

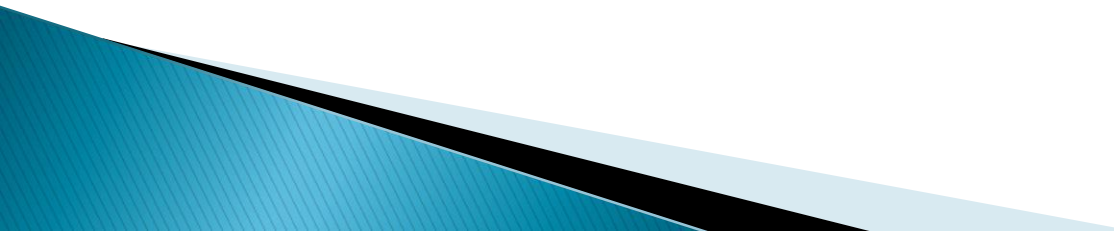
EFFECTIVE LOBBYING FOR SCHOOL BOARD LEADERS

Advocating for Public Schools

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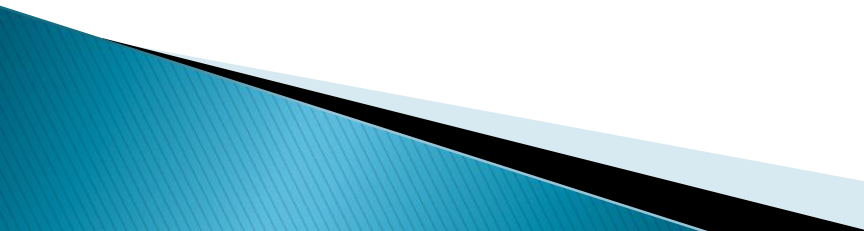
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Key Roles of School Board Members:

- ▶ Vision – Set the vision for education.
 - ▶ Structure – Establish the structure and environment to implement vision.
 - ▶ Accountability – Establish standards, formulate strategies and assess progress.
 - ▶ Advocacy – Actively advocate for public schools and students.
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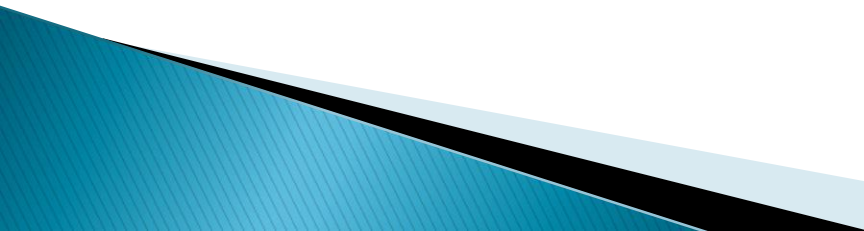
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Advocacy is an Important Key Role:

- ▶ Lobbying is a form of advocacy.
 - ▶ Lobbying is defined in Webster's dictionary as:
 “To conduct activities
 aimed at influencing
 elected officials.”
 - ▶ Important to **lobby/advocate/influence** and maintain a voice in a democracy.
 - ▶ Requires year round effort and attention.
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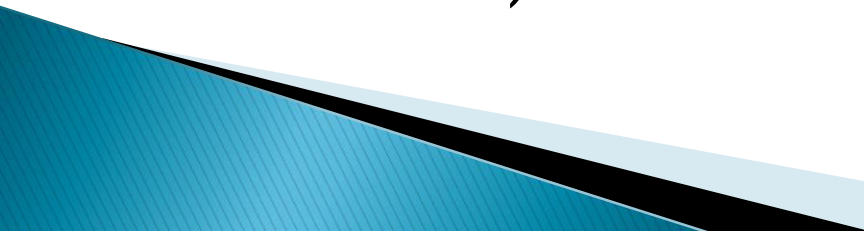
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School Board Members:

- ▶ Serve as the leading advocates for public schools and students.
 - ▶ Speak out on issues that can advance the community's local vision of the schools.
 - ▶ Assure local community members that they are there to help the district succeed.
 - ▶ Inform the local community of successes.
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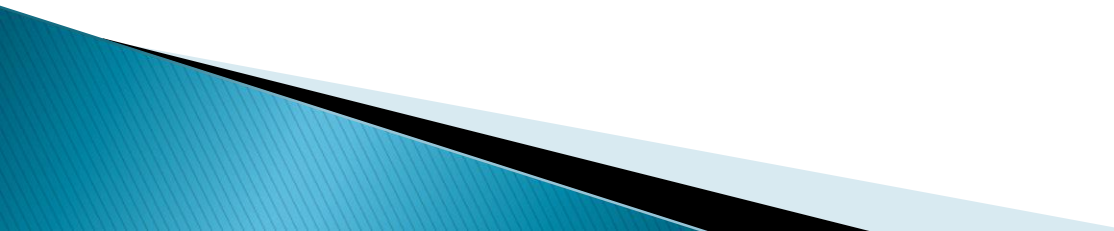
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Four Steps to Effective Advocacy:

- ▶ Knowledge – Know what you are talking about.
 - ▶ Involvement – Build relationships and actively represent your district.
 - ▶ Willingness – Respond to calls to action and participate in advocacy events.
 - ▶ Passion – Share your passion. (If those most invested in our schools' success don't advocate, who will?)
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Five Steps for a Successful Meeting with your Legislator:

1. Prepare for the Meeting.
 2. Conduct the Meeting.
 3. Discuss Priority Issues.
 4. Ask for a Commitment.
 5. Close the Meeting.
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1. Prepare for the Meeting:

