Your Voice Counts!

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Advocacy is a Privilege

"This country will not be a permanently good place for any of us to live in unless we make it a reasonably good place for all of us to live in."

President Teddy Roosevelt, Chicago, IL, June 17, 1912
Advocacy 101: Your Voice Counts

- If you don’t ask, someone else will!
- Policy makers have limited time.
- Congress has limited money.

*Silence implies acceptance, so…*

Be the squeaky wheel…
Six Tips for Communicating Your Message

- Do your homework
- Build a relationship
- Make it local
- Be professional
- Know your message
- Get it on the record
Six Tips for Communicating with Policymakers

Tip #1: Do your homework

- Know your issue
- Be able to defend it
- Know your legislator
- Committees/positions
Six Tips for Communicating with Policymakers

Tip #2: Establish relationships
- Emphasize locality
- School in common?
- Be friendly
- Be yourself
- The shoe conversation
Six Tips for Communicating with Policymakers

Tip #3: Think locally

- You are a constituent.
- You know what's good for the kids—expertise.
- Tell a **story from your school or district**.
- Anecdotes, data: make it personal and memorable.
Six Tips for Communicating with Policymakers

Tip #4: Be professional

- Be on time and courteous
- Offer your credentials
- Avoid being too familiar
- Avoid confrontation
- Even if your legislator disagrees, do not argue
- Staffers are very important!
Six Tips for Communicating with Policymakers

Tip #5: Know your key messages

- Use backgrounders
- Use cheat sheets
- Use your own words
- Practice, practice, practice!
Six Tips for Communicating with Policymakers

Tip #6: Get it on the record

- The “ask”
- Get a response—co-sponsorship, sign the Dear Colleague letter, etc.
- Getting an issue on the record proves that your elected official supports the legislation or policy recommendation you are making.
LILA Issues 2012

ESEA Reauthorization

Educator Effectiveness

Education Funding

College, Career, Citizenship Readiness
The Elevator Pitch

What would you say if you only had the time it took for a short elevator ride?
Elevator Pitch: ESEA Reauthorization

Reauthorize ESEA now to recognize the importance of whole child education and encourage accountability and evaluation systems that accurately measure student and teacher performance.
Elevator Pitch: Educator Effectiveness

Each student deserves access to highly effective educators in every subject and school. The essential elements of such effectiveness should be based on research and inform state-developed educator evaluation methods.
Elevator Pitch: Funding

Investing in education is an investment in our country’s future. Schools are already doing more with less, and policymakers need to provide the resources necessary to adequately help all students meet high standards.
Every student deserves a credible, comprehensive and well-rounded education that includes instruction in all subject areas to enhance learning and understanding.
Additional Tips/Logistics

- Comfortable shoes
- Business cards
- Call if running late
- Exchange cell phone #s w/ your team
- Be yourself (everyone else is taken)
- Feedback forms
Questions?
Role Playing

Practice the basics of the meeting:

1. Introductions—your credentials
2. “Thank you for meeting with us today.”
3. Background—think locally—your story
4. The problem—what is wrong w/ ESEA/funding?
5. ASCD’s solution
6. The ask—reform ESEA, co-sponsor S. 1674, provide adequate funding, support C3
6. Be prepared for tough questions.
Role Playing

Organize into state groups or groups of 5-6.

One person should play the role of legislator.

Get to the point!!
Thank You!!!
You are very important to this process!
Have Fun!!

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