

**From:** [Eileen O'Connor](#)  
**To:** [Beth Anderson](#); [Jon Clark - home](#); [Marc Kenen](#); [Jeremiah Kittredge](#); [Will Herberich](#); [Sean Andersen](#); [Dominic Slowey](#); [Jack Brennan](#); [Lynda Bernard](#); [Michael Morris](#); [Clare Kelly](#); [Michael Bergan](#); [Jim Conroy](#); [Jim Peyser](#); [Will Keyser](#); [Lori Fresina](#); [Peyser, Jim \(EOE\)](#); [Sydney Asbury](#); [Coleman, Ryan \(GOV\)](#)  
**Cc:** [Caroline Pierce](#); [Chow, Jennifer \(EOE\)](#)  
**Subject:** Legislative Strategy Meeting Materials  
**Date:** Wednesday, November 11, 2015 4:33:50 PM  
**Attachments:** [11.18 MA Rally FAQ 11.10.15 v3.docx](#)  
[MINUTES Legislative Strategy Call Nov 4 2015.docx](#)  
[Legislative Agenda November 11 2015.docx](#)

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All:

Attached please find a meeting agenda and minutes from last week's legislative strategy meeting, as well as a document which outlines details for the 11/18 rally. I'll have hard copies available for anyone attending in person in our office.

For those joining by phone, please dial: [REDACTED] [REDACTED]

If you are coming to our office, come up to the 8th floor. Take a right when you get off elevator, then a left to our office. The conference room is just inside the office on the right.

Thanks,  
Eileen

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**From:** Eileen O'Connor  
**Sent:** Tuesday, October 27, 2015 8:50 PM  
**To:** [Beth Anderson](#); [Jon Clark - home](#); [Marc Kenen](#); [Jeremiah Kittredge](#); [Will Herberich](#); [Sean Andersen](#); [Dominic Slowey](#); [Jack Brennan](#); [Lynda Bernard](#); [Michael Morris](#); [Clare Kelly](#); [Michael Bergan](#); [Jim Conroy](#); [Jim Peyser](#); [Will Keyser](#); [Lori Fresina](#); [jim.peyser@state.ma.us](#); [Chow, Jennifer \(EOE\)](#); [Sydney Asbury](#)  
**Cc:** [Coleman, Ryan \(GOV\)](#); [Caroline Pierce](#)  
**Subject:** Charter Ballot - Weekly Legislative Strategy Call  
**When:** Wednesday, November 11, 2015 5:00 PM-6:00 PM.  
**Where:** 18 Tremont Street, Suite 810 or by phone: [REDACTED] [REDACTED]

New weekly series, starting 11/4.

