

Associated School Boards of South Dakota

Partnering, Advocating,
Leading

President's Retreat 2013

The President and Advocacy



Listen up ye
scallywags.
We have a lot
of plunderin
and pillagin to
do, but let's talk
about how to
influence those
bloody
politicians first

Let's Face it, Politics and Advocacy have a lot to do with the GOLD



Board Chairs and Advocacy

Do you influence policy and legislative issues for your school district?

My message is about confidence

Board Chairs and Advocacy

Elected School Board members
talking to Elected State
Legislators is a VERY POWERFUL
Force

Board Chairs and Advocacy

Do you ever feel intimidated to
call a Senator or
Representative? Why?

Have confidence in yourself.

Show
No
Fear



Board Chairs and Advocacy

It's critical everyone fosters a positive relationship with your legislators. Make sure your legislators know your names and information about your school district.

Meet with your legislator prior to the session on a one to one basis. Research shows that this is the most effective lobbying technique.

Tips for Effective Grassroots Lobbying

Boards and administrators must be involved in the political process.

The board should:

- ① 1. identify legislative priorities,
- ② 2. develop an advocacy plan,
- ③ 3. communicate your messages to state and local decision makers.

Tips for Effective Grassroots Lobbying

Let's fix the disconnect between our legislators and our school districts.

- Make sure your legislative delegation knows what is going on in your district
- Ask them to visit your schools.
- Let them know how legislation will impact your district.
- **Build Trust**

Effective Grassroots Lobbying

Encourage your legislator to seek your **opinion** on educational issues.

- Let your legislator know you are willing to provide information on educational issues.
- Be willing to share your insight and experience as a school board member on the issues the legislator(s) will have to vote on.
- Give your legislator your phone number and your e-mail address so he or she can contact you easily before a vote.

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Board Chairs and Advocacy

So what should a board chair do?

- 1. Develop a **strong relationship** with your lawmakers. **TLC**, Take a Legislator to Coffee
- 2. Be sure you or a designee is on the ASBSD **Legislative Action Network** – email Wade with name of local contact
- 3. Develop an **advocacy agenda** – what will the board do this year around lobbying?

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- **TLC**, Take a Legislator to Coffee

We need to get legislators into our schools too.

Board Chairs and Advocacy

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Board Chairs and Advocacy

So what should a board chair do?

- 3. Develop an **advocacy agenda**
 - what will the board do this year around lobbying? Keep it simple at first.

Board Chairs and Advocacy

So what should a board chair do?

- 4. Get familiar with important legislative **tools**.
 - a. Legislative Research Council website is an excellent source.
 - <http://legis.state.sd.us>
 - b. Track bills on the ASBSD Bill Tracker system? www.asbsd.org - Click on bill tracker under My ASBSD

Board Chairs and Advocacy

So what should a board chair do?

- **5. Influence Your Legislators.**
- That requires they know you!
- Relationships, Relationships, Relationships.
- The better you know them and they know you, the less intimidating the process will be. Elected officials to elected officials

Board Development

So what should a board chair do?

- Call Dr. Royer – 773-2500
- **GAVEL training –**
 - › Board Governance
 - › Fiscal Responsibility
 - › Strategic Planning

Questions?