



**Council for American
Private Education**

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2005 Strategic Plan

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PRIVATE EDUCATION:

Good for Students

Good for Families

Good for America

Vision

America's children have greater opportunities because of access to an array of high-quality schools.

Mission

To preserve and promote educational pluralism so that parents have a choice in the schooling of their children.

Goals

By speaking as one national voice, CAPE

- promotes the vital role of private schools in American education and their significant contributions to educating the public and promoting the common good;
- encourages excellence and pluralism in education and promotes the right of private schools to fulfill their unique missions;
- promotes the rights of parents to educate their children in the schools of their choice;
- fosters the participation of the private school community in shaping the nation's education agenda and develops and promotes positions on national education policy;
- advocates the equitable opportunity of private school students to participate in appropriate state and federal education programs;
- monitors and analyzes legislation and regulations affecting private schools;
- provides information about private education to policymakers and the public;
- keeps the private school community informed on issues and programs.

Strategic Priorities

1. Promote Private Schools: Building public awareness that private schools are “good for students, good for families, and good for America.”

- a) Create specific talking points about private education and distribute to all our organizations to use with the media regularly and consistently.

Outcome:	Talking points created and distributed
Metric:	# of people that receive them; # of placements in media that board members report each fall
Timeframe:	12 months
Agents:	staff and board
Score:	1

- b) Develop monthly data points for wide dissemination to private school community on how private education is good for kids.

Outcome:	Generate monthly data point
Metric:	How many months that happens
Timeframe:	12 months
Agents:	staff
Score:	1

- c) Work through state CAPEs to cultivate media and government relationships at state and local levels.

Outcome:	(1) Customize national data in a way that can be changed into a state-related fact (2) Develop a systematic approach to this action step
Metric:	# of placements at state level
Timeframe:	36 months
Agents:	staff, board, state CAPEs
Score:	2

- d) Assess the Web site to ensure that the public relations advocacy messages are up front and available to parents, teachers, and the public.

Outcome:	Increased use of Web site
Metric:	Measure increase in visits and click-throughs; Focus group (board and consumer) to assess ease of customer friendliness
Timeframe:	12 months
Agents:	staff and board
Score:	1

- e) Develop the “Ask CAPE” campaign (an experts’ bureau) to have journalists involved in a wider discussion of private education (beyond strictly private school issues).

Outcome:	Media begins to rely upon our experts
Metric:	# of media calls
Timeframe:	12 months
Agents:	staff, board, state CAPEs
Score:	1

2. Advocate on Key Issues: Impacting advantageously the public and legislative debate on issues critical to private schools (e.g., choice, accountability, access to government support services, recruiting teachers, etc.)

- a) Identify CAPE’s common positions on school choice.

Outcome:	Develop the list of common positions
Metric:	Distribution of the list to Congress and constituent groups
Timeframe:	12 months
Agents:	staff and board
Score:	1

- b) Develop a specific school choice initiative with member consensus.

Outcome:	Actually identify a model of national choice legislation
Metric:	Degree of member support
Timeframe:	24 months
Agents:	staff and board
Score:	2

- c) Promote CAPE's position statement on private school accountability.

Outcome:	Make sure board is aware of the statement.
Metric:	Review it annually; place it prominently on the Web; integrate it into our advocacy work
Timeframe:	12 months
Agents:	staff and board
Score:	1

3. Build and strengthen the state CAPE Network: Influencing the legislative and regulatory process at the state level on issues related to private schools.

- a) Increase the number of state CAPE organizations.

Outcome:	New state CAPE affiliates
Metric:	# of new members
Timeframe:	12 months (+3); 24 months (2 more); 36 months (2 more)
Agents:	staff, board, state CAPEs
Score:	2

- b) Work towards formalization of state CAPE organizations. Encourage paid, professionally staffed state CAPE organizations.

Outcome:	Increase in the number of paid state CAPE staff
Metric:	Count paid staff in state CAPEs
Timeframe:	12 months (+1); 24 months (1 more); 36 months (1 more)
Agents:	staff and state CAPEs
Score:	2

- c) Have state CAPEs that are truly representative and inclusive of private school constituency.

Outcome:	Additional state organization members
Metric:	Either percentage increase or increase in total percent
Timeframe:	12 months (+5%); 24 months (+5%); 36 months (+5%)
Agents:	staff, board, and state CAPEs
Score:	2

- d) Have all state CAPEs be full and effective participants in CAPE advocacy campaigns.

Outcome:	Establish recommended communication guidelines as standards for state CAPE communications to constituencies.
Metric:	Document exists
Timeframe:	12 months
Agents:	staff and state CAPEs
Score:	2

Outcome:	Educate state CAPEs regarding responsibilities for providing ready and accessible links to legislators.
Metric:	Number of states educated
Timeframe:	12 months (+10); 24 months (+5 more); 36 months (+5 more)
Agents:	staff
Score:	2

Outcome:	Encourage state CAPEs to utilize electronic communications
Metric:	Number of states using e-mail or Web for CAPE campaigns
Timeframe:	12 months (+3); 24 months (+3 more); 36 months (+3 more)
Agents:	staff and state CAPEs
Score:	1

- e) Look for opportunities to work with state CAPEs to address state-level initiatives. Provide support when asked for and appropriate.

Outcome:	Number of state campaigns in which CAPE has actively assisted.
Metric:	Count number of campaigns
Timeframe:	12 months (+0); 24 months (+0); 36 months (+1)
Agents:	Staff and state CAPEs
Score:	2

A score of 1 means the task is important and relatively easy to accomplish.
A score of 2 means the task is important though somewhat more difficult to accomplish.