## Boston Common Event FAQ

**When:** Wednesday, November 18<sup>th</sup> 8:30 am – 12:00 pm

**What:** A 1,000+ person rally on Boston Common

**Where:** Attendees meet at their school or travel on their own. Buses will depart schools by 8:30 am.

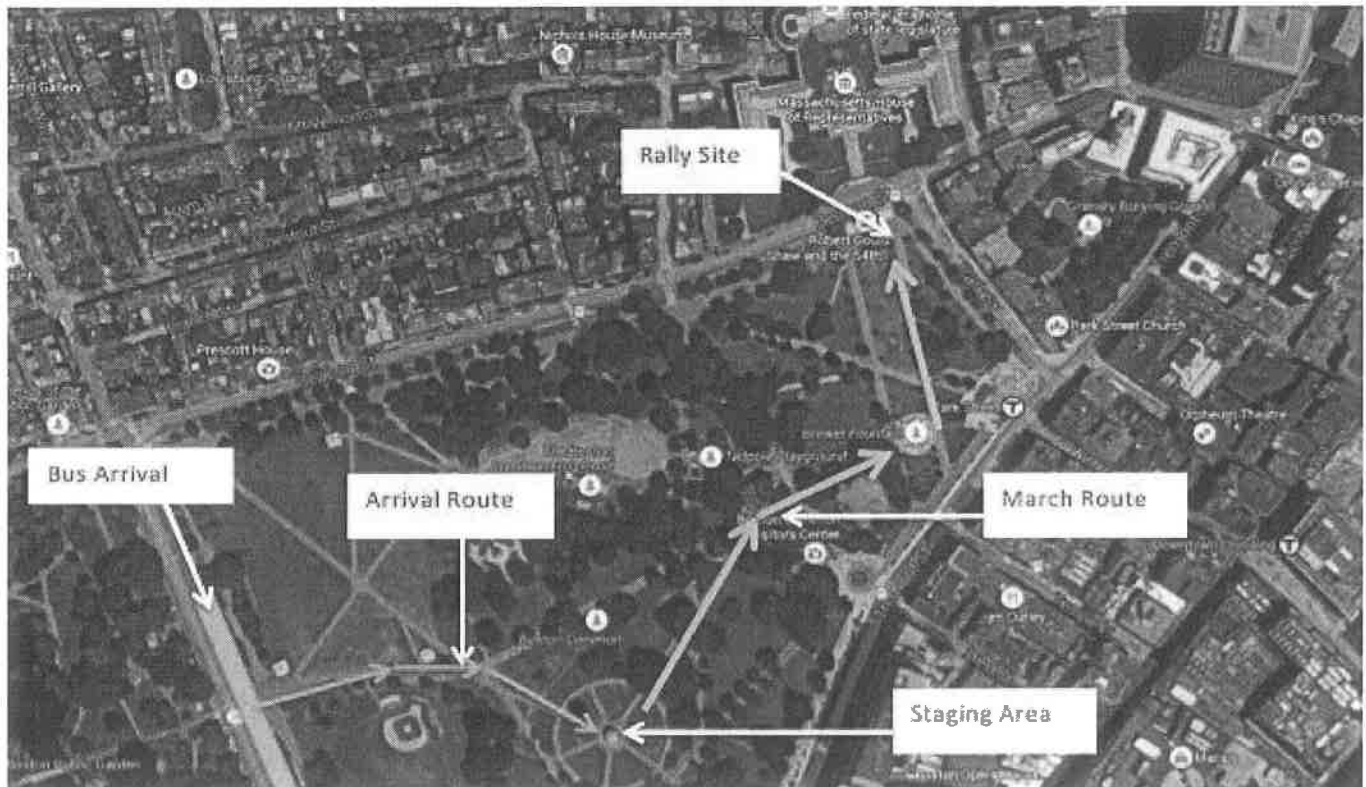
**Message:**

- 37,000 kids across Massachusetts are stranded on waiting lists for public charter schools because of an outdated and unfair cap.
- Today, parents from every corner of Massachusetts are coming together to deliver a message to the State Senate: families will not rest until every child on charter school waiting lists has access to these great public schools.
- The Senate pass a bill that is responsive to the needs of families before the end of the legislative session. The 37,000 kids on public charter school waiting lists deserve access to great schools NOW.

**Overview:**

- Buses will start drop-off on Charles Street at 9:00 am and attendees will make their way to the rotunda where there will be a pre-rally program.
- Breakfast will be served at the rotunda and pre-rally program will consist of music, student performances and chant practice.
- The march will begin at 10:15 am and go through the southern part of the common to the fountain and up to the Common steps on Beacon Street.
- The path through the common will be lined with panels with quotes and photos depicting the campaign thus far. As the march turns towards the steps the panels will shift to a call to action – lift the cap and elimina el limite.
- There will be a video board to show a video of the Governor and social media.

**Site Map:**



## Boston Common Event FAQ

### Minute By minute:

Time	Action
7:45 AM – 8:15 AM	Parents arrive at their designated meeting point.
8:30 AM	Buses depart for State House.
9:00 AM – 9:45 AM	Arrival at the Common (varies by school's proximity to event site).
9:15-10:15 AM	Pre-Program at the Rotunda
10:15-10:30 AM	March to the Rally Site
10:30 AM	Rally in the Common begins
11:15 AM	Rally in the Common ends and parents head for buses
12:00 AM	All attendees have departed

