



THIRD THURSDAY WEBINARS

Inspirational Webinar Series
for the Educational Community

**THIRD
THURSDAY
WEBINARS**

Inspirational
Webinar Series
for the Educational
Community



EDUCATORS AS ADVOCATES

Meet the Expert

THIRD THURSDAY WEBINARS

Inspirational Webinar Series
for the Educational Community



**Wendy
LARVICK**

Director of Policy &
Partnerships

- + 5 years in the classroom
 - + English and Social Studies (grades 7-12)

- + 9 years on staff of the Michigan Legislature
 - + Press Secretary, Field Staff
 - + Education Policy Advisor

- + 6 years with the Michigan Department of Education
 - + Legislative Liaison, Communications
 - + Chief of Staff to State Superintendent

- + 1+ year with the National Charter Schools Institute
 - + Director of Policy and Partnerships
 - + Supporting authorizers, schools and boards



“Fight for the things that you care about, but do it in a way that will lead others to join you.”

- Justice Ruth Bader Ginsburg (1933-2020)

Goals for Today

- 1 **Defining Advocacy**
- 2 **Identifying Policymakers**
- 3 **Building a Coalition**
- 4 **Telling Your Story**
- 5 **Engaging Policymakers**

ad·vo·ca·cy

/ˈadvəkəsē/

noun

The act or process of supporting an idea, plan or way or doing something.





PROACTIVE



REACTIVE



Start with

WHY



THIRD
THURSDAY
WEBINARS

Exercise: anticipating your WHY

- School Funding
- Authorizer Goals / Accountability Concerns
- Policies that impact your Educators
- School Board Concerns
- Zoning issues

Advocacy vs. Lobbying

What's the difference?

Advocating is when one...

Shares with a state legislator how an overall policy impacts schools, students, and educators

Attends office hours or meets with a government official to be a resource on a topic

Posts on social media information, research or analysis on education issues

Sends a weekly e-newsletter with highlights of student success

Lobbying is when one...

Asks a state legislator to introduce, amend, or vote for or against particular legislation

Creates an online petition encouraging staff or the public to contact a legislator to support or oppose a bill

Calls to action on social media to contact legislators regarding particular legislation

Sends an email to your school community encouraging them to contact legislators in opposition to particular legislation

