

PTA Advocacy 101

National PTA Legislative Conference 2016

Webinar Series



Presented by Shannon Sevier, Vice President of Advocacy and Jacki Ball, Director of Government Affairs
December 10, 2015

“To make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.”

PTA Advocacy: A Legacy in Leadership



PTA Advocacy



A Legacy in Leadership



The Power of PTA

National
PTA[®]

everychild. one voice.[®]

National
PTA[®]

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Advocacy on Behalf of Every Child

What Sets National PTA Apart?

PTA Advocacy Basics

- National PTA is a 501(c) (3) nonprofit and leads the association's federal advocacy work
- State and local PTA units are independently incorporated 501 (c) (3) organizations
- National PTA does not operate a 501(c)(4)



PTA Advocacy Basics

- National PTA does not take positions for or against state-level policies
- National PTA annual public policy agenda guides federal advocacy
- State and local PTAs are encouraged to align with National PTA's positions
- State and local PTAs may not contradict national resolutions or position statements

What is PTA Advocacy?

**PTA Advocacy is
speaking up for every
child...**

More than legislation!
Program implementation,
school improvement
strategies, standards and
curriculum development,
etc.

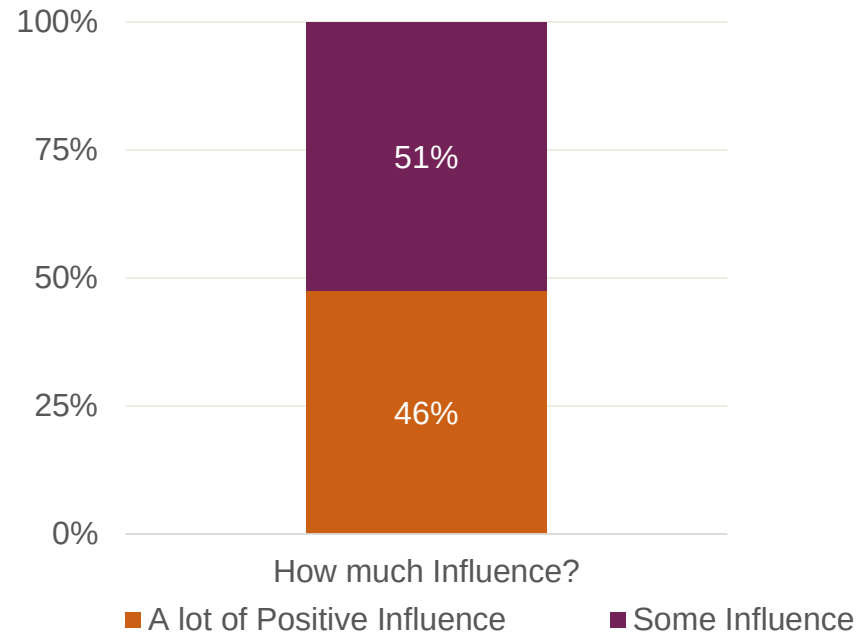


Why Is Being an Advocate Important?

Advocates advance change that could benefit a large population

Advocates keep their interests on the minds of policymakers

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might a constituent meeting in person in the *Washington Office* have on his/her decision?*



Congressional Management Foundation: The Partnership for a More Perfect Union. (2011). Communicating with Congress: Perceptions of Citizen Advocacy on Capitol Hill.

Why Should You Be an Advocate?

