

The background features abstract shapes and brush strokes. A large teal shape is in the top left. Orange brush strokes radiate from the bottom left of the teal shape. In the bottom right, there are orange and teal brush strokes. The text is centered in the middle of the slide.

Board Member as Advocate



What is Advocacy?



Definition:

noun, plural ad·vo·ca·cies

1. the act of pleading for, supporting, or recommending; active espousal:

He was known for his advocacy of states' rights.



IF YOU THINK YOU'RE
TOO SMALL TO MAKE
A DIFFERENCE, YOU
HAVEN'T SPENT A
NIGHT WITH A
MOSQUITO.

-African Proverb



Advocacy...

As Private Citizen

Recognize:

- Your personal feelings and positions may not be that of the district
- You have no individual authority
- You should keep your personal and professional board member roles separate, to the extent that is possible

As Board Member

Recognize:

- The connection between good schools and a good community
- That the main job of a board member is student success
- Your status as a publicly elected board member and the impact you can have on the education of all children, not just those in your district

Advocacy is Non-Negotiable

- It extends beyond the four walls of your board room...whether you like it or not!
- Outside influences have a significant impact on our ability to do our jobs.
- You can leverage your position as an elected official through thoughtful considerations of the issues.
- Relationships are GOLDEN!



Levels of Government Advocacy

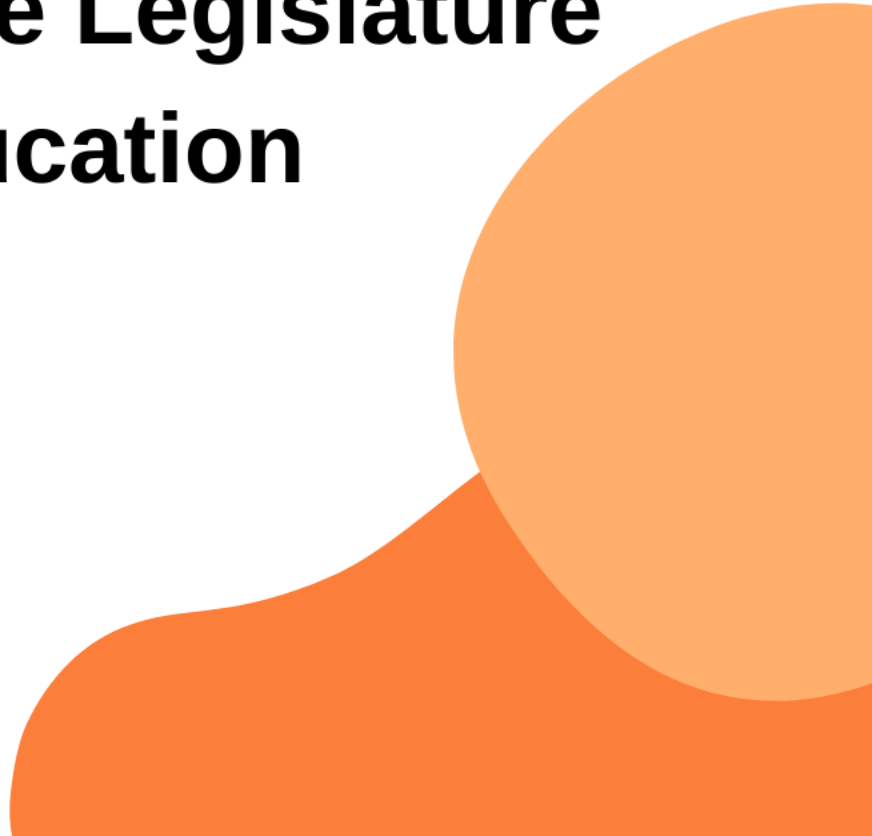


Federal

- **Arizona Congressional Delegation**
 - **U.S. Department of Education**
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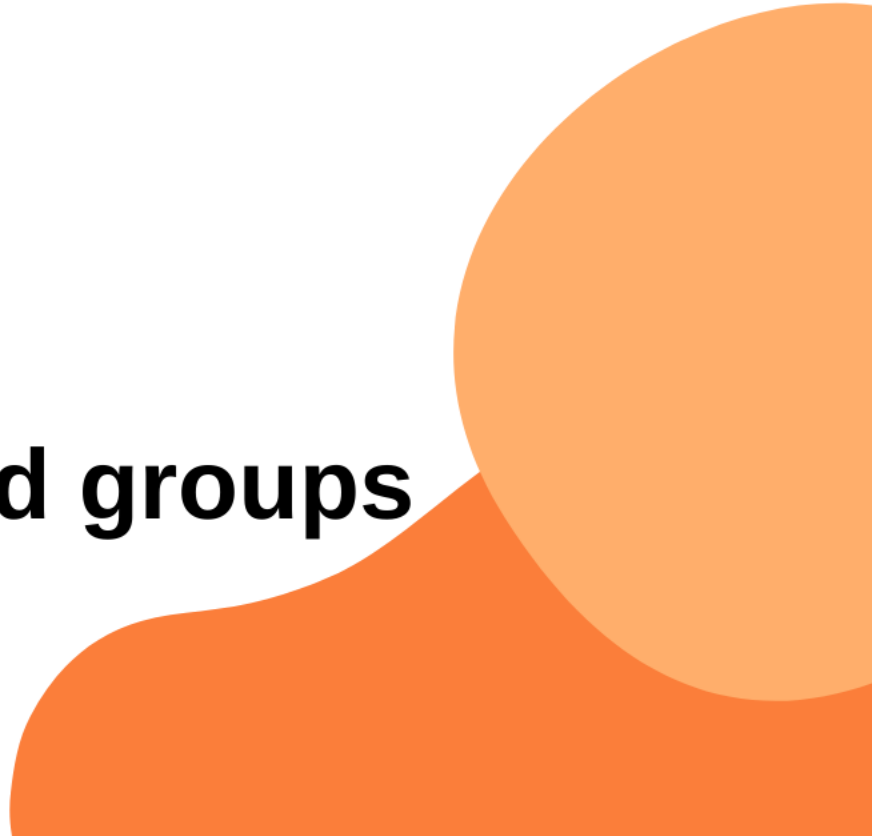


State

- **Elected Member of AZ State Legislature**
 - **Arizona Department of Education**
 - **Governor's Office**
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Local

- **City or Town Council**
 - **County Board of Supervisors**
 - **Mayor's Office**
 - **Tribal Council**
 - **Nonprofit organizations**
 - **Other education focused groups**
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Scenarios of Advocacy...

A board member goes to a local bike shop and asks the owner to donate a bike to a student in his neighborhood whose father is unable to drive him to school.

Yes, Advocacy! or....No, Not So Much!

Scenarios of Advocacy...

A bill is progressing through the state legislature that would reduce funding for students with special needs. After consulting with the superintendent, a board member talks with their legislator about the impact of the bill on the district.

Yes, Advocacy! or....No, Not So Much!

Scenarios of Advocacy...

The school district is working to form a partnership with a local business. A board member knows the CEO of the business. The member calls the CEO and demands the company work with the district as a personal favor.

Yes, Advocacy! or....No, Not So Much!



