

Advocacy- Let's Get it Started

<https://youtu.be/pAtHq1CORlg>



Free State PTA Advocacy Training 2023
Laura Stewart, Free State PTA VP for Advocacy

What is Advocacy?

In the context of PTA, advocacy is supporting and speaking up for children—in schools, in communities, and before government bodies and other organizations that make decisions affecting children

Issue Areas
(Policies, Procedures, Administration, Law)

Curriculum	Transportation	Pedagogy Training
Grading	Discipline	School Construction
Bullying/Abuse	Juvenile Justice	School attendance
Assessments	Technology	Newcomers
IEPs	Early Childhood Education	School Start Time
Superintendent Search	Gifted and Enhanced Education	Graduation Requirements
Economic Development	Budgets/Funding	Student Activism
Athletics & Libraries	Health (physical, mental)	Career & Technology Education
Safety and Security	Nutrition	Higher Education
Substance Abuse	Homelessness	Environmental

AND MORE

ADVOCACY STRUCTURE

FORMS OF ADVOCACY

- **Direct service organizing** would be a PTA unit purchasing new computers for a school that cannot afford them.
- **Research and education** The purpose is to collect information on a specific topic and educate members and the public on that particular issue; writing issue briefs.
- **Speaking out on behalf of other people.** Common examples are testifying at a Board of Education, speaking at a budget, participating in outreach sessions

TYPES OF ADVOCACY

- **Legislative**
- **Budgetary**
- **One-on-One Meeting**
- **Social Media**
- **Traditional Media**
- **Joining Coalitions**
- **Site Visits**
- **Sharable Documents**
- **Town Halls**

Local Advocacy



- **Board of Education**
Example: Advocate for a different calendar, asking for a different
- **Municipal Government**
Example: Can give input on location of schools, Implements Adequate Public Facility Ordinance (AFPO) and other infrastructure, partner for after school programs
- **County or City Councils**
Example: Funding for capital and operating budget, ask Health and Human Services to partner to better children's health, transportation for youth and safe routes, after school programs
- **County or City Planning Departments**
Example: school location, AFPO and surrounding infrastructure need

National PTA Advocacy

- **Capitol Hill Day in Washington, D.C. by all State PTA Congresses**
- **Specifically involves**
 - **Free State PTA (President, VP of Advocacy, Advocacy Committee and Board Members)**
 - **Members of local units and other state leadership**
 - **Maryland PTA Partners such as a representative of MEC (Maryland Education Coalition)**
 - **National PTA Public Policy Priorities**
<https://www.pta.org/home/advocacy/federal-legislation/Public-Policy-Priorities>



Testify

<https://cc.howardcountymd.gov/legislation/testify>

Related Links

Laws, Charter, Rules, and Regulations

The Legislative Process

Legislation Search Tool

Agendas, Journals, and Minutes

Legislative, Non-Legislative, or Budget Hearing Testimonies

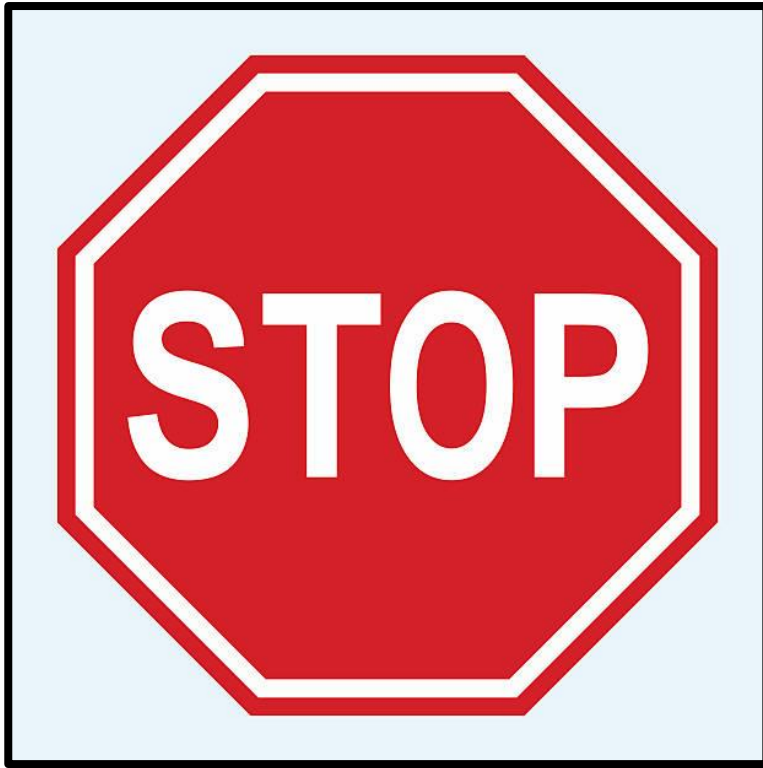
Click here to sign up to testify at upcoming Legislative, Non-Legislative, or Budget hearings.

CLICK TO TESTIFY

Zoning Board Testimonies

Click here to sign up to testify at upcoming Zoning Board hearings.

CLICK TO TESTIFY



INTENTIONAL SCHOOL OVERCROWDING

SEPTEMBER 20th 7PM
County Council General Plan
Public Testimony

NO SCHOOL OVER 100% CAPACITY

NO INCREASES IN DENSITY WITHOUT
ADEQUATE MITIGATION

NO INCREASES IN DENSITY WITHOUT
CONCURRENT SCHOOL CAPACITY

NO EXEMPTIONS WITHOUT
OFFSETTING MITIGATION

NO LOOPHOLES BY
LOWERING STANDARDS

NO DISMANTLING ADEQUATE
PUBLIC FACILITIES PROTECTIONS

ALL CHILDREN DESERVE
ADEQUATE SCHOOLS