

Effective Advocacy: Five Steps for Sharing Your Expertise with Decision-makers

Summary of the Presentation:

You are in the classroom. You work with students. That's what you were trained to do. Shouldn't your voice be heard for students *and* educators?

This webinar is about getting your voice heard—effectively. KDP Public Policy Committee members Nathan Bond and Alexander "Sandy" Pope offer suggestions, how-to's, and getting-started steps for finding and delivering your voice to shape education practices in the your classroom, district, community, state, and beyond.

Learn how to take your expertise beyond the classroom or office walls. Discover how to get involved in public policy and advocacy efforts. You will gain valuable information and helpful insights on how laws are formed, the difference between advocating and lobbying, and what you can do to get started as an advocate.

Speakers' Biographies:

Nathan Bond, Ph.D., is an associate professor of education at Texas State University. He teaches graduate and undergraduate education classes in his university's field-based teacher preparation program. He served as President of Kappa Delta Pi and is a member of the KDP Public Policy Committee.

Alexander "Sandy" Pope, M.Ed., is a doctoral candidate at Teachers College, Columbia University. His area of expertise is Social Studies Education. Sandy currently serves as Member-at-Large of Kappa Delta Pi and as a member of the KDP Public Policy Committee.

Time Length: 60 minutes

Intended Audience: All Educators

Objectives:

- Learn to share your expertise with decision-makers at the school, local, state, and federal levels.
- Identify ways that you can get involved in KDP's public policy and advocacy efforts.
- Distinguish between advocacy and lobbying.
- Explain how laws are made.
- Get excited about educational advocacy!

Pre-Questions on the topic:

1. What do you already know about advocacy?
2. Have you ever communicated with an elected official? What happened?
3. How are teachers' voices and opinions treated in your school, district, or community?
4. What do you want to know about advocacy?

Questions to Answer During or Immediately After the Webcast:

1. Compare and contrast advocacy and lobbying.
2. Why should educators advocate?
3. What is the first step of advocacy?

4. What is the second step of advocacy?
5. Why should advocates know something about the personal lives of their representatives?
6. What is the third step of advocacy?
7. What is an elevator pitch/speech?
8. What is the fourth step of advocacy?
9. Which approach is more effective: email, letter, or fax? Why?
10. What are the basic parts of a letter to a representative?
11. What are some basic rules to follow when using social media?
12. What are some guidelines to follow when meeting your representative in person?
13. What is the fifth step of advocacy?
14. Which advocacy step do you think is the most important? Why?

Questions for Further Exploration:

1. Go to the KDP website and post a comment on the Public Policy blog or discussion board. How did it feel to get involved in advocacy?
2. Which step in the advocacy process do you think will be the most difficult for you? Why?
3. Who are some colleagues that you could include in your advocacy efforts?

Additional KDP Resources:

Articles:

Bond, Nathan and Pope, Alexander "Sandy." *Advocacy Throughout the Year: Taking a Stand for the Teaching Profession*. KDP Record, Apr-June 2013.

Singh, Kathryn. *Teacher Leadership: Making Your Voice Count*. KDP Record, Fall 2011.

Heckendorn, Rick. *Building on the Three R's of Professionalism*. KDP Record, Summer 2006.

Kapavik, Robin R. (2011). Content Connections: The Importance of Joining a Professional Organization.

Webcasts and Podcasts:

Lupton, Angela and Pangan, Catherine H. *Identifying Your Capacity and Voice in Teacher Leadership*.

Sterrett, William L. & Dagenais, Ray. *A Powerful Voice in Critical Times*. (podcast only)

Sterrett, William L. *Serving as a Reflective, Collaborative Leader*.