Advocacy Best Practices

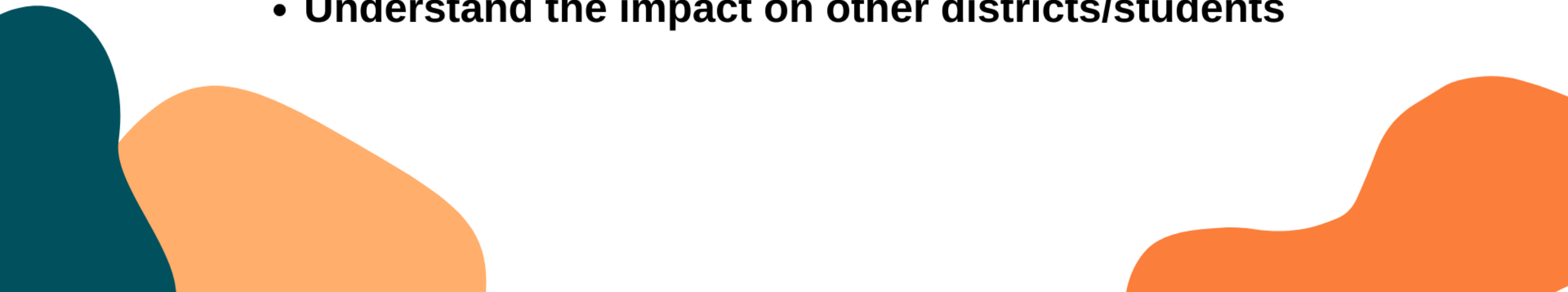


Advocacy Should:

- **Align with the organization/district you are advocating for**
- **Be consistent with the legislative priorities of the district/organization**
- **Be mutually agreed upon**
- **Have mutually agreed upon priorities or talking points**



Proceed with Knowledge... and Caution!

- Know the subject
 - Do your research from credible, trusted sources
 - Know the impact on your students and district
 - Understand the impact on other districts/students
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Messages Matter

- Be clear and concise
 - Know what you are asking for before you ask for something
 - Consistency is key
 - Tell a story AND provide data
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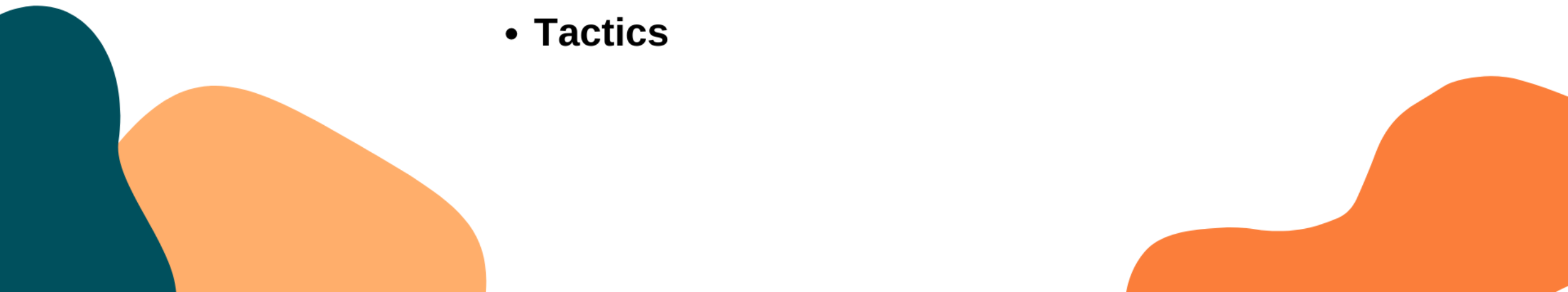


Build Relationships

- Collaborative relationships take time and energy to develop
 - Parents
 - Business Partners
 - Students
 - Community Members
 - Faith Leaders
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Have a Plan

- **Goals**
 - **Resources and assets**
 - **Support and opposition**
 - **Targets and agents of change**
 - **Strategy**
 - **Tactics**
- 



Advocacy Pitfalls

- **Sharing your personal positions, not those of the organization/district**
- **Using your "power" as a weapon**
- **Not having the information you need to drive home the point**
- **Not sticking with the strategy**
- **Straying from the message**





***Your Advocacy Journey
Starts Now!***

Bills Targeting Education

- **Aggregate Expenditure Limit**
 - **We have a board resolution for that**
- **HB 2439- Administrative Burdens**
- **HB 2112- Violations to Local Control of Curriculum**
- **SB 1011- Threats to Your Association**

Grow Your Advocacy Network

- **Join the Advocacy Action Response Team!**
- **Sign up for the Request to Speak tool**
- **Become a member of our alliances and caucuses**
 - **Black Alliance**
 - **Rural Alliance**
 - **Hispanic Native American Indian Caucus**
- **Join Friends of ASBA!**



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Thank You!