Understanding Policy

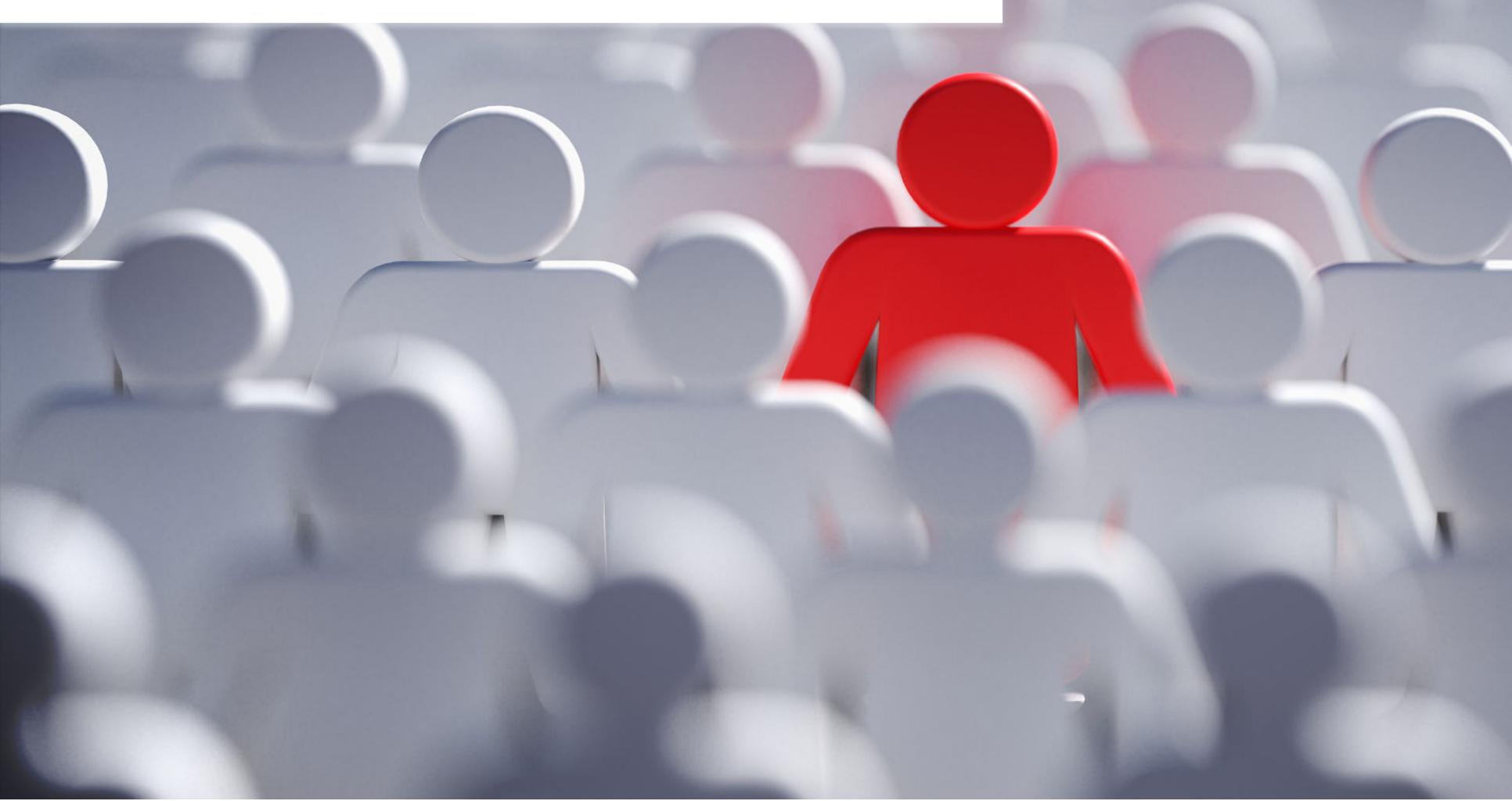
1. Laws and legislation

- Usually broad and at state/federal level
- Example: All educators must be certified

2. Rules and Regulations

- Usually specific and at state/local level
- Could be from state authorizer or local government
- Example: how educators maintain their certification
- Example: academic standards set by the authorizer

IDENTIFYING POLICYMAKERS



**Things I Can
Control or Influence
with Others**

Federal

**Things I Can
Influence**

Authorizer Local/State School Board

**Things I Can
Control**

School

Who makes the Policy?

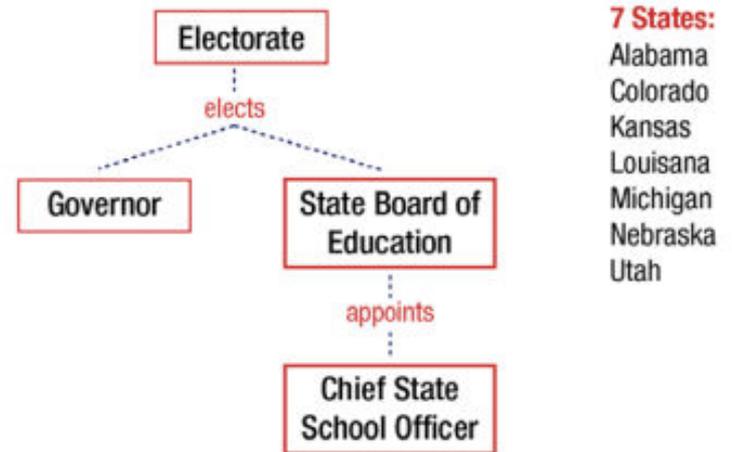
Federal	State	Local
<ul style="list-style-type: none">• Congress and U.S. Senate• U.S. Department of Education	<ul style="list-style-type: none">• Governor• State Legislature• Chief State School Officer• State Board of Education• State Education Agency• Authorizer	<ul style="list-style-type: none">• Mayor• County/City Council• County/City Department of Education• County/City Board of Education• Charter School Board• Authorizer

