



Key Information: National School Choice Week 2026

DATES:

- National School Choice Week 2026 begins on Sunday, January 25 and ends on Saturday, January 31.

GOALS & BACKGROUND:

- The goal of National School Choice Week is to raise awareness about the K-12 education options available to families in communities across the country. During the Week, participants also shine a spotlight on the benefits of opportunity in education and providing parents with access to a variety of education environments for their children.
- National School Choice Week does not prefer one type of education environment over another. Instead, we invite schools of all types – along with homeschooling groups and families – to use the Week to spotlight their achievements and accomplishments. National School Choice Week is nonpartisan, nonpolitical, and includes traditional public schools, public charter schools, public magnet schools, private schools, online learning, homeschooling, and microschooling and nontraditional education.
- National School Choice Week is a project of the National School Choice Awareness Foundation, a 501(c)(3) organization.

EVENTS & ACTIVITIES:

- More than 28,000 schools are planning events to raise awareness of education options in local communities across the country.
- Activities include information sessions, open houses, student talent contests, school fairs, capitol rallies, field trips, parades, and more.
- More than 55 large-scale events with statewide impact are being planned for National School Choice Week 2026. A list of these events can be found at schoolchoiceweek.com/events.

ABOUT SCHOOL CHOICE:

- School choice is the process of parents selecting the schools or learning environments that best meet their children's interests, talents, needs, and challenges.



- According to a new [national survey](#) by the National School Choice Awareness Foundation, 75% of U.S. parents—about 46 million nationwide—considered, searched for, or enrolled at least one child in a new or different school, the highest level recorded in five years.
- School choice is important because every child deserves an effective, challenging, and motivating education that inspires them to be successful and achieve their dreams. However, children learn in different ways and have different talents, skills, and challenges. What might be a good school for one student might not be a good fit for another child. [Across the country](#):
 - ✓ In 2025 states fully embraced school choice, expanding options across traditional public, charter, magnet, private, online, home education, and nontraditional learning options. School choice, which gained momentum due to the disruptions caused by the COVID-19 pandemic, has become an expected part of the educational experience for millions of families.
 - ✓ The school choice movement has been gaining momentum for over 30 years, and today, nontraditional environments like homeschooling and microschooling have become among the fastest-growing forms of education. This trend underscores parents' strong desire to find schools that best meet the needs of their children.
 - ✓ 46 states allow the creation of public charter schools. There are currently more than 8,000 charter schools in the U.S. serving about 3.7 million children.
 - ✓ All 50 states allow for the creation of magnet schools, which are theme-based public schools focusing on subjects such as math, science, technology, or arts. There are more than 4,300 magnet schools serving 3.5 million students.
 - ✓ All 50 states have private school options for families. In 35 states, parents can access state-sponsored private school scholarships, education savings accounts, or tax deduction programs. Combined, these programs benefit almost 1 million students.
 - ✓ 36 states offer full-time, free online learning options for grades K-12.
 - ✓ All 50 states provide parents with the freedom to homeschool their children.
 - ✓ Microschools currently serve an average of 16 students. Of these, 85% serve students ages 5-11, 66% serve students ages 12-14, and 16% serve students ages 15-18.