### Pre-Rally Program at the Rotunda:

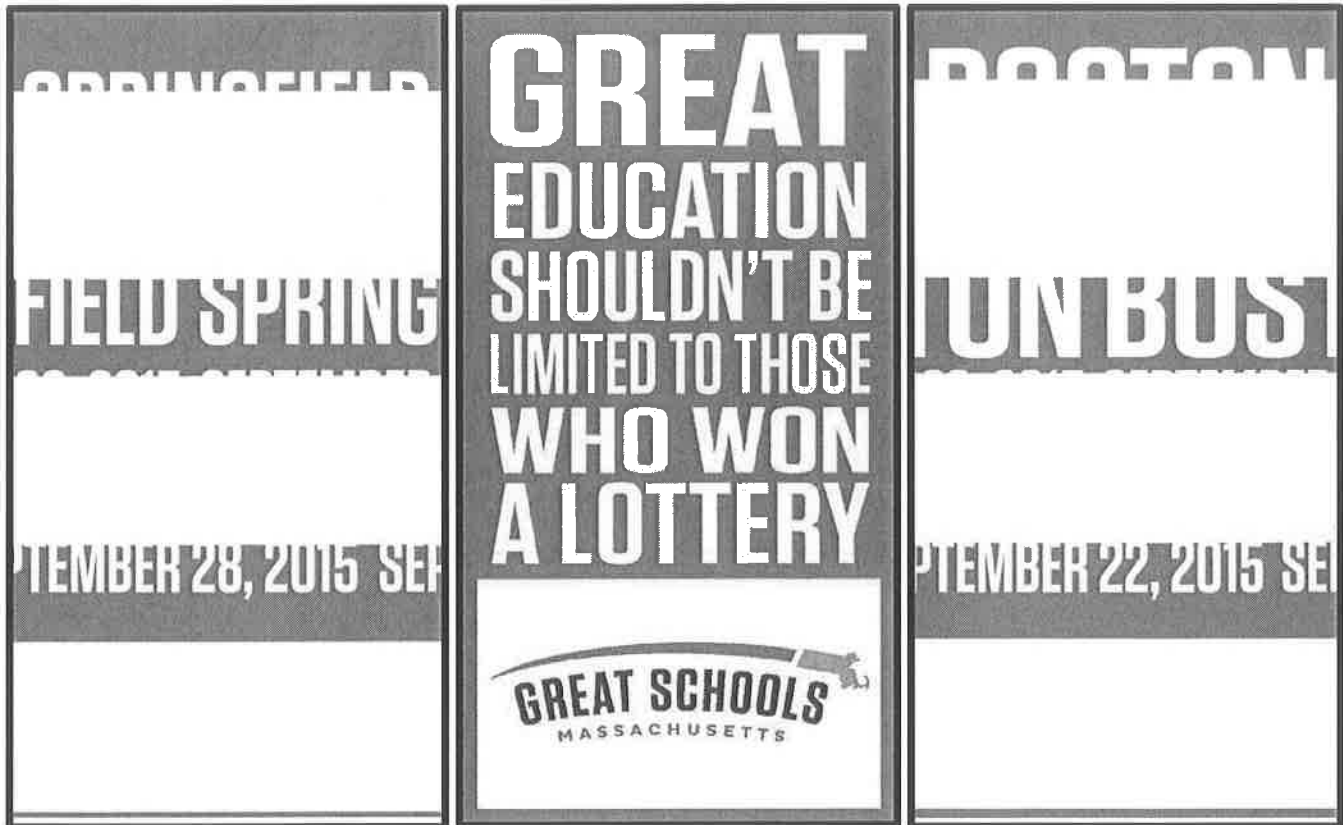
Time	Speaker Type
9:15 AM	DJ Set- Rotunda
9:30 AM	Rotunda Host-Welcome
9:35 AM	Student Chant
9:40 AM	DJ Set- Rotunda
9:55 AM	Rotunda Host- Chant Practice
10:05 AM	Student Song
10:10 AM	Rotunda Host- Call to March

### Rally Program on the Common Steps

Time	Speaker Type	Speaker Name	Affiliation
10:15 AM	March		
10:30 AM	MC - Welcome /Intro Gov Video	Nikki Barnes	KIPP
10:33 AM	Parent Speaker #1 - Boston	Amy Ross (tentative)	
10:35 AM	Governor Baker Video	Gov Baker	
10:37 AM	MC - Parent Speaker 1	Nikki Barnes	KIPP
10:39 AM	MC Intros Elected Speakers	Nikki Barnes	KIPP
10:40 AM	Elected Speaking Slots	TBD	
10:47 AM	GSM Launch Video		
10:50 AM	MC Introduces Parent Speaker 2	Nikki Barnes	KIPP
10:52 AM	Parent Speaker 2 (Springfield)	Michelle Hernandez	
10:55 AM	MC Introduces Parent/Alum Speaker 3	Nikki Barnes	KIPP
10:58 AM	MC Closes		
11:02 AM	Gove Outro Video	Gov Baker	
11:04 AM	Program Ends		
11:04 AM	Music		
12:00 PM	Music ends		

## Boston Common Event FAQ

**Branded Assets:** Great Schools Now winter hats, t-shirts and panels.



**Breakfast:** Pastries, Coffee, Hot Chocolate

**Video and Picture Station:** We will have stations set up at the rotunda to capture testimonials and photos of parents and students while we prepare to march.

**Departure Process:** Attendees will depart from the Common steps immediately after the program and walk along the path parallel to Beacon Street. Buses will depart from the same location (Charles Street) and we expect the last bus to leave by 12:30 pm.

