

# 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 Peyser, 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”/”uncertains”
      - 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