

New York State

PTA everychild. onevoice.®



Hoppin' and Boppin' to the Advocacy Rock



- ***Please introduce yourself:***
 - ***Name***
 - ***Region and Unit/Council***
 - ***Position***
 - ***Experience with advocacy***
 - ***Successes***
 - ***Challenges***
 - ***Goals for taking this workshop***



Our Mission

- PTA is
 - A powerful voice for all children,
 - A relevant resource for families and communities, and
 - A strong advocate for the education and well-being of every child.



- ***How should I/we get started?***



Advocacy for Change

(From Community Tool Box)

- 1. Research the issue by gathering background and local information.
- 2. State the broad goals and specific objectives for the advocacy effort.
- 3. State the advocacy tactics to be used.
- 4. Review whether the selected advocacy tactics fit the group's situation and goals. (i.e., fits the group's style, makes use of available resources and allies, minimizes opposition, is flexible, is likely to work).
- 5. Identify resources and assets to be used in the advocacy effort.
- 6. Identify and engage potential allies
- 7. Identify and counteract opposition
- 8. Describe the evaluation of the advocacy effort
- 9. Develop an action plan for implementation of the advocacy effort.



<http://ctb.ku.edu/en/advocating-change>



What is an action plan?

(From the Community Tool Box)

- It makes the vision concrete.
- It shows how you will implement strategies to attain your objectives.



<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Why develop an action plan?

(From the Community Tool Box)

- To lend credibility to your organization
- Don't overlook details
- For feasibility
- For efficiency
- For accountability

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



When do you develop an action plan?

(From the Community Tool Box)

- The "A" in VMOSA -- After you develop your vision, mission, objectives, and strategies.
- Early--within 6 months.
- Ongoing--revise monthly.

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Preparing an action plan

(From the Community Tool Box)

- Determine what people and sectors of the community should be included.
- Convene a planning group.
- Develop an action plan with action steps for all proposed changes.
- Review completed plan.
- Follow through.
- Keep everyone informed.
- Keep track of what (and how well) you've done.
- Celebrate accomplishments.

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Contents of the action plan

(From the Community Tool Box)

- What action or change will occur?
- Who will carry it out?
- By when (for how long)?
- What resources are needed?
- Communication (who should know what?)

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Ensuring member accountability

(From the Community Tool Box)

- Supportive phone calls
- Reports on progress at meetings
- Celebrate accomplishments

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Criteria for the action plan The action plan should be:

(From the Community Tool Box)

- Complete
- Clear
- Current

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Practice exercise: Creating an action plan for your group

(From the Community Tool Box)

- Prepare an action plan for your group.
- Report them to the group.
- Consider whether they meet the criteria.
- Revise based on feedback.



<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/powerpoint>



Action Plan for [Community or Initiative Name]

Community Focus Area: _____

Community Change to Be Sought: _____

Collaborating Organization(s) Group(s): _____ Community Sector: _____

ACTION STEPS

Action Steps	By Whom	By When	Resources and Support Available/Needed		Potential Barriers or Resistance	Communication Plan for Implementation
			Resources Available	Resources Needed (financial, human, political, and other)		
What needs to be done?	Who will take actions?	By what date will the action be done?			What individuals and organizations might resist? How?	What individuals and organizations should be informed about/informed with these actions?
Step 1: By _____						
Step 2: By _____						
Step 3: By _____						
Step 4: By _____						

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/develop-action-plans/tools>



PTA Resources to Support Advocacy Efforts



New York State
PTA
For Child, For Family, For All

National PTA www.pta.org

Take action network:

<http://www.pta.org/advocacy/takesaction.cfm?navItemNumber=3451>

Legislative Program (directives, resolutions, position statements)

