



Building Advocacy from the Ground Up

January 6, 2006



Charge (purpose/function)

- Assist the school board with education-related legislation
 - Developing, proposing, advocating for legislative positions
- School board authorized, board-based committee composed of volunteers
- Legislative priorities developed with community involvement



Charge (purpose/function)

- Solicit information
- Develop positions
- Set priorities
- Develop advocacy work plan
- Communicate
- Develop relationships

Steering Committee

- Develop positions
- Set priorities
- Coordinate with other groups
- Organize & facilitate special events



Steering Committee

- Advocate at the local & state level
- Communicate with legislators
- Promote & assist with advocacy



Steering Committee

- Track legislation
- Alert members
- Educate the non-school community



Coalition members



- Communicate with legislators
- Assist in developing communications networks
- Assist with school site efforts



Ingredients for success

- Support at the highest levels
- Sustained, long-term commitment
- Multi-tier structure
- Develop new methods of involvement



School Liaisons: Job Description

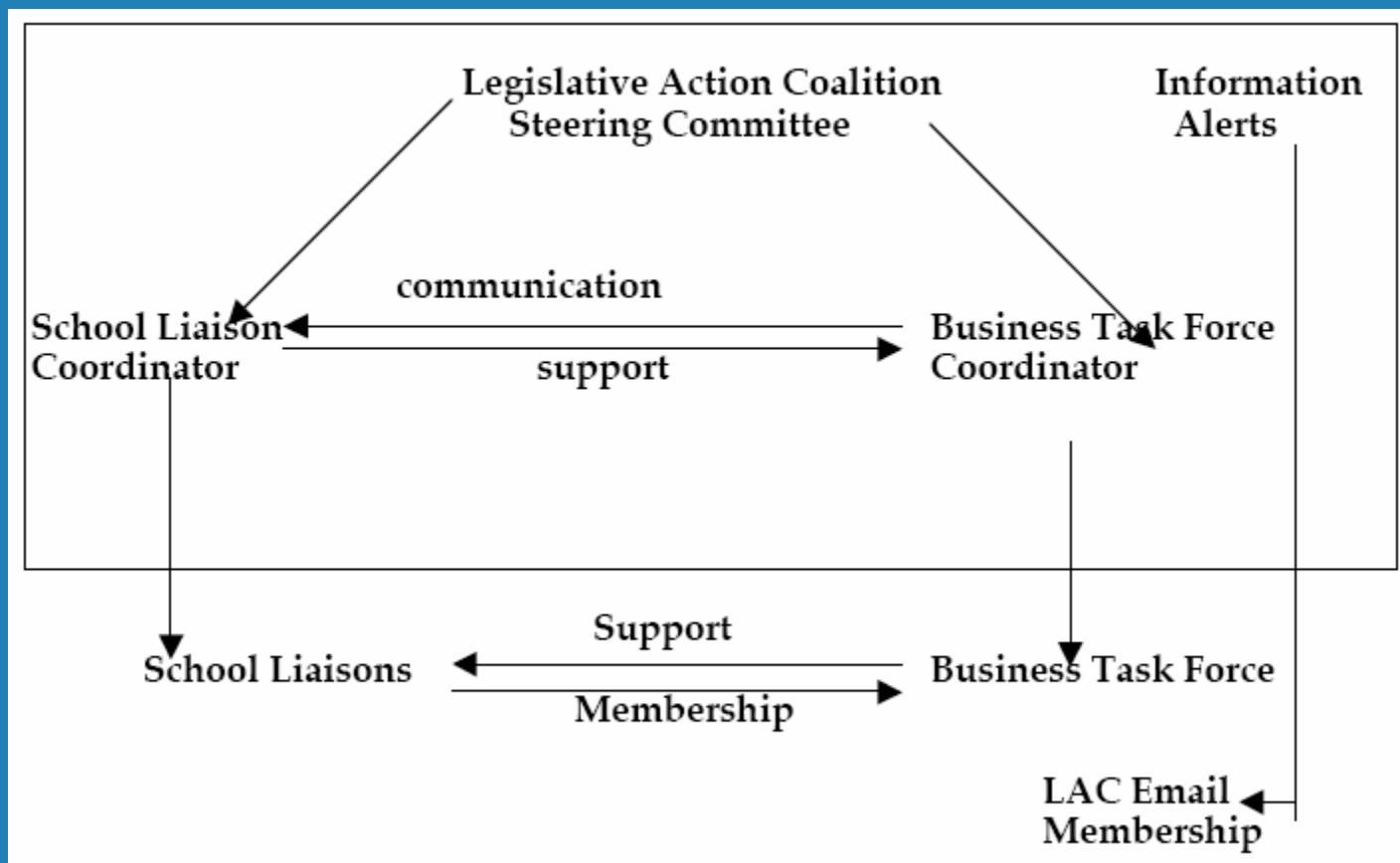
- Educate and advocate
 - Facilitate advocacy efforts at each school site
 - Keep messages short, simple, nonpartisan, and relevant to specific school sites
 - Educate parents and motivate them to action



School Liaisons: Building a Sustainable Model

- School liaisons coordinator
- Work with principals and staff
- The 3 "R's"
 - Recruiting
 - Retaining
 - Reinvigorating
- Support, support, support

Structure for an Effective School Liaison Program





School Liaisons: Effective Action Tools

- Coordinate advocacy efforts at each site
 - Develop an email tree
 - Develop a phone tree
 - Organize letter writing campaigns
 - Organize letters to the editor
 - Organize visits with legislators and trips to the Capitol



Business Task Force

- Build a coalition of business owners and senior executives
 - Communicate support for school district initiatives



Strategy #1

- Recruit
 - Identify task force members
 - Cover all legislators
 - Create a database
 - Develop letter of introduction
 - Prioritize and visit



Strategy #2

- Develop a process for ongoing communications with Business Task Force members



Strategy #3

- Develop a list of the most effective and efficient actions that Business Task Force members can implement when asked

Strategy #4

- Create a high visibility event at a key time during each legislative session, focusing on businesses support for the school district

