

ADVOCACY



Advances the cause of public education through advocacy for students including addressing racial and social justice in education and how it benefits our students and members' professional needs and rights¹.

Competency Theme	Level 1: Foundational	Level 2: Mobilizing and Power Building	Level 3: Agenda Driving
Utilizes best practices in advocacy and political efforts	<p>Identifies and discusses fundamentals of advocacy practice and theory</p> <p>Training Considerations Provides key concepts and material that prepare participants to advocate on behalf of public education in a manner that garners widespread support; acquires information and enhances skill to identify issues to help them build relationships/partnerships with diverse communities</p>	<p>Engages self and activists in high impact activities that produce racially and socially just policies and culturally competent advocacy plans and strategies</p> <p>Training Considerations Provides opportunities to engage in power mapping to help participants understand how to alter the power dynamics to win for each student. It necessitates a recognition of a variety of leaders and groups that represent diverse communities. Through learning how to conduct equity assessments, it helps develop strategies and tactics to secure the support of key decision makers</p>	<p>Ensures best practices are integrated into plans for future endeavors and Association's goals</p> <p>Training Considerations Develops strategies to maximize advocacy practices and build diverse partnerships that are well integrated into strategic plans that will increase educator advocacy engagement</p>
Engages and builds mutually beneficial relationships to advance advocacy and political goals	<p>Learns issues to better understand content; shares key messages with members, the community and partners</p> <p>Training Considerations Learns key concepts and material that prepare participants to work with diverse communities to garner support for public education; develops skills that help them build relationships/partnerships with communities and serve as a resource to assist with meeting education challenges that impact the entire school community</p>	<p>Creates and implements with others advocacy plans that support student learning, especially for those students most in need; addresses racial and social justice in education</p> <p>Training Considerations Creates opportunities to craft and implement advocacy plans that assist participants with brokering, navigating and leveraging community partnerships/relationships that support student learning and leads the professions; provides an opportunity for developing other's skill in learning to perform equity assessments to address policies and practices that are unjust</p>	<p>Organizes collaboratively with community partners around shared interests of the Association and communities</p> <p>Training Considerations Provides a process that will help with understanding and developing strategies on how to maximize areas of influence and build strategic partnerships with other unions, community partners, partner organizations, and legislative entities to enhance student outcomes, build stronger schools and increase educator engagement and activism</p>
Interprets and acts on social and racial justice initiatives	<p>Understands and discusses the impact of educational practices and policy on students and the profession using a racial and social justice lens</p> <p>Training Considerations Expands understanding of the intersection of policies and practices and racial and social justice principles and explores how to effectively apply a racial and social justice lens (race equity lens) at all levels of the Association especially when attempting to build relationships with the community; develops knowledge, skills and self-awareness while deepening their appreciation of the distinct experiences of individuals and groups and associated power dynamics; strengthens understanding of the importance of the value proposition of the Association and identifying issues</p>	<p>Designs and analyzes advocacy plans and strategies and their impact on educational practices, policies, students and the profession using a racial and social justice lens</p> <p>Training Considerations Explores how the application of a racial and social justice lens (race equity lens) when building alliances and identifying resources will assist with engaging stakeholders to support and communicate the principles of racial and social justice at the school/local, Association and community level. At all levels, it is essential to understand how to apply these principles when confronted with social oppression including strategies to communicate courageously about racial and social injustice</p>	<p>Analyzes and strengthens alliances with a diverse and inclusive set of stakeholders to implement, support, evaluate, communicate and sustain racial and social justice</p> <p>Training Considerations Builds on participants' knowledge of the principles of racial and social justice to recognize the impact of racial and social injustice on students and educators. Develop strategies and a plan of action to determine the necessary steps needed to address social oppression in education at the workplace or Association and/or in school policies and practices</p>

¹ A race equity lens is a transformative approach used to inform and improve planning, decision-making, analysis, actions and resource allocation that leads to more racially equitable and socially just policies, programs and practices. Each/All – The intentional inclusion and recognition of every individual and the many cultural identities they navigate (e.g., race, ethnicity, gender sexual orientation, religion, ability and employment job category). Diverse – Representative of the experiences and cultural identities of individuals and community (e.g., race, ethnicity, gender sexual orientation, religion, ability and employment job category).

Competency Theme	Level 1: Foundational	Level 2: Mobilizing and Power Building	Level 3: Agenda Driving
Leads public education policy reform	<p>Understands and reports on emerging local, state, and national public education policy and reforms</p> <p>Training Considerations Expands understanding of local, state, and national public education policy and reforms, and how education policy and reforms are critical to students, the Association, and larger community; increases awareness of internalized, interpersonal, and systemic racism</p>	<p>Engages and persuades a diverse group of stakeholders to support shared interests in local, state, and national public education policy and reforms</p> <p>Training Considerations Explores ways to engage and garner broad and diverse support for local, state, and national public education policy and reforms, applying a race equity lens, that lead legislative entities to enhance student outcomes, build stronger schools and advocacy/activism</p>	<p>Develops credentials and experience in advocacy and collaborates to draft local, state, and national public education policy and reforms</p> <p>Training Considerations Builds on knowledge and experience in advocacy that will foster collaboration in the drafting of local, state, and national public education policy and reforms that are critical to the Association and support student learning and lead the profession; uses leadership to position the Association to affect systemic change on public education policy</p>
Acts as a political advocate	<p>Participates in advocacy and political campaign actions, including donating to political action committees, canvassing, phone calling, emailing, petition signing and other activities; encourages other members to become involved</p> <p>Training Considerations Gains an understanding of who makes political decisions and how to hold them responsible for their actions or inaction. Learns the fundamentals of political campaigns and take actions that can impact political outcomes; understands the impact of decisions on diverse groups and the larger community</p>	<p>Equips members to become more effective advocates for themselves and others by getting them involved in the political process (at the level that makes sense for them) and provides valuable education, information and research. Connects legislative advocacy to the political process</p> <p>Training Considerations Learns tactics of an integrated campaign and how member engagement/activism enhances the overall program. Challenges participants to take higher level actions</p>	<p>Takes a high level leadership role in Association, civic organization, Political Action Committee, campaign, and/or runs for office. Engages the general public around critical issues for students and public education in political campaigns</p> <p>Training Considerations Gains refined tools to take charge of political efforts and or run for office; understands the importance of recruiting diverse volunteer activists. Learns how to focus to lead and organize others; and direct or recruit others to be political activists</p>
Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals ²	<p>Understands core data principles and the importance of using data to secure political power and advocacy wins</p> <p>Training Considerations Learns what data is, why it is used to improve Association programs, and the life cycle of data</p>	<p>Uses data and analytics to inform advocacy and political strategies</p> <p>Training Considerations Creates plans, determines metrics, and plan reporting. Learns concepts like theory of change and pirate metrics</p>	<p>Uses lessons learned, both qualitative and quantitative, from past campaigns to inform future initiatives</p> <p>Training Considerations Explores importance of long-term goal setting, cultural impacts of long-term planning, and logistical realities from a data perspective</p>

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