Winning Issues and Elections

Jim Vaughan

Winning Issues and Elections

Unite, Inspire, Lead
Empowering Educators for Success
COMPETENCY: ADVOCACY

• Level 1 – Foundational
• Level 2 – Mobilizing & Power Building
• Level 3 – Agenda Driving
COMPETENCY: ADVOCACY

• Themes:
• Leverages Advocacy Practice
• Engages community
• Acts as a political advocate
2010

- Tom Corbett
  - Bonusgate
  - No Tax Pledge
  - Vouchers
2010

- Senate Pre-Election
  - 30 Republicans
  - 20 Democrats

- Senate Post-Election
  - 30 Republicans
  - 20 Democrats
2010

- House Pre-Election
  - 104 Democrats
  - 99 Republicans

- House Post-Election
  - 112 Republicans
  - 91 Democrats
It Gets Worse

- America Votes Table
- $1.5 million project
  - PSEA/NEA - $1.1 million
  - All other groups $400K combined
- Took on ALL negative mail
- Main Street Values PAC
At Risk

• Governor’s Agenda
  – Severely underfund education
  – Devalue the profession
  – Weaken worker rights
  – Privatize public education

• Other States
  – Eliminate payroll deduction
  – Restrict collective bargaining
  – Right to work
Three Prong Strategy

Offer Better Alternatives

Challenge Bad Policies

Change the Political Environment
Goal and Objectives

• Mitigate damage, channel energy, and elect a pro-public education legislature and governor in 2012 and 2014
  – Establish our credibility with the public.
  – Convince the public that the education funding and policy proposals of this administration are reckless and dangerous.
  – Convince the public that there are better alternatives.
  – Mobilize people into a force that brings about the change we seek.
Organizing the Work

• Landing Zone
• Issue Management Teams
  – Vouchers
  – Funding
  – Union Threats
  – Accountability
• Communications Team
Organizing the Work

- Infrastructure-Staff, Technology, etc.
- Communication Strategy
- PACE Fundraising
- Coalition Building
- Community Outreach
- Internal Activist Network/Member Mobilization
Corbett Approval 2011

<table>
<thead>
<tr>
<th></th>
<th>Feb-11</th>
<th>Apr-11</th>
<th>Jun-11</th>
<th>Aug-11</th>
<th>Sep-11</th>
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<td>37</td>
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<td>36</td>
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<td>34</td>
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</table>
Actions

• Set specific objectives and measure progress
• Communicate, Communicate, Communicate
• Fundraise for PACE all the time, everywhere
• Expand region staff advocacy network
• Create a headquarters based team to support that network
• Build technology tools to provide efficient information exchange among HQ, Region, and Local staff and volunteers
• Recruit, train, and support Building Action Coordinators
Actions

• Alert, educate, and inspire the membership to become involved

• Expose the governor’s agenda and challenge their budget and policies

• Develop critical analyses, presentations, publications

• Use message polling to develop effective messages for use with the public

• Use multiple media channels to increase public awareness of and attention to the devastating effects of their budget cuts and policies
Actions

• Mobilize the membership and the public to pressure legislators to reject the governor’s agenda

• Enlist members to become activists within their communities and encourage friends and neighbors to join in

• Expand and strengthen coalitions
RAC/BAC

- Need for increased advocacy
- Need for increased mobilization
- Region Advocacy Coordinators
- Building Advocacy Coordinators
RAC/BAC

Build Organizational Capacity

• Recruiting, Supporting, Training Members
• Fundraising
• Phone banking
• Member and voter activation system
• Voter registration
RAC/BAC

Goal 2012

• Recruit and train a volunteer BAC in every targeted school building
  – Those with more than 100 members
  – Those with 15 or more targeted legislative race voters
The Dashboard Foundation

Our Goal

Achieve increased organizational capacity to engage members in the 2014 Gubernatorial Election Campaign.

The Campaigns

- Keep the Promise
- We Stand Together
- KP2
The Idea

• Set Goals
• Track Progress
• Use Data
• Learn From Experience
Build the Campaign Management Dashboard
What......

• Identifies Organizational Priorities
• Sets Goals
• Tracks Real-Time Progress Toward Goals
• Identifies Areas Where More Training and Support Are Required
• Allows Staff and Volunteers to Enter Data at the Point of Transaction
• Provides Up-to-Date Reports to Officers, Board of Directors, Volunteers, and Staff
• Provides Relevant Information Based on Your Role/Responsibility in the Campaign
  – Building & School District
  – Local
  – Cluster
  – Legislative District
  – Region
  – Statewide
What......

• Provides Centralized Location For All Campaign-Related Information:
  – Reports
  – Calendars of Campaign Activities
  – Campaign-Related Documents and Resources
It Does NOT....... 

