## Associated School Boards of South Dakota

Partnering, Advocating, Leading

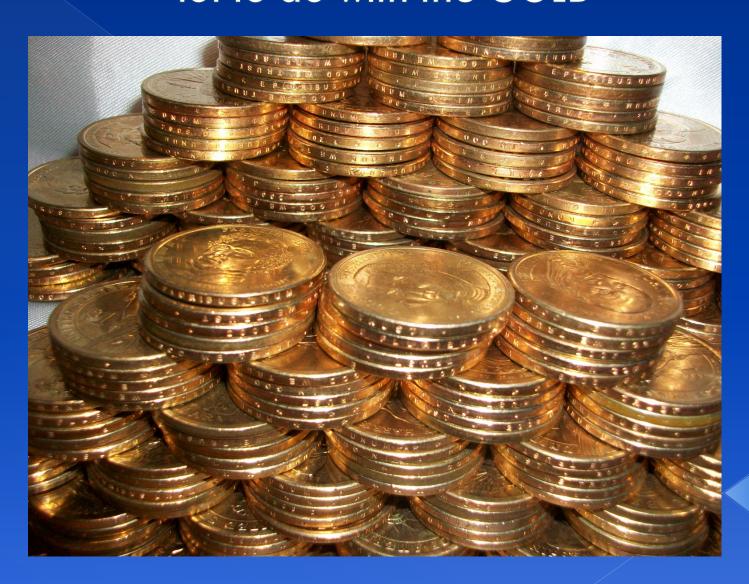
### President's Retreat 2013

# 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



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

My message is about confidence

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

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

Have confidence in yourself.



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. identify legislative priorities,
- 2. develop an advocacy plan,
- 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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- 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?

- 1. Develop a strong relationship with your lawmakers.
- TLC, Take a Legislator to Coffee We need to get legislators into our schools too.

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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.

- 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? <u>www.asbsd.org</u> - Click on bill tracker under My ASBSD

- 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**

- Call Dr. Royer 773-2500
- GAVEL training
  - > Board Governance
  - Fiscal Responsibility
  - Strategic Planning

## Questions?