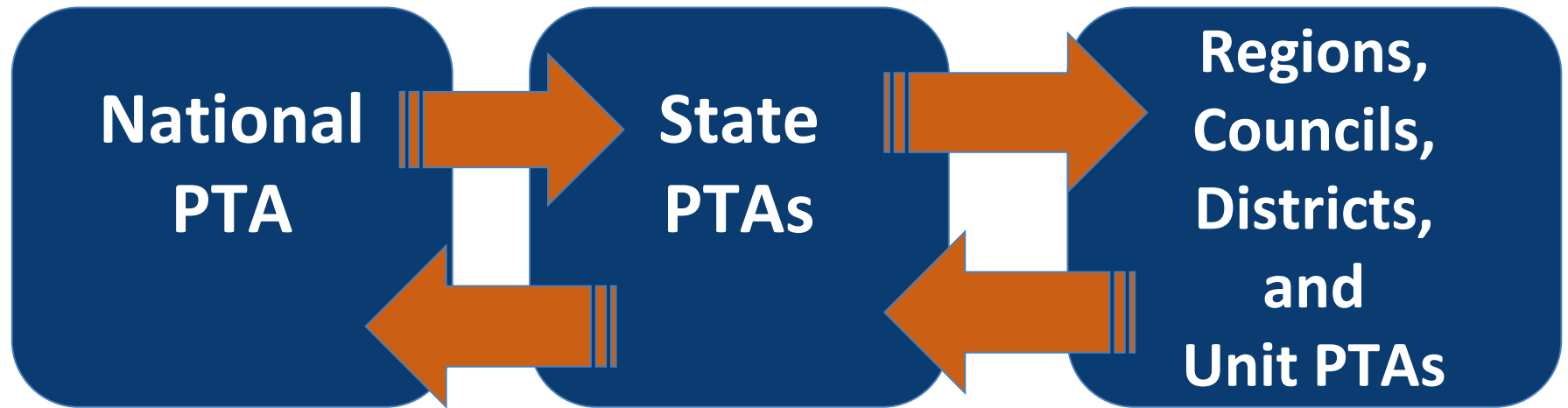
As a PTA member, you are knowledgeable of the needs of students and families involved in the school system

As a PTA member, you bring credibility to the issues and are most often seen as working on behalf of others

No one else may be advocating for families and students



PTA Advocacy: Structure



National PTA Advocacy Structure

People:

- Officers
- Board
- Legislation Committee
- Government Affairs Staff

Actions:

- Lead federal advocacy activities
- Provide timely updates and information on federal advocacy to states
- Assist in building advocacy capacity at state/local level
- Legislative Conference
- Workshops at Annual Convention
- Training through the year

National PTA Advocacy

Federal Advocacy Activity

- Advocate before Congress and the Administration on behalf of National PTA's federal priorities
- Develop and disseminate National PTA's annual Public Policy Agenda (available online: pta.org/policyagenda)



National Standards for Family-School Partnerships



**114th Congress,
Second Session**



National PTA Federal Public Policy Agenda

National PTA Policy Agenda

- Quality Education
 - Elementary and Secondary Education
 - Special Education
 - Early Learning & Childhood Education
 - Post-Secondary Access and Opportunity
 - Investments in Education
- Gun Safety and Violence Prevention
- Juvenile Justice
- Child Health and Safety
- Technology and Student Data Privacy

114th Congress National PTA Policy Agenda

Elementary and Secondary Education

- Elementary and Secondary Education Act (ESEA) Reauthorization
- Family Engagement in Education Act
- Federal safeguards for educational equity for disadvantaged populations



114th Congress National PTA Policy Agenda

Special Education

- Reauthorization and full funding of the Individuals with Disabilities Education Act (IDEA)



114th Congress National PTA Policy Agenda

Early Learning and Childhood Education

- Family engagement within all early childhood education (ECE) programs
- Public pre-kindergarten for all students
- Support for expansion of other research-based ECE programs



114th Congress National PTA Policy Agenda

Postsecondary Access and Opportunity

- Ensure every student is taught to high and relevant academic standards to be prepared for their future
- Ensure that students and families are well-equipped to navigate the post-secondary education landscape



114th Congress National PTA Policy Agenda

Federal Investments in Education

- Replace sequestration
- Invest in Statewide Family Engagement Centers (SFECs)
- Increase funding for programs authorized under ESEA, esp. Title I
- Fully fund IDEA



114th Congress National PTA Policy Agenda

Education Technology and Student Data Privacy

- Access to digital devices and broadband
- Modernize federal laws to better protect students' educational records & privacy
- Ensure families are informed on the use of technology in schools and know their rights