# Charter Ballot – Weekly Legislative Strategy Call

## November 4, 2015 Call Minutes

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### Call Participants:

The Brennan Group (TBG) - Jack Brennan, Lynda Bernard, Tina Kennedy

Keyser Strategies – Will Keyser, Eileen O'Connor

MA Charter Public School Association- Marc Kenen

Slowey McManus – Dom Slowey

Governor's Office – Secretary Jim Peysler, Ryan Coleman, Jim Conroy

Families for Excellent Schools (FES) – Jeremiah Kittredge

Beacon Strategies – Mike Morris & Mike Bergan

Phoenix Academy Charter School – Beth Anderson

### ❖ Presentation of Legislative Strategy by TBG

- Strategy calls will occur every Wednesday
  - Jack Brennan is the Director of Legislative Strategy
  - Agendas for the calls will be prepared and sent out in advance
- PHASE 1
  - Overview
    - Focus on FES November 18<sup>th</sup> Rally Day
      - Over 1,000 parents gathering in Boston Common
  - TO DO:
    - Task 1:
      - Schedule meetings for those parents to see key Legislators
        - Concentrate on Senators whose district is at cap
        - Match the 40 senators with parents in their districts (note- only 5 Boston Senators)
        - Groups should consist of a half a dozen parents no more

- Coordination of parents, schedules, educating meeting attendees on message
    - Assigned to: FES (note -FES will provide progress updates to TBG on meetings scheduled for November 18<sup>th</sup> and on their “Thursday State House Days” and feedback from ones that have occurred)
  - Task 2:
    - Development of Message Points for parents attending Senate meetings to be provided to FES
    - Assigned to: KPS
  - Task 3:
    - Create/Revise/Update Google Document provided by Keyser to track meetings held
    - Assigned to : TBG
- **PHASE 2**
- Overview
    - Effort will Supplement FES Rally day and their “Thursday State House Days”
      - Lobbying effort focusing on Senate – the 18 “floaters”/”uncertain”
      - TBG and Beacon Strategies will schedule and coordinate Senate meetings to also include School leaders attending
  - TO DO:
    - Task 1:
      - Schedule a meeting for core group of “yes” legislators in Senate to come together and encourage them to continue with their support and advocacy
      - Assigned to: Governor’s Office (note: Ryan Coleman already working on this)
    - Task 2:
      - Analyze and schedule meetings with legislators that are “uncertain”
        - **William Brownsberger**
          - Assigned to: TBG

- **Harriette Chandler**
  - Assigned to: Beacon
- **Sonia Chang-Diaz**
  - Governor's office (Conroy/Ryan) to follow up
  - Assigned to: TBG
- **Sal DiDomenico**
  - Assigned to: Beacon
- **Eileen Donoghue**
  - Assigned to: TBG (with Will Keyser to be in attendance)
- **Jamie Eldridge**
  - Assigned to: Beacon
- **Jennifer Flanagan**
  - Assigned to: TBG
- **Brian Joyce**
  - Assigned to: Beacon
- **Eric Lesser**
  - Assigned to: TBG (with Beth to be in attendance)
- **Joan Lovely**
  - Assigned to: TBG
- **Michael Moore**
  - Assigned to: TBG
- **Stan Rosenberg**
  - Assigned to: Everyone; Joint Effort
- **Karen Spilka**
  - Assigned to: TBG
- **James Timilty**

- Assigned to: Beacon
- **James Welch**
  - Assigned to: TBG
- **Dan Wolf**
  - Assigned to: TBG
- **Mike Rush**
  - Assigned to: Beacon
- **Jason Lewis**
  - Assigned to: Beacon
- Task 3
  - Prepare materials and message for the Senate meetings
  - Assigned to: KPS
- Task 4
  - Schedule school based visits for Senators with charters in their district
  - Assigned to: MA Charter School Association
- Task 5
  - Publicizing school based efforts, creating a media effort around the “uncertain” Senators, power mapping
  - Assigned to: KPS and Slowey McManus



# Coalition Meeting Legislative Agenda Wednesday, November 11, 2015

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- **Review of Assigned Tasks from November 4<sup>th</sup> Call**
- **Strategy**
  - Start major events – use November 18<sup>th</sup> as kickoff
  - Activity in districts
  - Grass roots/grass tops
  - Status of power map?
- **November 18<sup>th</sup> Great Schools event**
  - # parents
  - Program for 11/18
    - Guest speakers?
  - # Senate visits scheduled for parents
  - School leaders/parents inviting Senators to schools
- **Status of Lobbying Visits to Senators**
- **Grass Tops**
  - How to engage? Massachusetts Business Leaders for Charter Schools
    - Engage Charter Schools Board of Trustee
    - Meetings with Senators for business community
    - Letters of support/calls
    - Schedule meeting with Boston Foundation
- **Communication**
  - Media outreach
    - Concentration in districts at cap
    - Editorial visits
    - Ads in local district papers (Boston)

## Other Discussion Items

- Engaging Faith Leaders- 10 Point Coalition
- Keep Emails separate – use personal accounts
- Engaging Grass Tops community with Senator Rosenberg