



**FREE STATE PTA
CON LIVE
AUGUST 12-14, 2021**

Engaging and Empowering PTA Leaders

to advocate at the local, state, and federal level

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Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c

ADVOCACY

What Can You Do?



FEDERAL



STATE



LOCAL



What does this quote mean to you as an advocate?



"OUR LIVES BEGIN
TO **END** THE DAY
WE BECOME **SILENT**
ABOUT THINGS
THAT MATTER"

Martin Luther King, Jr.

Why does PTA advocate?

“If you are not at the table,
you are on the menu...”

--Author Unknown



National PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children!

Today we will:

- ★ Define the term advocacy
- ★ Understand how to advocate
- ★ Design a grassroots advocacy plan



In your own words define advocacy

- **Lobbying**
- **Educating**
- **Speaking up**
- **Organizing**



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Three Types of PTA Advocacy: Organizing & Amplifying Voices



- * Self Advocacy
- * Grassroots Advocacy
- * Legislative Advocacy

Who are advocates?

YOU!
You are a PTA Advocate.



Principles of Grassroots Advocacy:

- ★ Make positive change
- ★ Create awareness about an issue
- ★ Empower others to use their voices
- ★ Spark a positive, two-way conversation between citizens and government



How can PTA members make change?

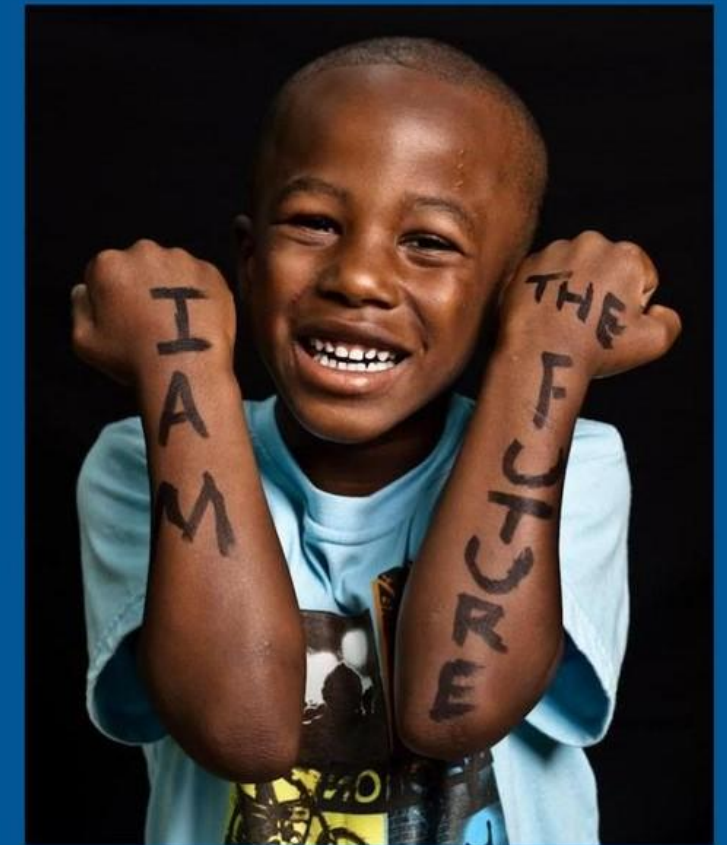
Form	Approach
Service	Providing a direct response or program to solve a problem
Education	Researching and raise awareness a problem to generate support for an issue
Speaking Up for Others	Lobbying about an issue on behalf of a community
Grassroots	Engaging the people directly affected by the problem to take action and win a solution

Why grow as an advocate?

1. **You know what local students and families need and can represent them in school decision-making**
2. **PTA is known for its advocacy influence and impact**
3. **You are helping others to amplify their voices and make the world a better place for kids**

Becoming an Effective Advocate

Follow the plan
and never forget
for whom you
are really
speaking.



Grassroots Strategy Map



State Advocacy Overview

- Motivation to Develop an Advocacy Team
- Advocacy Issues to Follow
- Relationship to Membership
- State PTA Congress Collaboration
- Leveraging Resources



ADVOCACY ISSUES IN EDUCATION

(Policies, Procedures, Administration, Law & Legislation)

Curriculum/Grading **Transportation/Bussing** Pedagogy Training
Environment Discipline/Suspension Rates **School Construction**
Bullying/Abuse **Restorative Justice** Higher Ed./College Savings
Assessments **Technology/Infrastructure** **Immigration**
Disabilities (IEPs) Early Childhood Education **Superintendent Search**
Teacher Pay Graduation Requirements Homelessness/Housing
Budgets/Funding **Student Activism** **Economic Development**
Athletics & Libraries Vocational Training **Safety and Security**
Nutrition/Cafeteria **Bathroom Policies** **Education Funding**
Substance Abuse Gifted and Talented **Honor Societies**
Health (physical, mental, psychological) Teacher Evaluations
Dual Enrollment **Food Deserts** Diversity, Equity and Inc.

