



# Advocacy 101

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## Why Advocacy Matters

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Education leaders have good working relationships with policymakers and opinion leaders



## What is Advocacy?

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- ❖ **“Advocacy”**: Public support for, or recommendation of, a particular cause for policy
- ❖ **Government relations** (federal, state, regional, county, and city)
- ❖ **Public Relations** (voters, parents, community members, local business, and students)



## Why Advocacy Matters

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- ❖ School funding, laws, and rules are at stake
- ❖ Decisions are made with, or without, your input
- ❖ Policymakers depend on your expertise to make good decisions
- ❖ The same reason relationships matter



## The Power of Relationships

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- ❖ Good Relationships = mutual acquisition of resources
- ❖ Establish relationships early, before you need something
- ❖ Be a resource to policymakers and opinion leaders
- ❖ Think beyond your current position (and their's)
- ❖ Maintain the relationship, even when you don't need something
- ❖ If you have a bad relationship with someone, leverage an ally's better relationship with that person

## Community Leadership and Advocacy

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- ❖ Building & expanding your power base
- ❖ Building your sphere of influence
- ❖ Building community support
- ❖ Media relations
- ❖ Use power base to become an effective advocate



# Major Forms of Advocacy for School Leaders

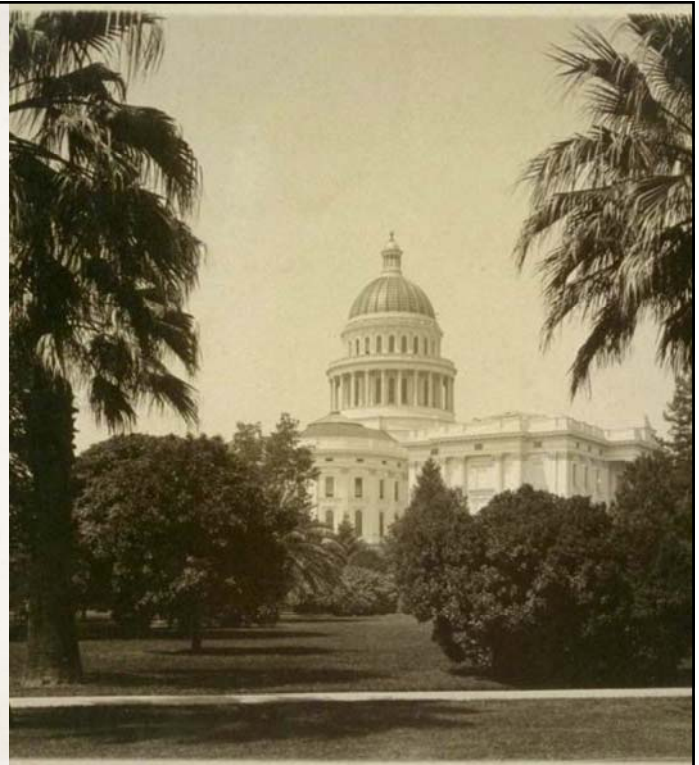
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- ❖ **Legislative Advocacy** - providing input during debate of state or federal legislation
- ❖ **Budget Advocacy** - providing input during the annual debate of state or federal budget development (nearly all school funding comes from the state)
- ❖ **Bureaucratic Advocacy** - providing input during the development of decisions made at the regulatory or administrative levels of government (California Department of Education, Office of Public School Construction, State Board of Education, etc.)

