



INDIANA SCHOOL BOARDS
ASSOCIATION

Taking ISBA's K-12 Education Advocacy to the Next Level

Legislative Action Network Training

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Webinar Objectives

- *Empower ISBA and its members to achieve our goal to “**Take ISBA Advocacy to the Next Level**”*
- *Unite school board members, along with educators, to stand together with a unified voice and through strength in numbers to inform, influence, and shape sound K-12 education policy in the state*

AGENDA

- I. ISBA's Role in Advocacy
- II. ISBA's Legislative Services Today
- III. ISBA Legislative Action Network
- IV. Role of School Board Legislative Liaison

AGENDA

Cont.

V. Advocacy Guide

VI. Sharing Your Story

VII. Top10 Tips of Effective Lobbying

VIII. 2020 ISBA Legislative Priorities

- ISBA's core services cover: **Board Services, Board Policy, Legal Services, and Legislative Services**
 - Under the Legislative Services area, ISBA lobbies on behalf of its membership on important legislation affecting K-12 public education and school governance
 - ISBA lobbyists offer testimony reflecting the Association's position developed by the Legislative Committee and adopted by the Association's Delegate Assembly on various public education and governance matters

ISBA's Role in Advocacy

- We work in concert with other K-12 associations (e.g., IAPSS, IASP, IASBO, IUSA, ISRSA, and many other groups) on bills of common interest
- Two voices representing 1684 members and 289 school corporations. However, the **ISBA Legislative Action Network** is designed to unite our membership to stand together with a unified voice and through strength in numbers to inform, influence, and shape sound education policy in the state

ISBA Legislative Services Today

- ✓ State House representation
- ✓ Weekly ISBA legislative updates
- ✓ Bill tracking list service
- ✓ Legislative update webinars
- ✓ Call-to-action legislative alerts
- ✓ Website resources
- ✓ Advocacy Guide
- ✓ State House Day

- **The Legislative Services page of the ISBA website includes key resources to follow the 2020 session and adoption of new K-12 laws:**
 - ✓ Bill Tracking List (updated by the minute)
 - ✓ ISBA Legislative Priorities and Foundational Statements
 - ✓ Weekly Legislative Updates
 - ✓ How to identify your area legislators
 - ✓ Legislator Contact Information Lists
 - ✓ How a Bill Becomes a Law
 - ✓ ISBA Whitepaper on K-12 Funding in Indiana (new version coming soon!)
 - ✓ Advocacy Guide (to be posted soon)

- <http://www.isba-ind.org/legislative.html>

Legislative Action Network

- **The Legislative Action Network** is a unique program to empower ISBA and its members to achieve our goal to *“Take ISBA Advocacy to the Next Level.”* Our objectives of this goal area are:
 - ✓ Inform, influence, and shape sound governance policy for K-12 education
 - ✓ Increase members’ overall knowledge of legislative processes at the state and federal level
 - ✓ Equip members with effective techniques and strategies for targeted grassroots advocacy and campaigns
 - ✓ Enhance relationships with state governmental leaders

Legislative Action Network

- The LAN is a formal program to help unify and mobilize “the voice” of school board members and increase State House visibility through designated legislative liaisons
- The legislative liaison is to be a board’s “eyes, ears, and champion” to coordinate local advocacy for K-12 public education

Legislative Liaison Duties

- ISBA informs all members of legislative activities with timely website content updates, call-to-action alerts, weekly legislative update email blasts, webinars, and Journal and e-Dition columns
- Legislative Liaison duties will be more specific to track this information
- **Importance of Legislative Liaisons**
 - Board members, like legislators, hold positions of influence in your community
 - ✓ You deal with a variety of issues at the local level on an ongoing basis and are an informed source of information about education policy
 - ✓ Legislators listen to their constituents back home
 - ✓ You're on the front lines of education and can explain the impact of state-level policy decisions

Legislative Liaison Duties

- ✓ Know and support the 2020 ISBA Legislative Priorities
- ✓ Know your area legislators: go to the IGA “find your legislator” website link: <http://iga.in.gov/legislative/find-legislators/>
- ✓ Tracking ISBA Legislative Services/LAN communications and providing timely updates on legislative session activities at local board meetings. Suggest making this a regular board meeting agenda item
- ✓ Identifying ISBA legislative priorities for which you will be willing to testify, if necessary, during committee hearings on these bills

