

Outline of Field Guide for CPSC Ambassadors

I. Purpose of Outreach

- a. Provide accurate and current information on Charter Schools in North Carolina
- b. Illuminate the unique educational opportunities provided by CPSC
- c. Share ideas of opportunities for new friends of CPSC to get involved

II. Venues & Opportunities for Outreach

III. Collateral Materials & Opportunities for Collaborative Coaching

- a. Friends of CPSC "Business Cards"
- b. Impact Report & Specific Audience Focused Sub-Editions (1-4 pagers)
- c. Sample "Elevator Speech"