



# FAQs: About National School Choice Week

## What is National School Choice Week?

Held every January, National School Choice Week shines a positive spotlight on effective education options for children, including traditional public schools, public charter schools, magnet schools, online learning, private schools and homeschooling. In 2016, the Week featured 16,745 independently-planned events.

## What is the goal of National School Choice Week?

The goal of National School Choice Week is to — through positive and celebratory events and media attention — significantly increase public awareness of school choice. NSCW also:

*...starts tens of thousands of individual conversations across our country about the need for, and benefits of, educational opportunity.*

*...raises awareness of the school choice options parents have — or want to have — for their children.*

## How does National School Choice Week define 'school choice'?

National School Choice Week embraces all types of educational choices that parents can make, or want to be able to make, for their children — traditional public schools, public charter schools, public magnet schools, private schools, online academies, and homeschooling. The goal of National School Choice Week is not to elevate one type of environment over another, but to highlight school choice in a broad and inclusive way.

## Who plans National School Choice Week events?

Events are planned independently. Schools, organizations, homeschool groups, and individuals plan their own events and pay for their own events.

## What types of events are planned?

In 2016, 16,745 events were held across all 50 states. These events included everything from celebrations at state capitols, open houses at individual schools, roundtable discussions, house parties, and much more. During National School Choice Week, no event is too small, and every event counts!

## How is National School Choice Week organized?

National School Choice Week is an independent public awareness effort. There are hundreds of national, state and local organizations, and thousands of schools that have signed on to support our goals. NSCW is not a subset of another organization, but an independent effort.

## When was National School Choice Week created?

The first National School Choice Week was held in January 2011. Each National School Choice Week celebration has featured an increasing number of events:

<b>2011:</b>	150 events
<b>2012:</b>	406 events
<b>2013:</b>	3,600 events
<b>2014:</b>	5,500 events
<b>2015:</b>	11,082 events

## Does National School Choice Week advocate for the passage or defeat of legislation?

We do not advocate for or against specific legislation. National School Choice Week is nonpartisan and nonpolitical, and we do not have a legislative agenda.



[Twitter.com/SchoolChoiceWk](https://twitter.com/SchoolChoiceWk)



[Facebook.com/SchoolChoiceWeek](https://facebook.com/SchoolChoiceWeek)

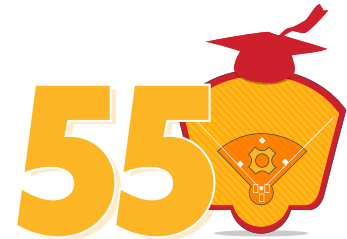
# The celebration just keeps growing!



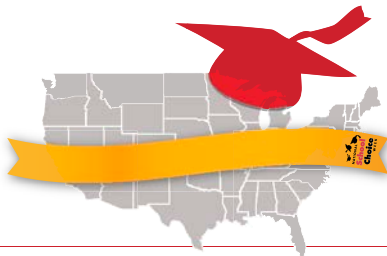
**12,800 schools held events in 2016.**

# 111x

**School Choice Week in 2016 was 111 times larger than it was in 2011.**



**The number of students who participated in NSCW at school events in 2016 was more than 3 million, enough to fill Yankee Stadium 55 times.**



**When laid end to end, the number of National School Choice Week scarves made to date would stretch from the East to the West coasts of the United States!**



school choice

**There are three times more searches for the term 'school choice' during NSCW than during any other week of the year.**

NATIONAL  
**SchoolChoice**  
WEEK

JANUARY 22-28, 2017