And more....

Membership Role

- **Prioritize Advocacy in the Bylaws**
 - Have a designated leader for Advocacy
 - Have a designated leader for Membership
- **Alter format of membership form (electronic or hard copy) to mimic an invitation**
- **PTAs and PTSAs need numbers of people to advocate**
 - Join forces with local PTAs
 - Start developing resolutions
- **Have room for non-profits, businesses, community leaders, grandparents**
- **Advocacy builds membership and membership strengthens advocacy**

Effective Collaboration

Research & Maps

Print & Social Media

Coordination with Stakeholders

Outreach & Training

Petition & Testimony



HB283 (SB382) Harford County - Board of Education - Terms of Appointed Members

1. Alter the requirement to appoint members to the Harford County Board of Education (BOE) from the Governor to the County Executive
2. Require advice and consent of the Harford County Council for the appointments
3. Authorize the County Executive to fill vacancies on the BOE



Reasons to Oppose Bill

- Promotes a lack of diversity on the Harford County Board of Education
- **Almost guarantees that the Chair (President) of the Board of Education will no longer be a woman or a person of color**
- Irrational to create a 1-year term Vice Chair when the election occurs every 4 years
- **Removing the three gubernatorial appointments eliminate the greatest opportunity to have diversity among the county board of education members**
- Premise of the bill presumes that had an all elected BOE already existed, then Harford County Public Schools would be open amidst the Pandemic

