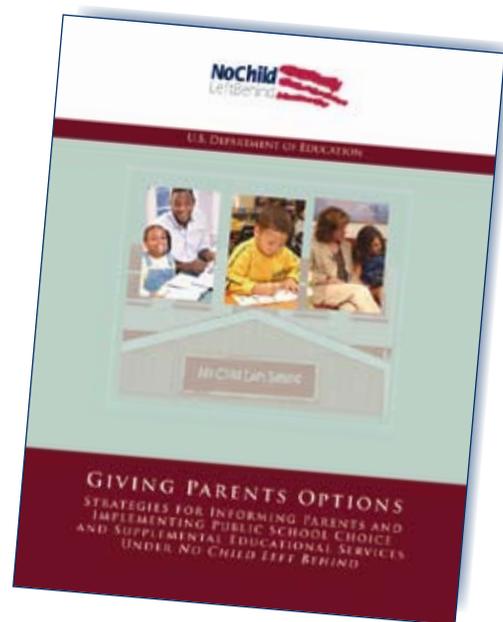


# Giving Parents Options Strategies for Informing Parents And Implementing Public School Choice and Supplemental Educational Services Under *No Child Left Behind*



**Together, we must continue to find effective ways to give parents information and to implement these options faithfully for the students who need them.**

— U.S. Secretary of Education  
Margaret Spellings

This free handbook from the U.S. Department of Education provides strategies to help school districts and states:

- ✦ Use letters and additional outreach to reach and inform parents
- ✦ Enroll families in public school choice and supplemental educational services (SES) options
- ✦ Implement public school choice and SES effectively

Contents of the handbook include:

- ✦ Overview of public school choice and SES
- ✦ Concrete strategies and ideas based on peer practices
- ✦ Links to resources

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Additional U.S. Department of Education web sites about parental choice and SES:  
[www.ed.gov/nclb/choice/index.html](http://www.ed.gov/nclb/choice/index.html) or [www.ed.gov/nclb/choice/help/ses/index.html](http://www.ed.gov/nclb/choice/help/ses/index.html)



The Office of Innovation and Improvement is the entrepreneurial arm of the U.S. Department of Education, making strategic investments in innovative educational practices through two dozen discretionary grant programs and coordinating the supplemental educational services and public school choice provisions of the Elementary and Secondary Education Act as amended by *No Child Left Behind*. For more information about OII's grants, services, and publications, go to <http://www.ed.gov/about/offices/list/oii/index.html>.