114th Congress National PTA Policy Agenda

Child Health and Safety

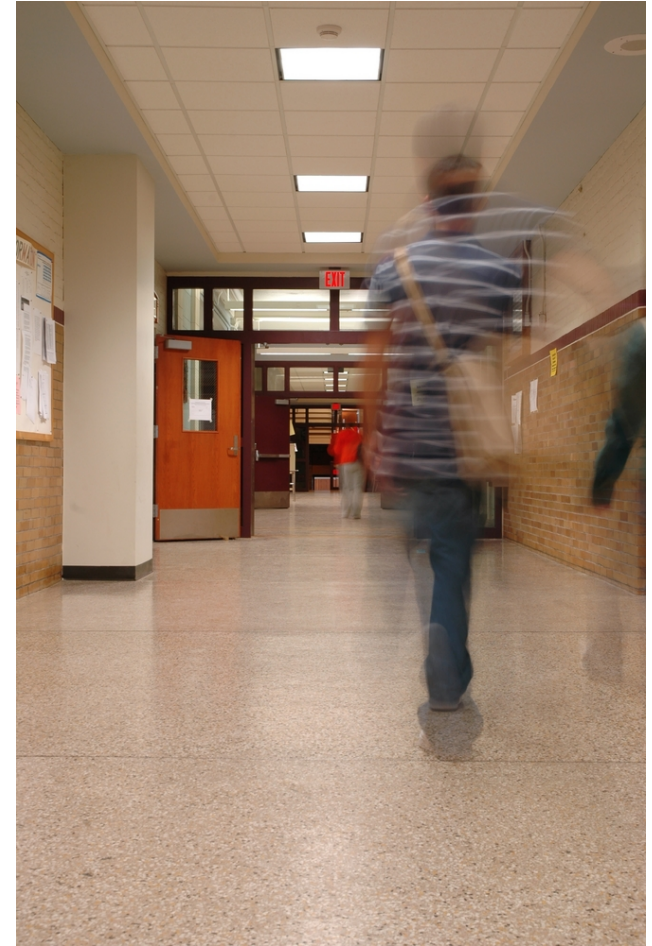
- Support implementation of nutrition standards for all foods sold in school
- Maintain improved nutrition guidelines for the National School Lunch and Breakfast Program
- Improve and support anti-bullying efforts



114th Congress National PTA Policy Agenda

Juvenile Justice

- Promote effective family-focused, school & community-based youth interventions
- Improve protections for youth in the Juvenile Justice and Delinquency Prevention Act



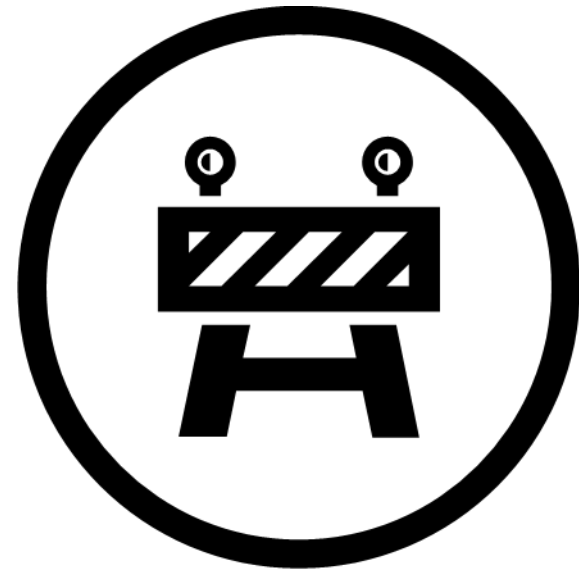
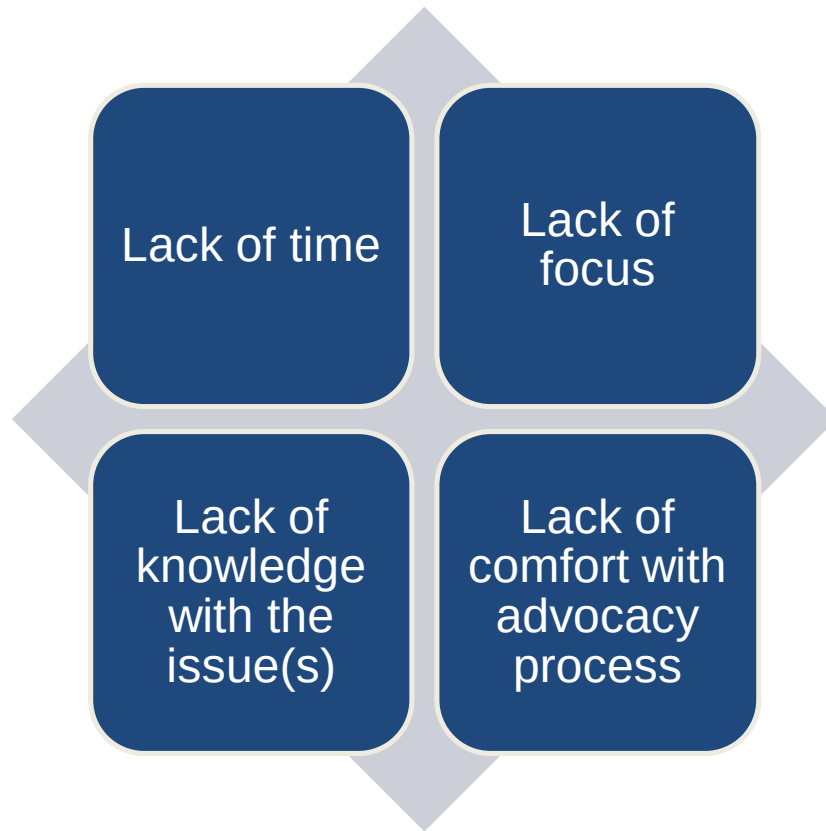
114th Congress National PTA Policy Agenda

