

EFFECTIVE LOBBYING FOR SCHOOL BOARD LEADERS

Advocating for Public Schools

2019 Fall Region Meetings



Presented By:
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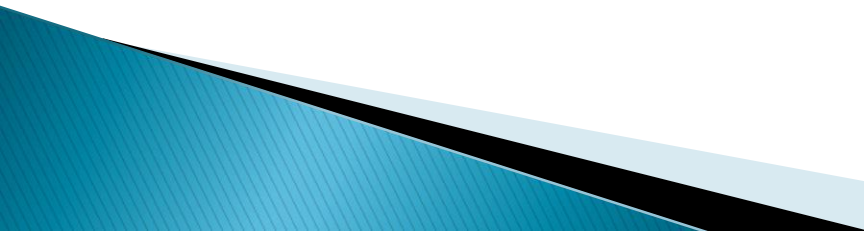
Key Roles of School Board Members:

- ▶ 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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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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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.



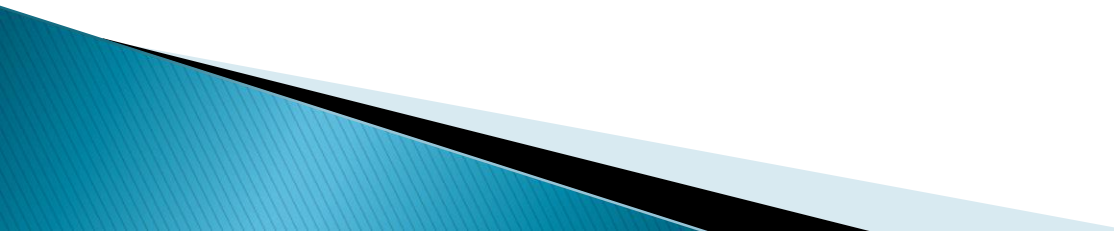
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Four Steps to Effective Advocacy:

- ▶ 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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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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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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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.



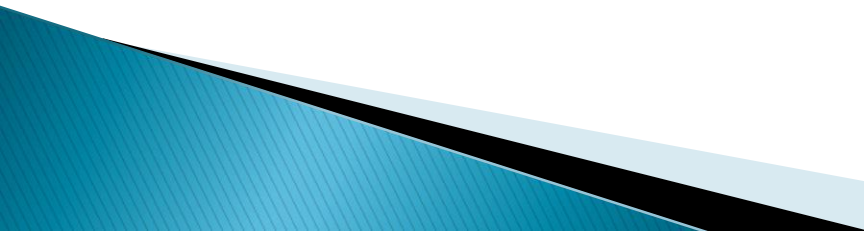
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Meeting Tips:

- ▶ 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 past support and 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 your visit with a thank you letter.
 - ▶ Keep in touch year round with your Legislator.
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*Find your voice
and inspire
others
to find theirs....*

Stephen Covey

