

# **Building Capacity for Pro- Public Education Organizing and Advocacy in Politically Polarized Environments**

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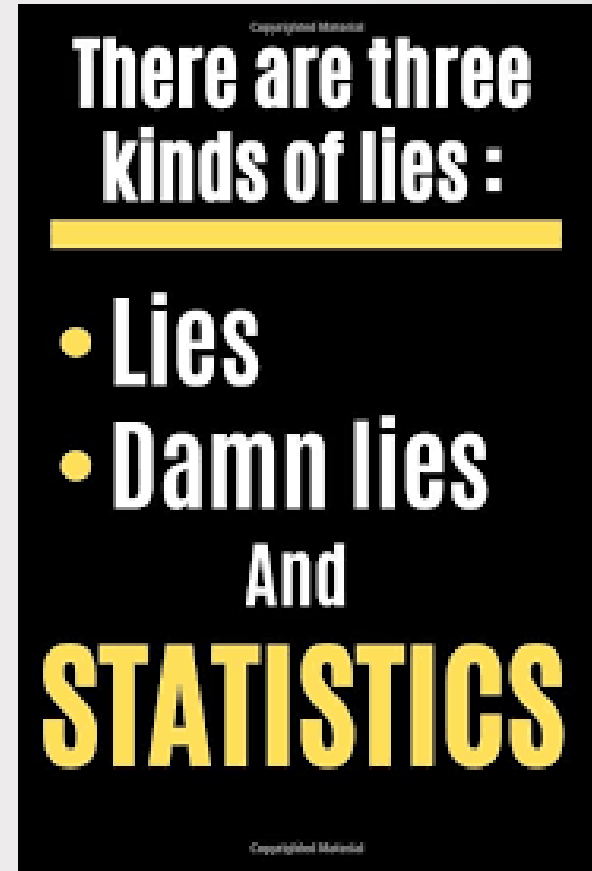
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# Why Did Original Message Fail and What Pivot Worked

What are your examples

# DATA vs VALUES

- How often does data convince somebody
- Relationships
- Stories (Values personalized)



# Organizing Internally vs Organizing Externally

- Who is your audience?
  - Members
  - Public
  - Legislature
- Examples from Utah, your examples.
- Even different local to local.

# Always Gathering Information

- Good and bad of surveys
  - Baseline of information but need verification
  - Get out of your office!
- Other ways?

# Utah Systems

- Year-round organizers
- Policy Ambassadors
- Equity Ambassadors
- Statewide Bargaining Summit
- Regional Bargaining Trainings
- Educator Day on the Hill and EDOH+
- Post-Legislative Briefings
- Pre-legislative trainings in the field
- Tabling events at conferences for visibility and networking

# Partnerships

- Utah Public Education Coalition (Utah School Boards Association, Utah School Superintendents Association, Utah State Board of Education, PTA, Deans of Education, Governor's Office, Elementary and Secondary School Principals Association) meets every week during session, once a month usually otherwise.
- Family Investment Coalition: United Way, Utah Housing Coalition, Utahns Against Hunger, Comunidades Unidas, Circles, Crossroads Urban Center, AARP, Utah Health Policy Project, UEA.

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