State Education Governance Models

Model One: Governor Appoints Board, Board Appoints Chief

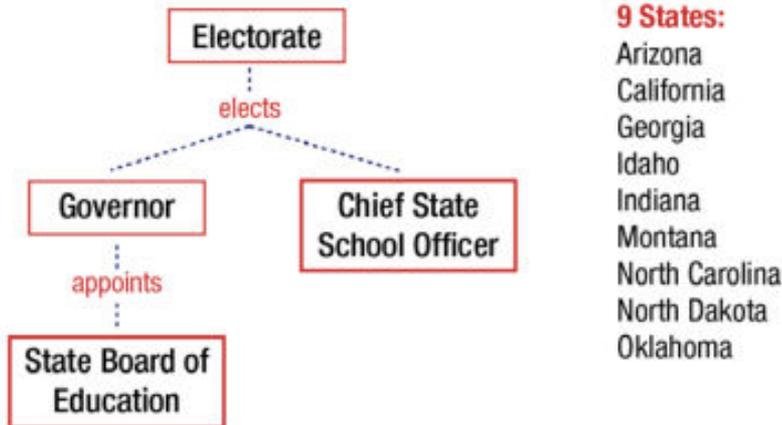


Model Two: Elected Board, Board Appoints Chief

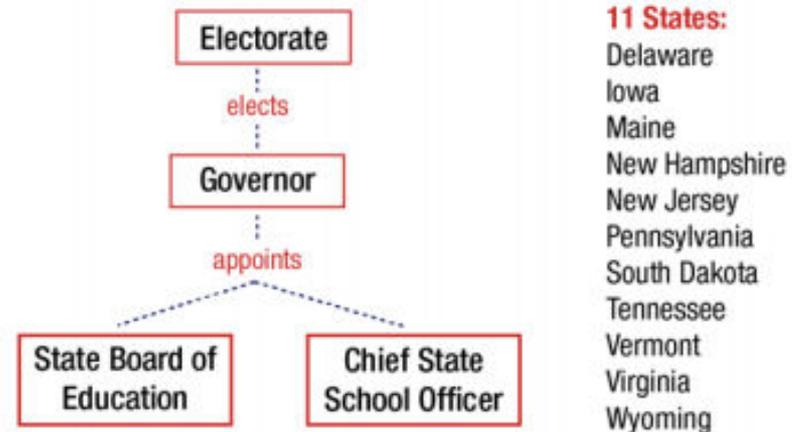


State Education Governance Models (cont.)

Model Three: Appointed Board, Elected Chief



Model Four: Appointed Board, Appointed Chief



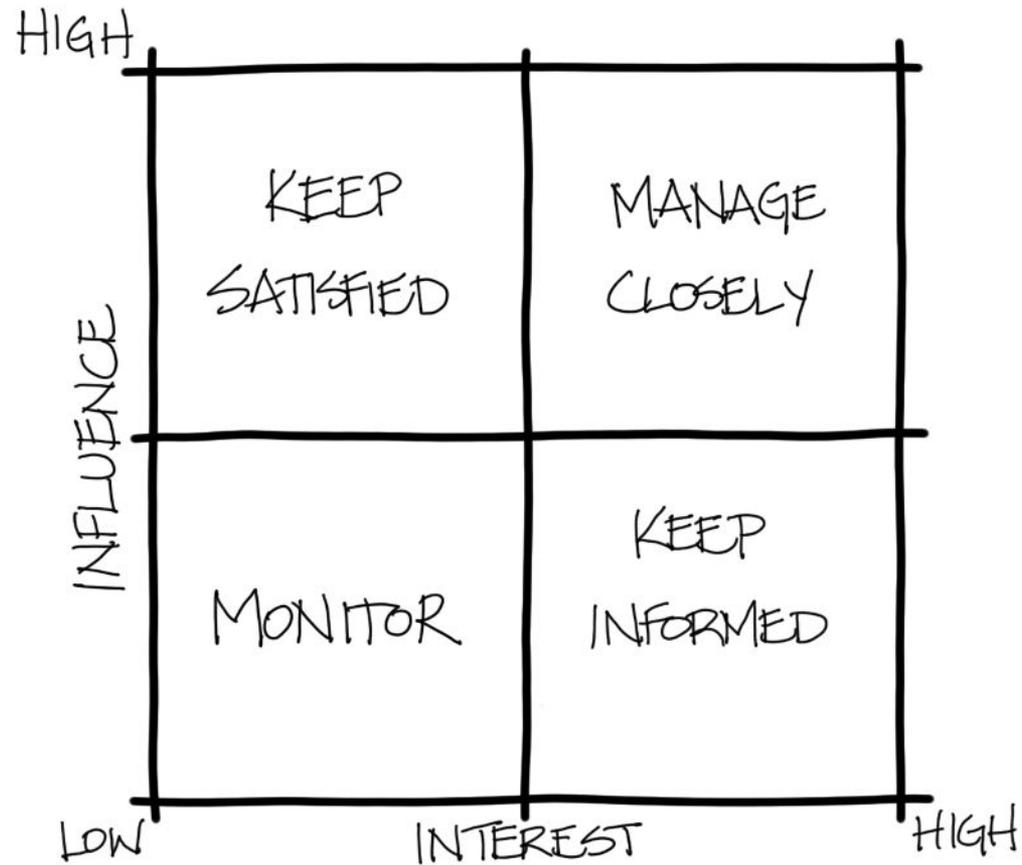
Exercise: identify policymakers

- When considering your issue, at what level do policymakers have an impact?
- What individuals do you need to work with?
- Consider how to reach these people – can you address others to have impact?

