Mr. Leo Smith, At-large, lsmith@nwclassical.org

Regular meetings of the board occur at 4 p.m. on the third Wednesday of each month. [Click here to join the virtual meetings via Zoom](#). Board meeting agenda, minutes, and policies are available [here](#) on BoardDocs.

The schools Charter agreement with the State Charter Schools Commission of Georgia is [here](#).

The board-approved FY22 budget summary is [here](#).

The Board of NCA is currently seeking candidates to serve on its governing board of directors. Interested persons can find more information [here](#).

Enrollment for the 2023–24 School Year

Northwest Classical Academy is a public, open-enrollment school that serves students in grades Kindergarten through 9th grade for the 2023–24 school year. NCA will scale up a grade each year until we reach a full Kindergarten through 12th grade configuration. All students who reside in the state of Georgia are eligible to attend.

The application to participate in the enrollment lottery for the 2023–24 school year will open on Friday, January 6 at 9:00 a.m. All applications submitted before the deadline on February 28th will be included in the lottery taking place on Thursday, March 2, 2023.

Detailed enrollment and lottery procedures are available [here](#). (Click [here](#) for Spanish version)

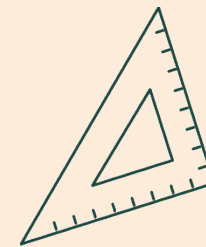
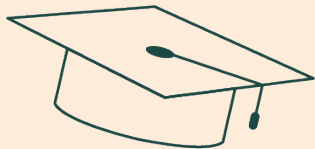
[Click here to complete the 2023–2024 application.](#)

Enrollment for the 2022–23 School Year

Seats in [8th grade only](#) are available for the 2022–23 school year. Interested families should contact the enrollment manager.



Keep the Momentum Going



Keep the Momentum Going

- Staying in Touch
- Important Tips
- Positive Messaging
- Sources & Helpful Links



Staying in Touch

Don't let your website communications decline

- Consider a Frequently Asked Questions page
- Engage and inform your existing students, families and staff
- Market your strengths and success to potential families and staff
- Promote positive press

Research shows that parent engagement with schools is closely linked to better student behavior, higher academic achievement, and enhanced social skills.

Positive Messaging

- ✓ All state charter schools are tuition-free, public schools.
- ✓ Public state charter schools strengthen the overall public-school system because they have the flexibility to bring in new approaches, and with that flexibility comes greater accountability.
- ✓ Public state charter schools are required by law to accept all students within their enrollment limit and give families greater access to more public-school options.
- ✓ Public state charter schools have the unique ability to adapt to the evolving needs of their students and make quick effective changes.
- ✓ All public state charter schools are overseen by a nonprofit volunteer board of directors.



Additional Tips

- Revisit your communications strategy often.
- Maintain reliable, knowledgeable primary and secondary media contacts.
- Employ satisfaction surveys to gather feedback on how to improve your school's experience and communication practices.
- Routinely update your website.



Sources & Helpful Links

- School Branding - https://www.schoolwebmasters.com/Blog_Articles?entityid=362574
- Make an Impression with your Website - <https://www.thoughtco.com/schools-website-first-impression-7655>
- Intro to SEO - <https://moz.com/beginners-guide-to-seo>