- ▶ Do your homework.
 - ▶ Know your legislator's political affiliation, years in office, accomplishments, committee assignments, etc.
 - ▶ Represent the official views of your local school board.
 - ▶ Be respectful and passionate.
 - ▶ Schedule the meeting and get confirmation.
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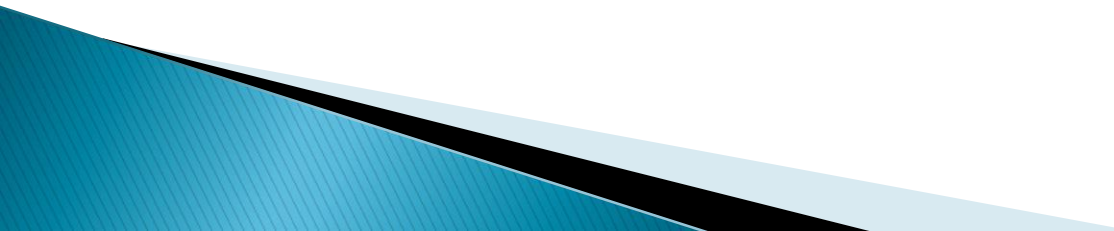
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2. Conduct the Meeting:

- ▶ Introduce each school board member by name and who each of your represents.
 - ▶ Take the lead and set the tone for the meeting.
 - ▶ State your purpose.
 - ▶ Get right into your agenda.
 - ▶ Expect to spend no more than 15–20 minutes.
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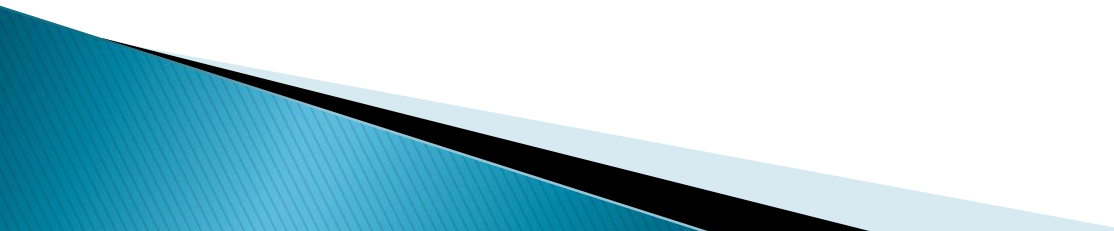
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3. Discuss Priority Issues:

- ▶ Identify 2 –3 top priority issues.
 - ▶ Showcase your expertise.
 - ▶ Share local stories about how students are impacted.
 - ▶ Offer to provide additional data on specific issues.
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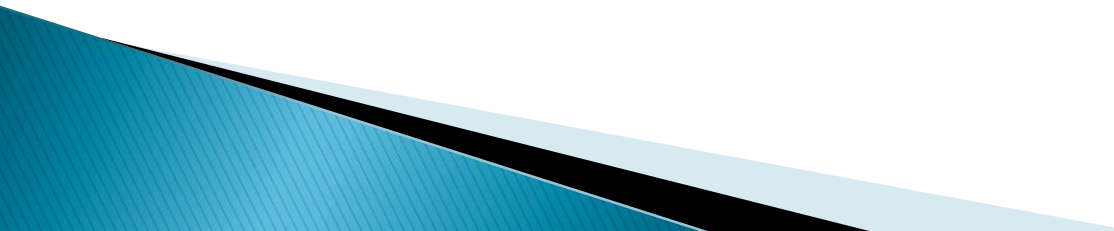
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4. Ask for a Commitment:

- ▶ Do not hesitate to ask for a commitment.
 - ▶ Ask specifically, “Will you support us on this issue?”
 - ▶ You want an honest answer one way or another.
 - ▶ Let your Legislator know you will advise your community of their support.
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5. Close the Meeting:

- ▶ Summarize what resulted from the meeting.
 - ▶ Leave a packet of information about your district, legislative priorities, success stories, and/or upcoming events.
 - ▶ Invite them to visit your local district.
 - ▶ Thank them for their time.
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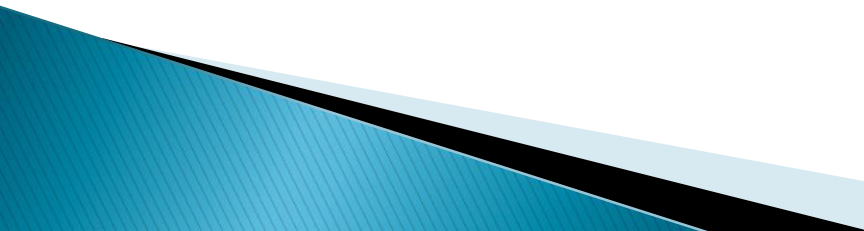
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Meeting Tips:

- ▶ Do not be afraid to control the agenda.
 - ▶ Be respectfully assertive.
 - ▶ When questioned, don't guess at answers. State you don't know but will find out.
 - ▶ Never be embarrassed to say you need to review or gather additional information before responding.
 - ▶ Acknowledge your Legislator for the work they have done in your community.
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Requirements for a Successful Meeting:

- ▶ Prepare and be on time.
 - ▶ Know your Legislator.
 - ▶ Discuss priorities and local impact.
 - ▶ Summarize your position.
 - ▶ Ask for a commitment.
 - ▶ Invite your Legislator to visit your district.
 - ▶ Follow up up your visit with a thank your letter.
 - ▶ Keep in touch year round with your Legislator.
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*Find your voice
and inspire others
to find theirs....*

Stephen Covey

