

ADVOCACY



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

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>Learning Considerations Understands key concepts that prepares leader to advocate effectively for public education in a manner that garners widespread support; learns how to identify issues</p>	<p>Engages others in high impact activities that produce racially and socially just policies and culturally competent advocacy plans and strategies</p> <p>Learning Considerations Provides opportunities to engage in power mapping to help participants understand how to alter the power dynamics to win for students. When analyzing power, understands the values of recognizing a variety of leaders and groups that represent diverse communities; understands how to develop strategies and tactics that secure the support of key decision makers</p>	<p>Ensures best practices are integrated into plans for future endeavors and Association goals</p> <p>Learning Considerations Develops strategies to maximize advocacy practices and build diverse partnerships that are well integrated into strategic plans that will increase member advocacy and 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>Learning Considerations Understands how to build relationships. 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 serves as a resource to assist with meeting education challenges that impact the entire school community</p>	<p>Works with others to create and implement advocacy plans that advance the Association's core values, supports student learning, and members' professional rights and responsibilities; identifies and sets collective goals</p> <p>Learning Considerations Instructs others on how to build relationships. Creates opportunities to craft and implement advocacy plans that assist participants with brokering, navigating and leveraging community partnerships/relationships that support student learning and workers' rights; provides an opportunity for developing the skill of others 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>Learning Considerations Empowers leaders to motivate others, build consensus, and initiate collective action; 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, colleges, and universities, and increase educator engagement and activism</p>
Interprets and acts on racial and social justice initiatives	<p>Understands the impact of education policy and practice on students and the profession using a race equity lens; increases awareness of internalized, interpersonal, and systemic racism</p> <p>Learning Considerations Conducts self-assessment in identifying biases. Participates in race equity trainings. 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</p>	<p>Designs and analyzes advocacy plans that lead to racially equitable and socially just policies, programs, and practices</p> <p>Learning Considerations Helps others become aware of conscious/unconscious biases and microaggressions. 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.</p> <p>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>Learning Considerations Creates an organizational culture whereby leaders understand the value of, and know how to, lead the Association to address institutional and systemic racism at worksites, in the Association, and public education</p>

* 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>Learning 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</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>Learning Considerations Explores ways to engage and garner broad and diverse support for local, state, and national public education policy and reforms that lead legislative entities to enhance student outcomes and increases advocacy/activism</p>	<p>Influences and drafts local, state, and national public education policy and reforms</p> <p>Learning 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 the profession; applies systems thinking to the Association's efforts to influence and improve policies in public education and across other sectors</p>
Acts as a political advocate	<p>Participates in advocacy and political campaign actions, including donating to political action committees, canvassing, phone banking, emailing, petition signing and other activities; encourages other members to become involved</p> <p>Learning 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 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. Develops skills to engage and understand diverse audiences</p> <p>Learning Considerations Trains members to help them understand local and national political situations. Learns tactics of an integrated political campaign and how member engagement/activism enhances the overall program. Challenges participants to take higher level actions. Trains others in consensus building and collective action</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>Learning Considerations Gains refined tools to take charge of political efforts and or run for public 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. Understands the influences of organizations and systems on behaviors</p>
Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals	<p>Understands core data principles and the importance of using data to secure political power and advocacy wins</p> <p>Learning Considerations Learns what data is, why it is used to improve Association programs, and the life cycle of data. Explores importance of setting short- and long-term goals, planning, and logistical realities from a data perspective</p>	<p>Uses data and analytics to inform advocacy and political strategies</p> <p>Learning Considerations Training in goal setting and motivation; creates plans, determines metrics (transactional and transformational), and reporting. Learns concepts like theory of change and McClure's pirate metrics</p>	<p>Uses lessons learned, along with qualitative and quantitative data, from past campaigns to inform future initiatives</p> <p>Learning Considerations Aligns advocacy and political work to broader, collective values. Creates an organizational culture that understands and uses data for goal setting and planning</p>

* 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).