



Baker Charter Schools
2725 7th St
Baker City, OR 97814
<http://www.bakercharters.org>
541-524-2300

March 6, 2019

RE: HB2516

House Education Committee;

Rep. Margaret Doherty, Chair
Rep. Teresa Aloson Leon, Vice Chair
Rep. Cheri Helt, Vice Chair
Rep. Diego Hernandez
Rep. Courtney Neron
Rep. Jeff Reardon
Rep. E Werner Reschke
Rep. James Sollman
Rep. Kim Wallen

Today I want to express my opposition to HB 2516. I am writing as the Superintendent of Baker Charter Schools and the President of Oregon Digital Leaders Coalition. Baker Web Academy is one of the largest virtual schools in Oregon. Currently we are serving 1860 students all over Oregon. Our priority is to provide a quality online option for families in Oregon and we provide a much-needed option for many Oregon students.

In regards to HB 2516, I believe it unfairly targets virtual schools. As a school of choice, advertising is an important piece of letting parents know what options they have. I believe schools of choice are a part of a healthy Oregon education system. Not all students thrive in the traditional school systems and need options. Schools of choice do not have the luxury of occupying a zip code where all students in the area attend our school. Often when families enroll they report they didn't know we existed.

Each year roughly 50-60 families find out about our school through our limited and focused advertising programs. Without the ability to advertise, these families would have continued not having their needs met in their current setting. While I believe marketing is important, it is a very small part of our budget. Currently it is less than 1% at \$40,000 total.



Baker Charter Schools
2725 7th St
Baker City, OR 97814
<http://www.bakercharters.org>
541-524-2300

With this small budget we are able to maintain a top-quality web page, and build custom Facebook ads.

As currently written, this bill would cut off my ability to advertise responsibly, while allowing other schools to continue. Not all virtual schools in Oregon have access to the same resources and funding sources. There are some virtual schools that may be able to use other funds to continue marketing while others will be limited.

I believe this bill needs to be amended heavily or removed all together.

Thank you for hearing my testimony and considering our perspective.

All the best,

A handwritten signature in blue ink, which appears to read 'Daniel Huld'. The signature is fluid and cursive.

Daniel Huld, Ed. D.
Superintendent
Baker Charter Schools
dhuld@bakercharters.org
503-929-3393