Engaging and Empowering PTA Leaders
to advocate at the local, state, and federal level

Yvonne Johnson
President-Elect
National PTA
yjohnson@pta.org

Marla Posey-Moss
Former State Congress PTA
mpm_thinks@msn.com

Laura Stewart
VP of Advocacy
Montgomery County Council PTA
lmstewart120@gmail.com
Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or concept.
ADVOCACY
What Can You Do?

FEDERAL  STATE  LOCAL

Free State PTA
everychild. one voice.
What does this quote mean to you as an advocate?

"OUR LIVES BEGIN TO END THE DAY WE BECOME SILENT ABOUT THINGS THAT MATTER"

Martin Luther King, Jr.
Why does PTA advocate?

“If you are not at the table, you are on the menu…”

--Author Unknown

National PTA Mission
To make every child’s potential a reality by engaging and empowering families and communities to advocate for all children!
Today we will:

- Define the term advocacy
- Understand how to advocate
- Design a grassroots advocacy plan
In your own words define advocacy

- Lobbying
- Educating
- Speaking up
- Organizing
Three Types of PTA Advocacy: Organizing & Amplifying Voices

- Self Advocacy
- Grassroots Advocacy
- Legislative Advocacy
Who are advocates?

YOU!
You are a PTA Advocate.
Principles of Grassroots Advocacy:

✶ Make positive change
✶ Create awareness about an issue
✶ Empower others to use their voices
✶ Spark a positive, two-way conversation between citizens and government
## How can PTA members make change?

<table>
<thead>
<tr>
<th>Form</th>
<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>Providing a direct response or program to solve a problem</td>
</tr>
<tr>
<td>Education</td>
<td>Researching and raise awareness a problem to generate support for an issue</td>
</tr>
<tr>
<td>Speaking Up for Others</td>
<td>Lobbying about an issue on behalf of a community</td>
</tr>
<tr>
<td>Grassroots</td>
<td>Engaging the people directly affected by the problem to take action and win a solution</td>
</tr>
</tbody>
</table>
Why grow as an advocate?

1. You know what local students and families need and can represent them in school decision-making

2. PTA is known for its advocacy influence and impact

3. You are helping others to amplify their voices and make the world a better place for kids
Grassroots Strategy Map

Goals
Organizational Considerations
Constituents, Allies, Opponents
Targeted Decision-Makers
Tactics
State Advocacy Overview

- Motivation to Develop an Advocacy Team
- Advocacy Issues to Follow
- Relationship to Membership
- State PTA Congress Collaboration
- Leveraging Resources
ADVOCACY ISSUES IN EDUCATION
(Policies, Procedures, Administration, Law & Legislation)

Curriculum/Grading  Transportation/Bussing  Pedagogy Training
Environment  Discipline/Suspension Rates  School Construction
Bullying/Abuse  Restorative Justice  Higher Ed./College Savings
Assessments  Technology/Infrastructure  Immigration
Disabilities (IEPs)  Early Childhood Education  Superintendent Search
Teacher Pay  Graduation Requirements  Homelessness/Housing
Budgets/Funding  Student Activism  Economic Development
Athletics & Libraries  Vocational Training  Safety and Security
Nutrition/Cafeteria  Bathroom Policies  Education Funding
Substance Abuse  Gifted and Talented  Honor Societies
Health (physical, mental, psychological)  Teacher Evaluations
Dual Enrollment  Food Deserts  Diversity, Equity and Inc.

And more....
Membership Role

• Prioritize Advocacy in the Bylaws
  – Have a designated leader for Advocacy
  – Have a designated leader for Membership

• Alter format of membership form (electronic or hard copy) to mimic an invitation

• PTAs and PTSAs need numbers of people to advocate
  – Join forces with local PTAs
  – Start developing resolutions

• Have room for non-profits, businesses, community leaders, grandparents

• Advocacy builds membership and membership strengthens advocacy
Effective Collaboration

Research & Maps

Print & Social Media

Coordination with Stakeholders

Outreach & Training

Petition & Testimony
1. Alter the requirement to appoint members to the Harford County Board of Education (BOE) from the Governor to the County Executive

2. Require advice and consent of the Harford County Council for the appointments

3. Authorize the County Executive to fill vacancies on the BOE
Reasons to Oppose Bill

• Promotes a lack of diversity on the Harford County Board of Education
• Almost guarantees that the Chair (President) of the Board of Education will no longer be a woman or a person of color
• Irrational to create a 1-year term Vice Chair when the election occurs every 4 years
• Removing the three gubernatorial appointments eliminate the greatest opportunity to have diversity among the county board of education members
• Premise of the bill presumes that had an all elected BOE already existed, then Harford County Public Schools would be open amidst the Pandemic
Research and Maps

• Research

• Maps
We update this website daily. If you submitted information today, you will not be able to see it yet. If you submitted information online or at the MVA, it may take up to 3 weeks to appear on this website.

You can use this tool to:

- Review your voter registration record.
- Request a duplicate voter registration card.
- Find out where to vote.
- Find out your voting districts.
- Find out your local board of elections.
- See the status of your mail-in or provisional ballot.
- View your sample ballot.

Search

First Name:
Provide your first name as it appears on your voter registration record.

Last Name:
Provide your last name as it appears on your voter registration record.

Date Of Birth:
Provide your date of birth as it appears on your voter registration record.
Month: MM Day: DD Year: YYYY

Zip Code:
Provide the 5 digit zip code of the Maryland residential address provided on your voter registration record.
Print and Social Media

• Harford County Aegis
  – Email & Name of Editor
  – Word Limit
  – Content

• Write more than one letter

• Post Link to Article on Facebook and Twitter

• Develop a handle (#KillSB382)

Free State PTA
Engagement with Board of Education and Policy Makers

- Board of Education President
- Former Members of the local Board of Education
- Legislators
  - Met with Delegates
  - Corresponded with Senators
- Staff of the Harford County Delegation
- Staff of the Superintendent's Office
- Harford County Councilmembers
Outreach

Petition on Change.org

• Well crafted email
• Delineation on legislative districts
• Directions on listening to Harford County Delegation online
• Samples of testimony
• Speaking points & contact information
• How to provide testimony online

change.org
National PTA Advocacy Resources

- Advocacy Toolkit – PTA.org/AdvocacyToolkit
- Positions, Resolutions & Public Policy Agenda – PTA.org/Advocacy
- PTA Takes Action – PTA.org/TakeAction
- Federal Policy Action Alerts
- Election Year Guide – PTA.org/ElectionGuides
- Standards & Assessments – PTA.org/Assessments
- Parents’ Guides to Student Success – PTA.org/ParentsGuides
Thank you!