

Abstract

The problem is, as charter school enrollment increases, school leaders are uncertain what underlying factors influence parents to leave traditional public schools in North Carolina. To address the problem, the purpose of the convergent parallel mixed-methods case study was to investigate parents' perspectives influencing the decision to leave traditional public schools and choose charter schools. The study examined how parental choice impacts the educational environment in North Carolina. While North Carolina's charter schools continue to expand, the focus of the study was to address the perspectives and experiences of parents. The mixed-methods study was guided by three research questions: (1) What underlying factors influence parents' decision to leave traditional public schools in the designated school zone?; (2) Is there a significant relationship between the various factors influencing parents' decisions to leave public schools to attend charter schools?; and (3) What attributes of education do parents perceive are the most important when determining a quality school? Data collection tools for the study consisted of closed-ended surveys and open-ended questionnaires. A convergent mixed-methods design was appropriate for the study as both quantitative and qualitative data were needed for a complete understanding of the contributing factors influencing parents' decisions to enroll in a charter school. The significance of the study was to understand the factors contributing to the continuous growth in enrollment of charter schools in North Carolina.