<http://www.pta.org/advocacy/>

E-Learning


<http://www.pta.org/members/elearning.cfm?ItemNumber=5182&navItemNumber=569>

National PTA Legislative Conference – 3/13/18 – 3/15/18


National PTA Convention June/July



New York State
PTA
For Child, For Family, For All



New York State PTA Calendar of Advocacy Activities




#DoGoodThingsForKids
#NYPTA4Kids

2016-17
New York State PTA
Calendar of Advocacy Activities

<p>September</p> <ul style="list-style-type: none"> • Mail school calendar to your legislators and local officials—attach a personal note • Call your legislator, invite them to one PTA event in September or October • Begin brainstorming your entry for the “Why PTA” contest • Register for Annual Convention, to be held November 11-13, 2016 in Saratoga • Determine key advocacy issues, committees, and budget requirements for your PTA <p>October</p> <ul style="list-style-type: none"> • Sign up for advocacy communications from NYS PTA and National PTA • Finalize your entry into the “Why PTA” contest • Present Basic Policy and proposed Convention Resolutions at a unit, council or region meeting - keep record of vote on convention resolutions • Don't forget - October 2nd is the deadline for registration for Annual Convention! <p>November</p> <ul style="list-style-type: none"> • In a joint letter with your school officials, ask a legislator to visit a classroom to read, invite them to sit in on a technology class, or have them join lunch in the cafeteria • Mail or email your legislators all PTA communications, newsletters • Attend Annual Convention November 11-13, 2016—go to an advocacy workshop <p>December</p> <ul style="list-style-type: none"> • Send your legislators a holiday greeting card • In a joint letter with school officials, invite legislators to your holiday concert • Contact your local media about an event your PTA is hosting • Invite your legislator and two local business people to your PTA meeting <p>January</p> <ul style="list-style-type: none"> • Mail or email NYS PTA budget analysis to your legislators—write a personal note • Give NYS PTA budget analysis to your school district officials • Invite legislators to a PTA activity • Begin work if planning on submitting a resolution to NYS PTA <p>February</p> <ul style="list-style-type: none"> • Email the NYS PTA budget testimony to your legislators—write a personal note • Take action at the NYS PTA Action Center on the state budget 	<p>March</p> <ul style="list-style-type: none"> • Think about attending NYS PTA's KAP (Key Advocacy Partner) Training and Lobby Day in Albany on March 13, 2017 • Participate in Virtual Lobby Day, by emailing your legislators on NYS PTA budget positions March 14, 2017 • Participate in a meeting with your legislator, stay tuned about a new local lobby day on the state budget arranged by region leaders and NYS PTA • Send your local media a press release with photos about a PTA event • Attend the National PTA Legislative Conference in Washington, DC—March 7-9, 2017 <p>April</p> <ul style="list-style-type: none"> • Submit possible resolutions to NYS PTA office, deadline April 15, 2017 • Legislators are usually in district most of April, invite them to a PTA activity or meeting • Think about attending National PTA Convention, June 22-25, 2017 in Las Vegas, NV <p>May</p> <ul style="list-style-type: none"> • Send legislators any relevant school budget information • Attend any regional PTA conferences • Participate in the second local lobby day, by attending a local legislative meeting arranged by region leaders and NYS PTA <p>June</p> <ul style="list-style-type: none"> • In a joint letter with school officials, invite legislators to graduation • Take action on end of session issues – watch for emails from NYS PTA • Attend National PTA Convention, June 22-25, 2017 in Las Vegas, NV • Reserve your spot for NYS PTA Summer Leadership Conference, July 21-23, 2017 <p>July/August</p> <ul style="list-style-type: none"> • Attend NYS PTA Summer Leadership Conference, July 21-23, 2017 • Start planning for next year's advocacy • Brainstorm new ways to connect with policy maker <p>Anytime</p> <ul style="list-style-type: none"> • Connect with your legislators on Facebook, Twitter and LinkedIn • Learn names of staff in legislative offices • If you meet with a legislator, let NYS PTA office know for possible follow-up • Check out the NYS PTA advocacy page - nyspta.org/Advocacy/advocacy_home.cfm
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For more information, please contact:
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NYS PTA

NYS PTA (www.nyspta.org)

- Advocacy Page:
http://nyspta.org/Advocacy/advocacy_home.cfm
- Advocacy Newsbriefs:
http://nyspta.org/Advocacy/advocacy_newsbriefs.cfm
- Basic Policy: http://nyspta.org/pdf/Advocacy/Basic_Policy.pdf
- Where We Stand (resolutions, position papers)
<http://nyspta.org/pdf/Advocacy/WHERE-WE-STAND.pdf>
- Legislative Priorities
<http://nyspta.org/pdf/Advocacy/Legislative-Priorities.pdf>
- How to Submit Resolutions:
http://nyspta.org/Advocacy/advocacy_resolutions.cfm



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NYS PTA

- Take Action Center:
http://www.nyspta.org/Advocacy/advocacy_ActionCenter.cfm
- NYS PTA Convention: 11/3 – 11/5 Niagara Falls
- Legislative Summit and Lobby Day Training: 2/11/18 Albany
- Lobby Day: 2/12/18 Albany
- Virtual Lobby Day/Week: To be determined
- Resolutions submissions due: 4/15



NYS Legislative Resources

- (*Note - Legislature convenes the first Wednesday after the first Monday)
 - <http://assembly.state.ny.us/>
 - <http://www.nysenate.gov/>
- Meet with legislators about issues of concern. Get copies of any bills that are of interest to your unit
 - <http://open.nysenate.gov/legislation/>
 - <http://assembly.state.ny.us/leg/>
- Governor's budget and state aid proposals
 - <http://www.budget.ny.gov/>





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THANK
YOU

