Leadership Institute for Legislative Advocacy 2015

Advocacy in Action
What is advocacy?

• It’s broader than you may think.
• As educators, you advocate every day.
• Occurs at various levels...
  – Classroom  – Community
  – School      – State
  – District    – Federal
• And with various people.
  – Students    – Parents
  – Colleagues  – Policymakers
  – Leaders     – The Public
What is Your Advocacy IQ?

IQ = Influence Quotient

In other words, what type of advocate are you?
What is Your Advocacy IQ?

- Relationship Builder
- Organizer
- Policy Wonk
- Awareness Raiser
- Motivator
Advocacy IQ Types

Relationship Builder

You’re a people person who likes getting to know others, and you embody the phrase “politics is personal.” You have a talent for connecting people who have similar interests or goals and building coalitions to generate advocacy momentum.
Advocacy IQ Types

Awareness Raiser

You thrive on being in the know and being a source of information. You enjoy bringing attention to issues or ideas and improving others’ understanding of their importance and implications. You regularly draw on real-world stories, research, and data to make your points.
Advocacy IQ Types

Organizer

You see what steps are necessary to make something happen. You have a talent for keeping people on task, identifying leverage points, and creating a schedule. You know how important process is and are able to design and execute a plan of action.
Advocacy IQ Types

Motivator

You are able to articulate a vision that inspires others to take action. You’re adept at encouraging people to get up from the sidelines and join you in active support of a cause.
Advocacy IQ Types

Policy Wonk

You operate where the rubber meets the road. You like converting ideas and broad concepts into concrete policy proposals and specific provisions.
What is Your Advocacy IQ?

- What kind of Advocacy IQ type do you most identify with?
- What Advocacy IQ type have you been in the past?
- Which would you like to become?
Advocacy IQ Types

- Relationship Builder
- Organizer
- Policy Wonk
- Awareness Raiser
- Motivator
Advocacy Issue

• Any advocacy effort needs to be rooted in an issue or cause.

• What is the issue or problem you want to solve?
  – Educator evaluation in my district overemphasizes standardized test scores.

• What is the cause or idea you want to support?
  – A later start time for the district’s high school students.
Your Advocacy Issue

Table Talk: What is an education issue or cause you are passionate about?
Advocacy Outcome

Issue/Cause → Outcome

How do you get from the issue you want to address to your desired outcome?

Whole child → Awareness

Evaluations → Multiple Measures
Advocacy Activities

Your activity pathway is your **individual** route toward the policy outcome you’ve identified.
Advocacy Activities

Advocacy Is:
• Ongoing engagement
• A journey and a process
• A logical progression

Advocacy is Not:
• A set formula or prescription for success
# Advocacy Activities

## Relationship Builder
- Send letter—mail to lawmakers/staff
- Send thank-you note to lawmakers/staff
- Send a tweet or post on Facebook
- Attend and participate in town hall meetings
- Share resources with lawmakers/staff
- Recognize your lawmakers/staff for their efforts

## Awareness Raiser
- Write a blog, op-ed, or letter to the editor
- Share information in a school/district newsletter
- Engage your students in policy discussions
- Write a blog or post on Facebook
- Interview your local FTA/PTA

## Motivator
- Conduct parent/community outreach
- Write a blog or blog post
- Build a colleague’s advocacy capacity/leadership
- Host a Twitter chat
- Work with colleagues to introduce a whole child resolution or other initiative

## Organizer
- Form a coalition for ongoing advocacy
- Host a community conversation
- Conduct an advocacy campaign
- Organize a state lobby day
- Work with lawmakers to introduce a whole child resolution or other initiative
- Develop a tool kit of resources
- Implement a petition drive

## Policy Wonk
- Draft and recommend policy proposals
- Request sponsorship of legislation
- Serve on a committee
- Research your lawmakers’ positions on issues
- Testify at a hearing or submit testimony
Advocacy Activities

Looking at your own IQ:

- Which of these activities have you done and how did it go?
- What activities are the most doable?
- What activities are the most difficult or challenging?
- Are there other activities that aren’t listed?
Examples

**Tom Tramaglini**  
Chief Academic Officer  
Keansburg School District, New Jersey

**Gary Kiltz**  
Director of Curriculum and Learning  
Menomonee Falls School District, Wisconsin

**Rebecca Gagnon**  
Assistant Principal  
Hopkinton Middle High School, New Hampshire

**Daniel Smith**  
Principal  
Princess Anne High School, Virginia  
President, Virginia ASCD
Creating Your Individual Advocacy Plan (IAP)

1. Advocacy Issues or Causes: Record an issue you want to solve or cause you want to support.

2. Advocacy Outcomes: Record a specific, relevant, and attainable outcome that addresses your issue or cause.

3. Advocacy IQ (Influence Quotient): Circle the advocacy IQ that you most closely identify with.
   - Relationship Builder
   - Organizer
   - Awareness Raiser
   - Policy Work
   - Motivator

4. Advocacy Activities: Select three advocacy activities from the menu, determine the steps needed for each activity, and set realistic completion dates for each step.

   Activity:
   Steps: |
   Target completion dates:

   Activity:
   Steps: |
   Target completion dates:

   Activity:
   Steps: |
   Target completion dates:

5. Pair-and-Share Feedback: Discuss the questions below.

   - What are the potential challenges of each activity?
   - How might you overcome these challenges?
   - Are the steps attainable and relevant?
   - Did you miss any steps?
   - Are your completion dates specific?

6. Next Steps
   - Check-in with partner by (date)
Individual Advocacy Plan

1. Record your issue

2. Record your desired outcome related to your issue

3. Select your Advocacy IQ (may be more than one)
Individual Advocacy Plan

4. Select one activity from the Advocacy Activities Menu

5. Identify steps for that activity

6. Think about completion dates—be realistic
Collaborative feedback

- Discuss potential challenges to each activity.
- How might you overcome these challenges?
- Are your completion dates specific?
- Are the steps attainable and relevant?
- Did you miss any steps?

- Commit to checking in with your partner at a future date.
Individual Advocacy Plan

Next Steps

Record your next steps:

- Share your success on ASCD EDge/LILA
- Regularly share information with Policy team

policy@ascd.org
Please return to the ballroom to receive your leave behind folders for your Capitol Hill meetings and meet with your state groups.