Legislative Liaison Duties

- ✓ Communicate regularly via email, phone calls, or letters with area legislators
 - ✓ Make yourself a contact and trusted source for your legislators within your district
 - ✓ Coordinating email, phone call, or letter writing campaigns to your area legislators, media, and the broader community, especially in response to call-to-action alerts
 - ✓ Organizing legislative forums or attend Third House meetings hosted by other organizations
 - ✓ ***Attend ISBA's 2nd Annual State House Day on February 11, 2020***
- ***WE NEED A MULTITUDE OF ADVOCATES AND CHAMPIONS UNITED FOR K-12 PUBLIC EDUCATION – PLEASE LEND YOUR VOICE!***

➤ **Advocacy Guide available:**

- An advocacy guide has been created with a tips and strategies for communicating with legislators via persuasive, localized stories
- The contents of the guide includes:
 - ISBA 2020 Legislative Priorities and Foundational Statements
 - Get Informed (tour of Indiana General Assembly website at: www.iga.in.gov)
 - Know Your Elected Officials
 - Contact Your Legislators
 - Share Your Story and Information
 - Invite and Involve Community
 - Top 10 Tips of Effective Lobbying
 - A Checklist of Quick Communication Tips
 - Map of the State House

Sharing Your Story

➤ Tips to “Share Your Story:”

- ✓ Focus conversation on 1 or 2 topics; be brief and be prepared
- ✓ Share your perspective on each topic and the impact of the proposal on your school community with a few facts and statistics and/or a brief story or local examples to illustrate your perspective
- ✓ Share stories about the successes occurring in your school community
- ✓ Be respectful and positive – even if their position is different from ours
- ✓ Remember -- There are no permanent allies and no permanent adversaries, it's issue by issue.

Sharing Your Story

➤ Tips to “Share Your Story:”

✓ During a legislative session:

- Focus your call or correspondence on one issue
- Identify the bill #
- Briefly state your position on the bill
- Ask their position and email the ISBA team on what you learn

Top 10 Tips of Effective Lobbying

- Tip 1 Research your legislators' backgrounds, committee assignments and voting records on education issues
- Tip 2 Develop relationships with your legislators by routinely visiting, writing and calling; let them know you are a constituent. Take notes about them to assist you with future conversations with them
- Tip 3 Don't overdo your lobbying. Be brief and know what you are talking about. Use ISBA talking points. Clearly and quickly explain your opposition or support for the issue you are contacting them about
- Tip 4 Show respect. Be positive. Remember to thank legislators for pro-public education votes and support of the ISBA legislative priorities. Conclude each communication with an expression of gratitude for their time
- Tip 5 Lobby with your real-life experience. It's your most persuasive tool; use local examples

Top 10 Tips of Effective Lobbying

- Tip 6 Set priorities. When everything is important, nothing is important. Know your 'ask' and focus your conversation around it
- Tip 7 Shore up lobbying allies from your community to demonstrate broad support; collaborate with others
- Tip 8 Don't forget the media. Getting your message out to the press – letters-to-the editor, news releases, etc. – can influence your legislators and public opinion
- Tip 9 Be sensitive to partisan politics, but always try to come across as nonpartisan. In politics, there are no permanent allies and no permanent adversaries
- Tip 10 Be reasonable and consider compromise on contentious issues. Remember there are more than 1,000 bills that are introduced each session and everyone thinks their issues are most important —so many people and issues vie for the attention of legislators. Sometimes, simply informing legislators on your position will pay long-term dividends whether you immediately change their position or not

2020

Legislative Priorities

- 1) Increased Financial Resources to Support K-12 Students
- 2) Enhanced Teacher Recruitment and Retention Programs
- 3) Expand State-supported Prekindergarten Programs in Indiana
- 4) School Board Member Vote on Local Redevelopment Commissions
- 5) Assistance to Financially Distressed Schools
- 6) Capital Referendum (Controlled Project) Ballot Language
- 7) School Board Member Per Diem
- 8) Deregulation Initiatives
- 9) Tax Credits for Public Schools and Public-School Corporation Foundations