Gun Safety and Violence Prevention

- Prevent gun violence and improve overall environments for our nation's children



Roadblocks to Advocacy



National PTA Advocacy

Policy Updates and Resources

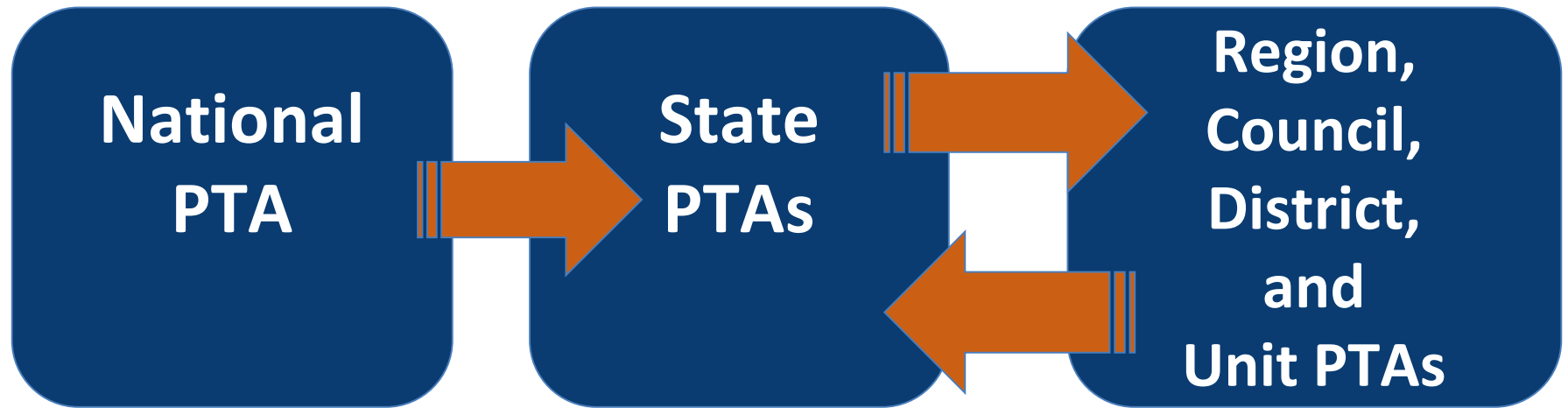
- Federal Policy Action Alerts
- PTA Takes Action Newsletter
- Issue-specific webinars on Public Policy Agenda
- National PTA Legislative Committee legchair@pta.org
- Government Affairs Staff govtaffairs@pta.org
 - Elizabeth Rorick, Deputy Executive Director
 - Jacki Ball, Director
 - Josh Westfall, Manager
 - Lindsay Kubatzky, Coordinator

