

MONTHLY

APRIL 2026

# Where *Growth* Takes Root

As spring arrives across Wisconsin, it brings with it a season of growth, renewal, and important decisions for both families and schools. Enrollment is still underway, with parents actively exploring the educational options that will best support their children in the year ahead. As school choice continues to expand, more families are finding the right fit, and more schools are opening their doors to serve them.

This season also brings new leadership at School Choice Wisconsin. Earlier this month, we announced **Ashley Czaja** as our new president. She steps in at a pivotal time to strengthen educational freedom and support private schools in advancing their missions. You can read more about Ashley on the next page.

The growth of our organization reflects the momentum of the state's choice programs. Today, more than **60,000** students attend private schools through a choice program, with additional schools joining each year to meet community needs. Looking ahead, **21** new schools are preparing to participate for the first time this upcoming school year. This growth represents more than numbers; it reflects families seeking environments where their children can truly thrive.

SCW remains committed to walking alongside schools and families through this important season. From enrollment decisions to year-end transitions, our team is here with guidance and resources every step of the way. As we finish the school year strong, we are also planting the seeds for continued success ahead.

## We can't do it without you!

Support our mission to sustain vibrant, quality options in K-12 education in Wisconsin. *All new donations get matched!*

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# Meet SCW's New President: Ashley Czaja



As of April 1, School Choice Wisconsin officially has a new leader: please welcome Ashley Czaja to her role as president!

"[Ashley's] appointment marks an important milestone in our organization's journey, and we are confident that her leadership will guide us toward an even brighter future", said Brenda White, SCW board chair.

With over a decade working in the state legislature, Czaja has most recently served as Chief of Staff for Senate Majority Leader Devin LeMahieu. She has a strong background in legislative affairs, stakeholder engagement, and strategic planning. Ashley's experience and leadership include managing a diverse team of staff, advising on key policy issues, ensuring alignment on constituent interests and legislative objectives. She has a proven track record of advancing productivity and efficiency.

"Czaja's collaborative leadership style and strategic mindset make her a perfect fit to lead our team at SCW," said Carol Shires, Vice President of Operations for SCW.

"Throughout my career, I have demonstrated a commitment to collaboration and innovation, fostering environments where teams can thrive", said Czaja. "I am excited to work alongside the SCW staff, school leaders, stakeholders and board members to achieve meaningful results for the students and families of Wisconsin."

"Our boards are committed to supporting Ashley fully as she transitions into her role. We look forward to working closely with Ashley to shape the strategic direction of our organization. Together, we can ensure that SCW continues to be the premier organization defending educational freedom and supporting parent choice in Wisconsin and beyond," said White.

Ashley is a native of Tomahawk, Wisconsin and currently resides in Madison.

## New Study: Scaling School Choice 11x More Cost-Effective Than Additional Public School Spending?

A recent study from the American Federation for Children finds that expanding school choice can be a highly effective way to improve student outcomes.

[Click here to learn more.](#)



## ENROLLMENT SEASON IS HERE!

Is your school still looking for promotional materials or enrollment instructions for current/new families?

Download SCW's **free** enrollment marketing materials, available on our website.

[CLICK HERE](#)



## Choice Alum Highlight

“ I was given a second chance and I am where I am today because of it. ”

Meet **Brayan Arias**, a graduate of El Puente High School in Milwaukee and former choice student:

"I believe that families of all incomes should be able to choose the right school for their children, not just be forced to attend the closest school. Many children thrive in a smaller environment and are more comfortable in smaller schools.

Taking that option away can affect the child. I know from first-hand experience what going to a school that just isn't for you can do to a kid. It can affect them in more ways than one. It can mess with their mental health and that is something we need to pay more attention to."

[Learn about Brayan's story here.](#)

