


Advocacy Continues in a Time of Emergency
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Why Advocate Now?

- Students, families, and division faculty/staff are in dire need of a voice during this pandemic, or any crisis that disrupts school operations.
- School Board members are respected and have the necessary relationships with policy makers.

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Why Advocate Now?

- Board members are often first to see problems of responding to the situation at hand, as well as predicaments students/families face that prevent academic and socio-economic success for students, families, and faculty/staff.
- School divisions are front line responders in times of emergency and crisis. Often the first-place families turn to for assistance.

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It Starts with a Plan!

- Even before an emergency or crisis takes place, school boards should have an advocacy plan designed to advance legislative priorities.
- This plan includes strategies for outreach to elected state/federal leaders, local media, community groups, etc.
- This plan can be improvised to address the emergency or crisis.

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Adapting the Advocacy Plan

- Increase communication to both inside and outside stakeholders of the school division
 - Helps to receive data and information from all stakeholders.
 - Assists in determining the needs of stakeholders as school division responds to the emergency.
 - Provides school division the opportunity to inform stakeholders what the division is doing in response to the emergency.

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Adapting the Advocacy Plan

- Use Data and Facts to improvise your plan.
 - Stories of how the emergency or crisis is impacting stakeholders are good but made stronger with facts and data.
 - Have facts and data to support your points: Homework gap, employee furloughs, budget cuts, etc.
 - Focus your advocacy to specific needs based on your data and facts. Be concise with your arguments.

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Adapting the Advocacy Plan

- School divisions have responded in extraordinary ways to the COVID-19 pandemic. Examples of responding to an emergency or crisis are powerful when used in advocacy efforts
 - Capture these stories so they can be shared with policy makers, stakeholders, etc.
 - How have these examples showed local ingenuity in a time of great need?

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Adapting the Advocacy Plan

- There are different opportunities to advocate using a variety of communication means.
 - Direct Communication (in-person meeting, phone call, or email with policy makers)
 - Traditional Media
 - Social Media

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Adapting the Advocacy Plan

- As discussed earlier in this webinar, the importance of an advocacy plan in support of the board's legislative priorities makes advocacy during an emergency easier.
 - Utilize individual board members that have relationships with federal and state policy makers.
 - Collaborate with other associations or groups by utilizing the same message(s).

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Adapting the Advocacy Plan

- Continued...
 - Provide a solution to the issue(s) that can only be accomplished with assistance from federal or state government.
 - Don't wait! Resources are scarce and competition with other interests is fierce!!

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Adapting the Advocacy Plan

- Times of Emergency and Crisis focus people's attention to issues. Seize this moment to influence better future policy!!

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Questions?

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