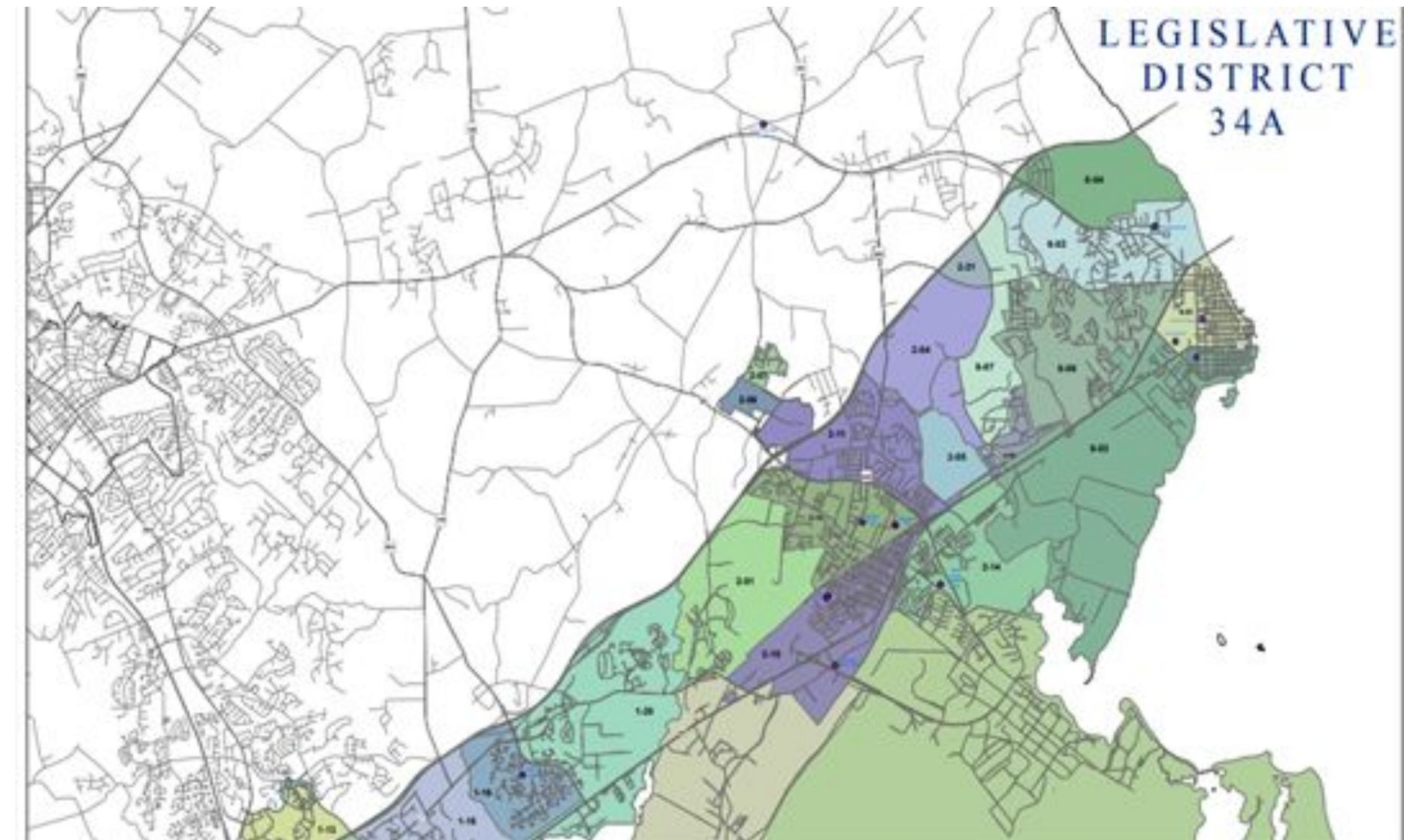


Research and Maps

• Research

The screenshot shows the Maryland General Assembly website interface. At the top, there is a search bar with the text "Search i.e. Bill search, keyword" and social media icons for Facebook, Twitter, YouTube, and MY MGA. Below the search bar is a navigation menu with links for MEMBERS, COMMITTEES, MEETINGS, LEGISLATION, BUDGET, LAWS, FLOOR ACTIONS, and SEARCH & ARCHIVES. On the left side, there is a sidebar with links for Publications, Committee Media, Floor Actions, Meetings, AELR Analyses/Regulations, and Bond Initiatives. The main content area is divided into two filter panels. The "Legislative Sessions" panel has a "Deselect All" link and a list of sessions with checkboxes: 2021 Regular Session (checked), 2020 Regular Session, 2019 Regular Session, 2018 Regular Session, 2017 Regular Session, 2016 Regular Session, 2015 Regular Session, 2014 Regular Session, 2013 Regular Session, 2012 Special Session 2, and 2012 Special Session 1. The "Document Types" panel also has a "Deselect All" link and a list of document types with checkboxes: AELR (do not select sessions), Budget (do not select sessions), Legislation (with sub-options: Committees (2013RS - present), Documents (with sub-options: Amendments, Chapters (1999RS - present), Fiscal & Policy Notes, Legislation - Bills & Resolutions)), and Sponsors.

• Maps



Voter Lookup

Change Language

English ▾

We update this website daily. If you submitted information today, you will not be able to see it yet. If you submitted information online or at the MVA, it may take up to 3 weeks to appear on this website.

You can use this tool to:

- Review your voter registration record.
- Request a duplicate voter registration card.
- Find out where to vote.
- Find out your voting districts.
- Find out your local board of elections.
- See the status of your mail-in or provisional ballot.
- View your sample ballot.

Search

First Name:

Provide your first name as it appears on your voter registration record.

Last Name:

Provide your last name as it appears on your voter registration record.

Date Of Birth:

Provide your date of birth as it appears on your voter registration record.

Month: MM Day: DD Year: YYYY

Zip Code:

Provide the 5 digit zip code of the Maryland residential address provided on your voter registration record.

Print and Social Media

- Harford County Aegis
 - Email & Name of Editor
 - Word Limit
 - Content



- Write more than one letter

- Post Link to Article on Facebook and Twitter



- Develop a handle (#KillSB382)

Engagement with Board of Education and Policy Makers



Board of Education President

Former Members of the local Board of Education

Legislators

- Met with Delegates
- Corresponded with Senators

Staff of the Harford County Delegation

Staff of the Superintendent's Office

Harford County Councilmembers

Outreach

Petition on Change.org

A red rectangular box containing the text "change.org" in white lowercase letters.

change.org

- **Well crafted email**
- **Delineation on legislative districts**
- **Directions on listening to Harford County Delegation online**
- **Samples of testimony**
- **Speaking points & contact information**
- **How to provide testimony online**

National PTA Advocacy Resources

- Advocacy Toolkit – [PTA.org/AdvocacyToolkit](https://www.pta.org/AdvocacyToolkit)
- Positions, Resolutions & Public Policy Agenda – [PTA.org/Advocacy](https://www.pta.org/Advocacy)
- PTA Takes Action – [PTA.org/TakeAction](https://www.pta.org/TakeAction)
- Federal Policy Action Alerts
- Election Year Guide – [PTA.org/ElectionGuides](https://www.pta.org/ElectionGuides)
- Standards & Assessments – [PTA.org/Assessments](https://www.pta.org/Assessments)
- Parents' Guides to Student Success – [PTA.org/ParentsGuides](https://www.pta.org/ParentsGuides)



Thank you!

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