



CASE STUDY

BLACK ALLIANCE FOR EDUCATIONAL OPTIONS (BAEO)





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The Situation

The Black Alliance for Educational Options (BAEO) is a national non-profit organization with chapters across the nation. BAEO is committed to expanding the educational options available to all families - regardless of income - but its focus is on helping low income and working class black families. In late 2004, the executive director of BAEO asked Symphonic Strategies to help him identify ways he could strengthen the relationship between BAEO's central office and its chapters around the country.

Our Response

Symphonic Strategies responded to his challenge by designing a comprehensive study to identify the areas where the central office could enhance its support for the work of its chapter leaders. We created a customized assessment tool that was delivered online to help the leadership at BAEO determine the characteristics that

MISSION: BAEO is committed to actively supporting parental choice to empower families and increase quality educational options for Black children.

separate high-performing chapters from low-performing chapters.

We were able to use that tool to identify the attributes required to be an effective chapter leader.

The Results

Our work allowed the national staff to better understand the needs of its chapter affiliates, design programmatic responses to meet those needs, and refine its operational mission of serving low-income parents and families. As a result, BAEO was able to refine its message, customize its marketing collateral to local concerns, and better engage its external stakeholders in coalitions.



Questions Addressed:

What do ideal chapters look like?

How effectively is the national office meeting their needs?

What do chapters and chapter leaders need and care most about?