

ADVOCATING FOR STUDENTS IN THE COMMUNITY AND AT THE LEGISLATURE

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WHAT YOU WILL LEARN TODAY:

- ◉ How much you know about the legislature and governor in Arizona.
- ◉ What advocacy is.
- ◉ Why advocacy is *your* responsibility.
- ◉ Top tips for advocating at the legislature and in your community.
- ◉ Resources for your important work as an advocate!

WHAT IS ADVOCACY?

- ⦿ Advocacy is “the act of pleading or arguing in favor of something, such as a cause, idea or policy; active support” - *American Heritage Dictionary*
- ⦿ Influencing those who make policy decisions.
- ⦿ Is lobbying different?

ASBA AND ADVOCACY

- ◉ Vision: Quality leadership and *advocacy* for children in public schools
- ◉ Association priority to encourage active advocacy of board members.
- ◉ Members of the ASBA Board of Directors have challenged themselves to lead by example.

WHY IS ADVOCACY MY RESPONSIBILITY AS A BOARD MEMBER?

- ◉ It is inherent in your role as an elected policy maker.
- ◉ As a board member, you are an ambassador for your schools and students.
- ◉ You have the expertise and passion for public education!

WHO DO YOU WANT TO INFLUENCE?

- ◉ Legislators, city councils, the State Board of Education and business and community groups *all* need to hear from you!

TOPS TIPS FOR YOUR WORK AS AN ADVOCATE

TIP:

LEARN THE ISSUES

- ◉ Part of your responsibility as a board member is to be well-informed on important education issues facing your district and students.
 - Learn all you can about education issues facing your district.
 - If there is an area in which you're especially interested or that is unique to your district and its students, become an expert.

- ◉ Knowledge is power.
 - If you don't have the expertise, you lose credibility.

- ◉ Utilize available resources.
 - ASBA website - azsba.org
 - Arizona Legislature's website - azleg.gov
 - ASBA on Facebook
 - Daily In-Session Updates
 - ASBA Advocacy Guide
 - Become an ASBA Advocate

TIP:

BECOME A RESOURCE FOR YOUR LEGISLATORS

- Get to know your legislators - and make sure they know you!
- Talk to your superintendent about his/her political involvement.
- Be prepared to localize “big ideas” by providing examples of how they’ll impact your school(s).
- Connect your legislators to other key education advocates and experts.

TIP :

BE ACTIVE IN THE ASBA POLITICAL AGENDA PROCESS

- ◉ Understand how ASBA's positions on issues are decided.
 - This is your chance to influence the legislative and legal priorities of the association.
- ◉ Make the discussion of the Political Agenda a topic at your board meeting.
- ◉ Send a well-informed delegate to the June Delegate Assembly.
- ◉ Participate in the creation of ASBA's Top 10 Priorities.
 - Understand the top 10 and advocate for them!

TIP:

GET INVOLVED WITH BOND AND OVERRIDE COMMITTEES

- ◉ Understand the important role you can play.
- ◉ Great opportunity to speak to varied audiences on behalf of your schools.
- ◉ Expand your sphere of influence.
- ◉ Let others know about the rewards of school board service.

TIP:

BUILD A KEY COMMUNICATOR NETWORK

- ◉ Make use of your professional and personal contacts.
- ◉ Invite them to be a part.
- ◉ Build trust.
- ◉ Expand ownership of advocacy efforts.
- ◉ Stay connected.

TIP:

BE VOCAL

- ⦿ Get the word out about your district's needs and challenges.
- ⦿ Make use of the communications tools you're most comfortable with.
 - Email
 - Facebook
 - Twitter
- ⦿ Be a resource to the media when appropriate.
- ⦿ Write a letter to the editor.

TIP:

SHARE THE *GOOD NEWS*

- You have a choice about the kind of ambassador for your district you will be.
- People need to believe that your schools are worthy of investment.
- Consider adding a “celebration” component to your board meeting agendas.

TIP:

GET INVOLVED POLITICALLY

- ◉ Doesn't matter which side of the aisle.
- ◉ Learn about candidates and find out if they support public education.
- ◉ Vote - and encourage others to.
- ◉ Deepen your knowledge of the legislative process.
- ◉ Form a PAC or join an existing one.

TIP:

RAISE EXPECTATIONS

- Join Expect More Arizona

QUESTIONS AND CONTACTS

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THANK YOU!!