## Legislative Advocacy

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Influencing Sacramento





Governor Jerry Brown (D)



Assembly Speaker Anthony Rendon (D)

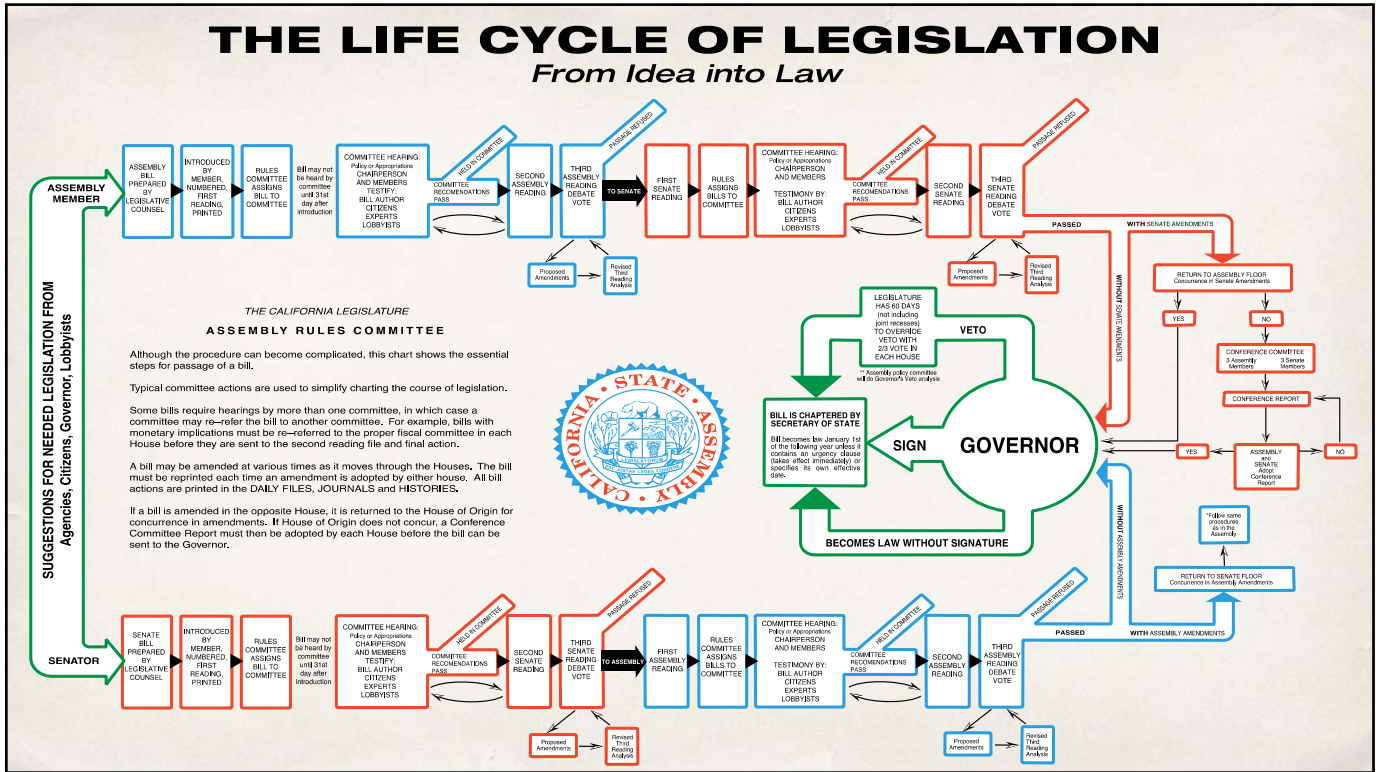


Senate Pro Tem Kevin de Leon (D)

## Understand the Legislative Process

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- ❖ The State Legislature (Senate and Assembly)
  - ❖ 40 Members of the Senate/80 members of Assembly (120 total)
  - ❖ New twelve-year term limits for Legislators
  - ❖ Assembly Speaker and Senate Pro Tem lead the two houses
  - ❖ Find your legislator: <http://findyourrep.legislature.ca.gov>
  - ❖ How a bill becomes a law and two-year legislative sessions



- ## Know the Players
- ❖ The **elected official** and their relationship with other elected officials
  - ❖ **Legislative Staff** - Chief of Staff, Legislative Director, Legislative Assistant, Scheduler, District Director, and other “special” titles...
  - ❖ **Committee Staff** - Staff Director/Chief Consultant, Consultant, Committee Secretary (remember they run the place)
  - ❖ **Third House** - Associations, school agencies, social justice groups, billionaires (and their groups), opinion leaders, business groups, other interests groups



