



Arizona School Boards Association

ADVOCACY TRAINING WORKSHOPS

Q: What is an ASBA Advocacy Training Workshop?

The advocacy training workshop is designed to help you and other supporters of public education in your community acquire the information, skills and techniques you'll need to effectively engage your legislators on K-12 issues important to your community and to build a coalition in your community to support education.

Q: Why should I host an advocacy training in my community?

Hosting an advocacy training workshop is a great way for you to let your passion and enthusiasm for public education inspire others! Governing board members are in a unique and powerful position to be effective advocates for public education. First, school board members are elected policy makers – something you have in common with your legislators! As a representative of your local school district, governing board members have a level of expertise regarding K-12 education that most others do not have; this enables you to become a valuable resource for accurate information. Last, but certainly invaluable, is your passion for public education and students.

Q. What topics are covered in the advocacy workshop?

These fast-paced, interactive trainings include:

- Brief introduction to the Arizona Legislature and bill process - as well as the opportunities available for you to make an impact!
- Do's and don'ts of effective advocacy - how to make the most of your time and efforts!
- How to organize the key players in your unique community to form a coalition to effectively lobby legislators on crucial education issues.
- How to utilize available resources to gain the necessary information and develop strategies to become a positive force for education.

Remember: trainings are customized for your unique community; focus on the issues that matter to you most!

Q. What support materials do participants receive?

Every participant will receive ASBA's "Advocacy Workbook," a step-by-step guide for community leaders who want to make a difference.

Q. Who leads the workshop?

Beth Sauer. Beth is a governmental relations analyst for ASBA and an active lobbyist for the association on issues affecting K-12 education.

Q. How much do they cost?

These workshops are provided to ASBA members at no cost. There may be minimal costs for the host district or school for printing flyers, facility fees or providing refreshments.

Q. Where are the advocacy training workshops held?

The trainings are held in your community at a location of your choosing. They are often held at the district office, but they can also be held at schools, libraries, community centers, churches.

Q. How long do they last?

Advocacy trainings last from 1 ½ - 2 hours and are most often held in the evenings to accommodate work schedules.

Q. Who should attend?

School board members, parents, administrators, teachers, district and school employees, students, community leaders, city and town government officials – anyone who is interested in working to support public schools and students!

Q: What resources can ASBA provide to help me organize an advocacy training workshop?

ASBA offers many tools to help promote and organize an advocacy training, including:

- Event flyers (several designs from which to choose)
- Text for email announcements and reminders
- A news release template to promote your training
- Dedicated staff to answer all your questions!

Q: I'm interested ! Who should I contact to begin planning?

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