National PTA Advocacy

Assist in Building Advocacy Capacity of States

- Online resources
 - Advocacy toolkit (updated)
 - Election year guide
 - Letters to policymakers from National PTA
 - Policy issue briefs
 - And more!
- Members of National Legislation Committee
- Annual National PTA Legislative Conference
- National Advocacy Awards
- National PTA advocacy trainings

PTA Advocacy: Structure



State PTA Advocacy Structure

People:

- Officers
- Board
- Legislative Committee
- Advocacy Committee
- Federal Legislative Chair
- Staff

Actions:

- Lead state-level advocacy activities
- Provide timely updates and information on federal *and* state advocacy to regions, districts, councils, and local PTAs
- Lead on mobilizing membership in support of federal *and* state advocacy
- Assist in building advocacy capacity at regions, districts, councils and local PTA's
- Participate in Annual Conventions and/or Leadership Trainings

State PTA Advocacy

- State policy platform – Does your state have one?
- Communicate priorities to legislators, governor, state department of education
- Legislative alerts and updates via social media and email
- Legislative Days at state Capitols



State PTA Advocacy

Leaders in State-level Advocacy

- What is a Federal Legislative Chair (FLC)?
- What does an FLC do?
- How do you find out who your state's FLC is?

State, Regions, Council, District and Unit PTA Advocacy

Building Advocacy Capacity

- Newsletters
- PTA Website
- Membership Materials
- Social Media
- Disseminate Federal Policy Action Alerts
- Statewide advocacy training workshops at state convention
- District/local board training
- Participate in State PTA legislative events

Visit PTA.org to stay connected!

- **Site map** for our programs, tools and resources
- **Social media** (Facebook, Flickr, Instagram, LinkedIn, One Voice Blog, Pinterest, Twitter, YouTube)



About PTA History & Mission Leadership & Governance Member Benefits Providers Sponsors & Partners Reports & Financials Careers at National PTA Donate Join	News & Events PTA Newsroom One Voice Blog Our Children Magazine State Conventions & Training Conferences & Events Male Engagement Conference Annual Convention Legislative Conference	Advocacy PTA Takes Action Network Federal Policy Agenda Family Engagement in Education Act Common Core State Standards Resolutions & Position Statements Resolutions Toolkit Advocacy Toolkit Election Guides Advocacy Now	At School Awards & Grants School of Excellence Bullying: Connect for Respect Every Child in Focus Campaign Family Reading Experience Fire Up Your Feet Healthy Lifestyles Military Alliance for Parents & Partners National Standards for Family-School Partnerships Reflections Arts Program Take Your Family to School Week Urban Family Engagement Network	For Families Parent Guides to Student Success Health & Safety Male Engagement Network Special Education Toolkit Allergies & Anaphylaxis Smart Snacks & Child Nutrition	PTA Leaders Running Your PTA Fundraising Marketplace Diversify Your PTA E-Learning Back-to-School Kit National Board Member Info Become a National PTA Leader PTA Store
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National PTA
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Want to Learn More?

2016 NATIONAL PTA®
LEGISLATIVE CONFERENCE
MARCH 8-10, 2016 ★ ARLINGTON, VA ★ CRYSTAL GATEWAY MARRIOTT

SAVE THE DATE!



FEATURING GUEST SPEAKER
REHEMA ELLIS, NBC CHIEF
EDUCATION CORRESPONDENT

#PTALEGCON

SAVE THE DATE!

2016 NATIONAL PTA® LEGISLATIVE CONFERENCE

MARCH 8-10, 2016 ★ ARLINGTON, VA ★ CRYSTAL GATEWAY MARRIOTT

Advocate for children and families at all levels
of government

Build lasting relationships with policy makers

Conduct effective meetings with legislators

2016 NATIONAL PTA® LEGISLATIVE CONFERENCE

WEBINAR SERIES



#PTALEGCON

January 27, 2016 – How to Schedule Hill Meetings

February 17, 2016 – Public Policy Agenda

March 1, 2016 – Successful Hill Meetings and Navigating D.C.



Questions?