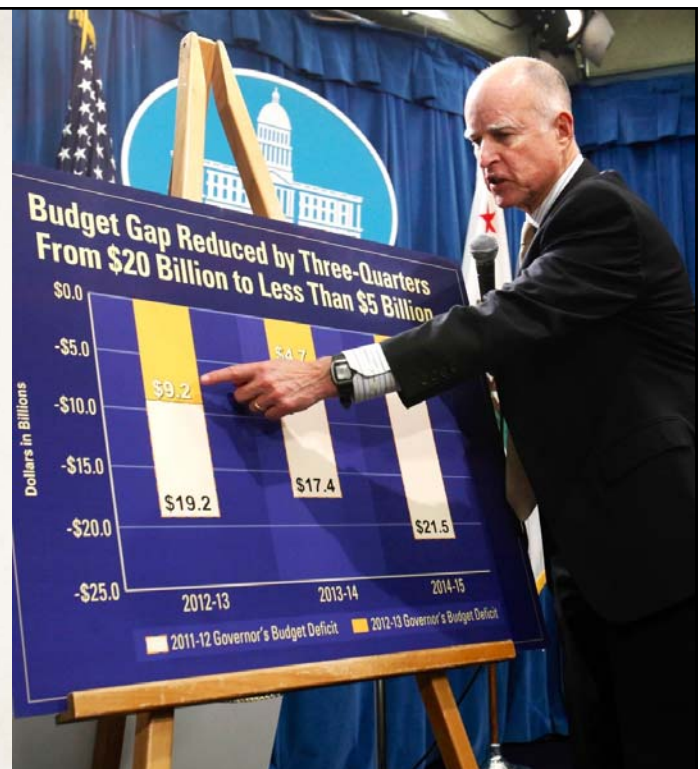
## Budget Advocacy

- ❖ January 10 - Governor's Budget proposal
- ❖ Jan - May - Budget Subcommittee hearings
- ❖ May 15 - Governor's May Revision
- ❖ June 15 - Legislature must pass budget
- ❖ July 1 - Beginning of fiscal year



## Budget Advocacy 101

- ❖ Budget bill and trailer bills
- ❖ Proposition 98
- ❖ Local Control Funding Formula (LCFF)
- ❖ Prop 98 v. LCFF
- ❖ Local Control Accountability Plan (LCAP)
- ❖ Economic news and the stock market



# Bureaucratic Advocacy

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- ❖ State agencies can have a significant impact on schools
  - ❖ State Board of Education (SBE)
  - ❖ California Department of Education (CDE)
  - ❖ Department of Finance (DOF)
  - ❖ State Controller's Office (SCO)
  - ❖ Office of Public School Construction (OPSC) and State Allocation Board (SAB)





