Advocacy Overview

Fourth District PTA Spring Training Workshops 2019
Bev Berryman, VP Advocacy
What is advocacy?

- Addressing a public group?
What is advocacy?

- Reading up on your legalese?
Advocacy is...

SPEAKING UP FOR KIDS!
For more than 100 years, PTA has been speaking up for kids...
...and is the nation’s largest child advocacy organization...

all made up of volunteers like you!
SO WHAT?

What does that mean to you?
It means you represent a powerful voice for kids.

Our strength is in our membership.

Fourth District PTA represents 125,000 members and 500,000 kids across Orange & L.A. counties.
And you can use that voice to take action for your kids.
How does PTA take action?

We promote a full curriculum for all students.
How does PTA take action?

We encourage civic engagement.
How does PTA take action?

We work to protect children’s health and safety.
How does PTA take action?

We stand up for kids’ rights and welfare.
How does PTA take action?

We support family engagement in our public schools.
How does PTA take action?

We advocate to policy makers.

One of the most important roles of California State PTA is to create and support laws that improve the lives of all California children.
Advocacy is...

SPEAKING UP FOR KIDS!

What’s your school’s problem?
Group Activity

Think ● Pair & Share ● Small Group Discussion ● Report Out
How to incorporate advocacy into your PTA
An advocate for every unit.

There are certain signs of who will be interested...
Legislative Agenda 2016-17

Representing 130,000 members and more than 300,000 children in Orange & southeast LA Counties

www.fourthdistrictpta.org

Fourth District PTA Advocacy Resource Notebook

A guide for PTA's advocated in Orange County

Fourth District PTA Advocacy Communicator

May 2016

California’s teacher shortage — how bad is it?

California is facing a teacher shortage in its public schools. How serious is the problem?

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Attend advocacy events.

Advocacy forum.

Sacramento Safari

COUNCIL ADVOCACY LEADERS ROUNDTABLES
Develop relationships with key people.

- Your school principal
- District administrators
- School board members
- City leaders
Help your school to LCAP.
Follow PTA policies and guidelines.

See the *Toolkit* for details.

California State PTA Bylaws:

- Noncommercial
- Nonsectarian
- Nonpartisan

PTAs can support or oppose *local issues* that affect children in their respective communities (based upon a study of the issue and a vote of the association).

PTAs never support or oppose *candidates.*
Advocacy versus information

What can go home with the kids?

**Advocacy** - Persuasive, urges action

- (“Vote YES on Measure DD!”) may only be handed out at meetings, distributed on the sidewalk, or mailed home.
- **It must not be sent home with children.**

**Information** is evenhanded and dispassionate

- “The California State PTA has taken a position supporting Proposition 54” is a piece of information that can be reported without being advocacy.
- With the **principal’s permission**, it may be sent home with kids.
Successful local advocacy campaign

How it begins:
► President posts the topic on the AGENDA
► Present the issue at PTA meeting
► Discussion
► Agreement to “see what can be done”
► Approval of the Association to act
What is authority?

**Authority** to take action comes from the PTA membership and its leaders.

If PTA has taken a position on an issue, either through a resolution, position statement, stated PTA Purpose, legislative platform, or vote of the association, then your PTA has **authority** to take action.
How to create your own authority

1. President appoints committee
   PTA members, administrators, teachers, students may participate
2. Committee researches the issue
   Investigate, use verifiable resources, write a report with your findings and recommendations
3. Committee reports back to PTA
4. PTA vote of approval is your authority to act!

Let the association conduct a well informed vote to take a position.
Find the right advocacy actions to benefit your school most.

Survey your parents & students to learn what’s important to them.

Consider some of these ideas when setting your program goals for the next school year.

ADVOCACY IDEAS TO CONSIDER

- **Sign up** to receive advocacy emails.
- Furnish regular **reports**: at PTA meetings, at school board meetings, in PTA newsletters/e-blasts.
- Encourage members to **take action** when called upon by PTA (legislative alerts).
- Conduct a **voter registration** drive.
- Provide **parent education** on advocacy issues.
- Attend **school board meetings** and speak to issues upon which PTA has taken a position.
- Establish a PTA committee to ensure parent participation in developing **LCAPs**.
- Work with PTA leaders to determine parent engagement needs and propose a **solution**.
ADVOCACY IDEAS TO CONSIDER

- Offer a **student “grant” program** to address what’s important to the kids themselves (the students ask your PTA to fund their idea). Set up a budget line item to do this.
- Hold a **candidates’ forum** for school board members, or direct a candidates’ questionnaire.
- Attend PTA advocacy **events**: Sacramento Safari (budget $650), Forums, CAPTA Legislation Conference, fall training, CAPTA convention, Council Advocacy Leaders Roundtables.
- Take a stand on a **local issue** and advocate for it to relevant authorities.
- Visit your **legislator** at his/her local office
- Learn more with **Ed100** online.
- Sign up for CAPTA’s **School Smarts** program.
Thank you!

For more information:
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fourthdistrictpta.org • capta.org • pta.org