- Set False Expectations
- Threaten or Punish Staff
Supporting Political Campaigns

- Member-to-Member Conversations
  - Face-to-Face
  - Phone Banks
- Local Presentations
- Voter IDs
- PSEA-PACE Contributions
- Get Out the Vote Activities
- Voter Registration Drives
Supporting Legislative Advocacy

- Recruiting ACEs
- Tracking Legislative Contacts
  - Handwritten Letters
  - Emails
- Tracking Meetings With Legislators
  - In District
  - In Capitol
  - By Phone
- Providing Key Information to Members and Staff
Managing the Advocacy Network

• Volunteer Recruiting
• Monitoring Progress Toward Goals
• Providing Support Where It’s Needed
• Sharing Best Practices
• Fostering Team Commitment
### Corbett Approval 2012

<table>
<thead>
<tr>
<th></th>
<th>Mar-12</th>
<th>Jun-12</th>
<th>Oct-12</th>
<th>Nov-12</th>
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<td>38</td>
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<tr>
<td><strong>Disapprove</strong></td>
<td>41</td>
<td>52</td>
<td>42</td>
<td>38</td>
</tr>
</tbody>
</table>

**Graph Image:**
- X-axis: Month of the Year (Mar-12 to Nov-12)
- Y-axis: Percentage
- Blue line: Approve
- Red line: Disapprove
- Graph shows fluctuation in approval and disapproval percentages from March to November 2012.
We Stand Together Campaign
We Stand Together Goals

- Recruit Member Advocates
- Promote Pro-Public Education Candidates at Local Meetings and in One-on-One Conversations
- Collect Voter IDs
- Get Out the Vote
We Stand Together Results

• 1,034 Local Associations
• 12 Targeted Races
  – Congressional – 2
  – State Senate – 3
  – State House – 7
• 857 Targeted School Buildings
• 41,000 Targeted Members
We Stand Together Results

- Connect the Dots: 785 – 75% to goal
- BEAs: 915 – 67% to goal
- Voter ID Conversations: 22,919
  - BEA Reported: 7,616
  - ID Card Activation Page: 7,194
  - Phone Bank: 6,013
  - Robo Calls: 770
  - Super BEA Reported: 700
  - Survey Response: 626
Note: Goal is to recruit at least one building election advocate in every school building in targeted school entities where PSEA has a local association.

as of 11-28-12
Voter IDs All Targets/All Sources

Note: Goal is to collect voter IDs from members in every school building in targeted school entities where PSEA has a local association.

as of 11-28-12

Confidential - Do Not Distribute
Hope is not a plan
All In Goals

- Deploy Member Advocates
- Promote Partners for Public Education
- Encourage Legislative Advocacy
- Increase PSEA-PACE Contributions
- Elect Pro-Public Education Candidates
Staff Tools: Dashboard

Ended campaign with 10 discreet modules with various targets and goals.

Created common repository for all campaign-related documents.
Each BEA could report voter IDs on a personalized page that only showed the buildings to which they were assigned. BEAs could also print fresh walking lists eliminating those already identified.
KP2 Dashboard

Created new volunteer recruiting tool that notified RACs of members willing to volunteer.
Each PACE chair had a portal to print reports, view progress to goal, and order supplies.
ALL IN Dashboard

Campaign - 2013-2014
Management Dashboard

• Changed to tabbed interface to accommodate data from a broader, more extended campaign.
• Allows user to personalize dashboard to focus on different information at different times in the campaign.
Phone Banks

<table>
<thead>
<tr>
<th>Midwestern</th>
<th>Phone Banks Scheduled: 6</th>
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<tbody>
<tr>
<td><strong>Add Phone Bank</strong></td>
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<tr>
<td>Nadia</td>
<td>04/14/2014</td>
</tr>
<tr>
<td>Maggie</td>
<td>04/17/2014</td>
</tr>
<tr>
<td>Sharon City-Case Avenue EL SCH</td>
<td>05/07/2014</td>
</tr>
<tr>
<td>Naclia</td>
<td>05/07/2014</td>
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<tr>
<td>Kris DeMark</td>
<td>05/07/2014</td>
</tr>
<tr>
<td>Lakeview-Oakview EL SCH</td>
<td>04/16/2014</td>
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</table>

**Schedule Phone Bank**

**Location:** (pick 1)

- School: Aliquippa
- Building: Please Select Building...
- Local: Aliquippa Cafeteria ESP
- Other: Nadia

**Date:** 4/14/2014  
**Time:** (optional)  

**Ok**

Confidential - Do Not Distribute
# PACE Contributions - Targets

## Southwestern

<table>
<thead>
<tr>
<th>Locals</th>
<th>Goals</th>
<th>Pledges</th>
<th>Conts</th>
<th>Totals</th>
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<tbody>
<tr>
<td>b c g i k m n p r t u y a l l</td>
<td>$77,610</td>
<td>$30,923</td>
<td>$3,782</td>
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<tr>
<td>Belle Vernon Area EA</td>
<td>$312</td>
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<td>Canon Mcmillan EA</td>
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<tr>
<td>Central Greene EA</td>
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<td>$85</td>
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<td>Greensburg Salem EA</td>
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<td>Kiski Area EA</td>
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<td>$209</td>
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### PACE Activity by Date

- **Goal**: $77,500
- **Activity**: $34,705 ($45%)
- **Running Total**:
  - 8/1/2013: $0
  - 9/1/2013: $30
  - 10/1/2013: $34,705
  - 11/1/2013: $34,705
  - 12/1/2013: $34,705
  - 1/1/2014: $34,705
  - 2/1/2014: $34,705
  - 3/1/2014: $34,705

**Daily Activity**

- **By Source**: [Chart Image]
Corbett Reelect 2013-14

<table>
<thead>
<tr>
<th></th>
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</table>
Community Support Matters

- Parent, family, and community involvement helps students learn.
- Community connections are the key to the future success of our schools.
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Structure for an issue or advocacy campaign
  – Necessary components financial or otherwise to conduct an issue or advocacy campaign
Please complete the evaluation for this breakout session!