## State Board of Education

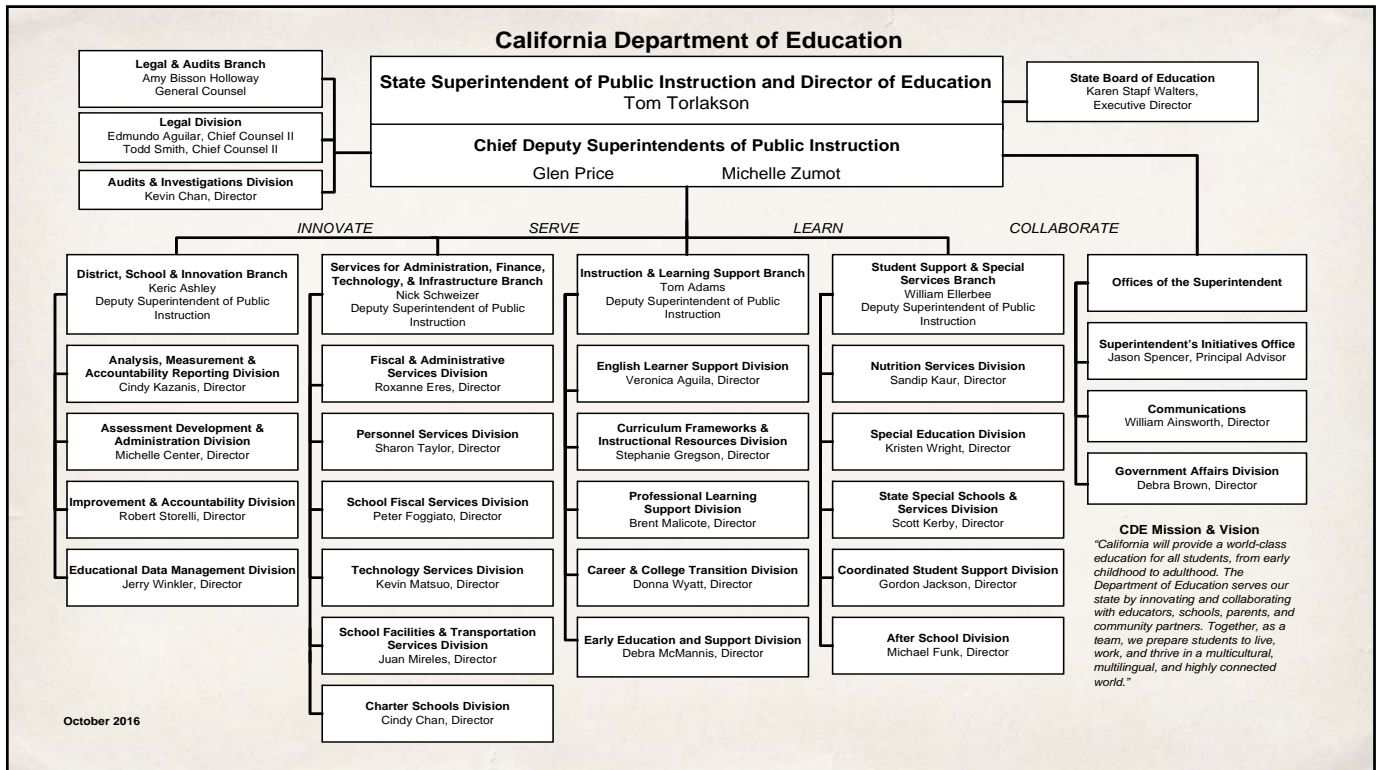
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- ❖ Most of the state's administrative decision making rests with the SBE
- ❖ Governor appoints all 11 members of the board - they serve four year terms (staggered)
- ❖ Student member serves one-year term and has voting authority
- ❖ Appointments require Senate confirmation (which can get interesting)
- ❖ Purview over: standards, curriculum, assessments, accountability, regulations for laws passed by the Legislature, charter schools, special education, etc.
- ❖ Waiver authority (most of the Education Code)

## California Department of Education

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- ❖ Non-partisan elected State Superintendent - 8 year term limit
- ❖ State Superintendent serves as Chief Administrator of the Department of Education
- ❖ Bulk of direction provided to CDE by the SBE
- ❖ State's fiscal agent for schools
- ❖ Oversees schools' compliance with state laws and regulations



## Don't be Afraid to ask for Help

- ❖ Some people make a living helping schools navigate the mess
- ❖ Leverage others' experience
- ❖ Like walking through a dark room full of furniture - you can get through without stubbing your toe, if you're careful

## Top Ten Tips to be an Effective Advocate

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1. Know your issue
2. Never underestimate the value of brevity
3. Make the issue relatable and easy to understand
4. Be authentic - never lie or mislead
5. Offer solutions to the problems you present (be open to alternatives)
6. Maintain a relationship even when you don't need something
7. Build alliances
8. Never burn bridges (staff included)
9. Understand what is possible and what is not (political realities)
10. Do you want a bill or a law?



**Don't be intimidated**

Frank Underwood doesn't exist

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# Thank You

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Questions?

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