Advocacy Institute Outline:

This institute will help participants build high impact advocacy skills for every venue: in the community, at the bargaining table, at the ballot box, in the legislature, and in the workplace. Those skills include worksite organizing, advocating for social and racial justice in education, and developing effective communication and messaging skills - words that work with members, the community, and decision makers. Participants will leave motivated to create and lead strategic advocacy campaigns - efforts that advance public education by advocating for our students and members’ professional needs and rights.

Competency Themes

Utilizes best practices in advocacy and political efforts

- Identifies and discusses fundamentals of advocacy practice and theory. (Level 1)
- Engages in high impact activities that produce racially equitable policies and culturally competent advocacy plans and strategies. (Level 2)

Engages and builds mutually beneficial relationships to advance advocacy and political goals

- Learns issues to improve understanding of content; shares key messages with members, the community and partners. (Level 1)
- Creates and implements advocacy plans that support student learning, especially for those students most in need; addresses racial equity in education. (Level 2)

Acts as a political advocate

- Equips members to become more effective advocates by getting them involved in the political process (at the level that makes sense for them) and provide valuable education, information and research. Connects legislative advocacy to the political process. (Level 2)

Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals

- Understands core data principles and the importance of using data to securing political and advocacy wins. (Level 1)

Pre-Summit work

- Complete Leadership Self-Assessment – Advocacy
- Register and participate in the advocacy edCommunities site
Breakout Session One (March 17th - 90 minutes)

It’s Time To Lead – Politics + Organizing = Power: Learn how we can organize to connect policy and activism and bring change at every level. Learn specific steps to take to prepare for organizing for political action, increasing membership, and organizational development.

Breakout Session Two (March 17th - 90 minutes)

Influence decision makers and first steps to running for office: Learn about advocacy and lobbying strategies to influence decision makers and hear about the first steps to running for office to become the decision maker yourself!

Breakout Session Three (March 18th - 90 minutes)

Student-Centered Advocacy –Uniting Educators, their Students and The Community for the Common Good: SCA/BCG is a strategy to build your local affiliate’s capacity and leverage collective power with the community. It helps you to take charge and implement educator-led solutions that work for all our students. Together, unions and community partners can unite to make demands that benefit students, members of the community, and public education. The Every Student Succeeds Act (ESSA) returns decision making for our nation’s education back to where it belongs-in the hands of local educators, families, and communities. This is the perfect opportunity to engage in a SCA/BCG strategy on issues such as community schools, less testing, educator professional development and equity for all students.

Post-Summit Work

Participate in the Advocacy Institute follow-up webinar to discuss continued implementation strategies and share experiences with other participants. (May 2018)

Updates on back home efforts in your local association on preparing for targeted political action, member engagement, and building community connections. (April 2018)

Completion of the candidate self-assessment questionnaire to further explore if you (or another public education ally) are ready to take the first steps to run for public office. (April 2018)

Follow-up assessments to determine if participants were able to return to their locals and begin to develop buy-in and implement some of the attributes of Student-Centered Advocacy. (June 2018)

Completion of the lobby action plan (July 2018)

Completion of a five paragraph essay that explains and defends your “ask” when lobbying (July 2018)