BUILDING A COALITION



Influence Map



Partnering the State Education Agency

1. Meet the leadership – State Superintendent or State Commissioner
2. Learn the SEA's organizational structure – accept and follow the chain of command
3. Look for stakeholder engagement opportunities (ESSA example)
4. Look for opportunities to serve in an advisory capacity
 - SEAs often look for educators-in-residence or other means to have access to those who are practicing

Partners from around the country...

- National Association of Charter School Authorizers: www.qualitycharters.org
- National Alliance for Public Charter Schools: www.publiccharters.org
- National Charter School Resource Center: www.charterschoolcenter.ed.gov
- National Center for Special Education in Charter Schools: www.ncsecs.org
- Diverse Charter Schools Coalition: www.diversecharters.org
- Coalition of Public Independent Charter Schools: www.indiecharters.org
- Center for Education Reform: www.edreform.com
- National School Choice Week: <https://schoolchoiceweek.com>

Exercise: brainstorming for your coalition

- Who are your would-be partners?
 - Proximity: parents, community, locally elected
- Who else has this story?
 - Similar schools
- Who else cares about your issue?
 - Associations, Foundations



**WHAT'S YOUR
STORY?**

Ways to tell your story

- Short version: the elevator speech
 - Are you defining your mission?
 - Do you clearly state what makes you unique?
 - Can you tell it in 5 sentences or less?
 - Every team member should be able to do this.
- When you have more time: figure out the story you want to tell...
 - Why does it matter to *you*?
 - Why will it matter to *them*? What's the hook?
- Plan – Practice – Perfect

The Value of Telling Your Story

- To start a conversation
- To inform
- To connect
- To broaden perspectives
- To gain support
- To impact policy...

Exercise: brainstorming your story

- Elevator speech + Individual story
- Who else has this story?
 - Similar schools
- Who else cares about your issue?
 - Associations, Foundations

You've got your partners...
You've got your story...

Now, how will
you **engage?**



Methods of Outreach

1. Write a letter or email
2. Make a phone call
3. Attend a town hall meeting or office hours
4. Schedule a meeting (“meet and greet”)
5. Befriend them or follow on social media



Focus on Proactive Engagement

- Charter Day at the Capitol
- Invitation for a school visit
 - Back to School
 - March is Reading Month
 - Any old time...
- Teacher for a Day



Tips on Advocacy

Be a Resource

1. Be confident and knowledgeable about your topic
2. Provide examples from your school

Be Prepared

1. Frame your message to explain WHY
2. Practice before your visit or phone call

Be Memorable

1. Leave something behind like a one-pager
2. Make a follow-up call, send a thank-you note from students

Resources around the country...

- Alliance State Charter Support Organizations list: www.publiccharters.org/our-work/what-we-stand-for/partners
- ExcelinEd: www.excelined.org/opportunity/charter-schools/
- Center for Education Reform: www.edreform.com/issues/choice-charter-schools/advocacy
- National School Choice Week: <https://schoolchoiceweek.com/public-charter-schools/>
- MAPSA: www.charterschools.org/for-schools-build-community-relationships

BREAKOUT SESSIONS

BEST IDEAS SHARED

QUESTIONS?

Upcoming Webinars

THIRD THURSDAY WEBINARS

Inspirational Webinar Series
for the Educational Community



November 19, 2020 at 1 PM EST

Evaluating Leadership Virtually



January 21, 2021 at 1 PM EST

Measuring School Quality



THANK YOU!

WWW.CHARTERINSTITUTE.ORG



Work with a Team of Experts!



Consulting, Coaching
& Capacity Building



Authorizer, Board,
& School Relations



Board Training
& Policies



Personalized Authorizing &
Performance Frameworks



Strategy & Systems
Development



School Startup & Growth
/ Facilities Consulting