Why Advocate?
AACTE Government Relations and Advocacy Committee

Chair: Trish Parrish, Lindsey Wilson College
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Raymond “Donny” Lee, Harding University
Allan Clarkson, Western Governors University

Bolded names are presenters on today’s webinar

Want to join the committee? Apply in Spring 2019!
Questions will be taken at the end of the presentation.
What is Advocacy?

• Activity in support of a particular cause or policy that you undertake with other individuals or stakeholders.

• Successful advocacy is characterized by:
  – long-term relationship-building
  – connections with policy makers, agency leaders, and the media
  – developing alliances with other education stakeholders

  – And can lead to successful directed efforts for a specific outcome. (this is a campaign vs sustained advocacy)
Why Advocate?

Professional Responsibility

If you are not advocating on your behalf, someone else is—and they may tell a different story.

“If you are not at the table you are on the menu.”
Where Our Voices Can Be Heard: Decision Points

There are many places where the voice of educator preparation can useful in support of the profession. Consider those that impact the profession:

• Your dean
• The provost or president of your institution
• State elected officials
• Appointed state personnel
• State government agencies
• Federal elected officials and agencies
Know Your Guidelines

**BEFORE** you dive into advocacy please do the following:

Check your faculty/staff handbook and learn of your guidelines around advocating using your title, institutional email, and institutional address.

**DO NOT GET INTO TROUBLE**

**REMEMBER**: You can always advocate using your personal address and email.
The Citadel Faculty Manual Under the Topic “Political Action”

The Citadel enthusiastically supports the American political process but by necessity remains apolitical and endorses no party or candidate. Faculty, staff, and students are encouraged to participate in politics as individual citizens but are enjoined from any actions which may be interpreted as representing a Citadel political point-of-view or which commit The Citadel to actions which appear to favor a political candidate or party. Employees should exercise extreme care to avoid attracting unfavorable attention to the College when involving themselves in politics, especially when pursuing public office.
AACTE Resources for YOU

It’s not always easy to know just where to start, so let’s explore the AACTE Advocacy Center:

• Federal page
• State page
• Advocacy guides (AACTE member exclusive)
• State policy makers contact documents for each state (AACTE member exclusive)
• State Policy Tracker (AACTE member exclusive)
• AACTE Action Alerts
• Federal Update Webinars (AACTE member exclusive)
Advocacy Center - Federal Page

Federal Advocacy

While many of the decisions governing educator preparation are made at the state level, the federal government and the Congress have roles affecting the profession as well.

The most important aspect of engaging in federal advocacy is the power of the constituent voice. Members of Congress act based on the information provided to them first and foremost by their constituents. Over time, you want to build relationships with both members of Congress and their staff handling education so that you become one of the sources that officials consult for information and ideas related to educator preparation.

AACTE offers a variety of resources to help you navigate the federal advocacy landscape. The Federal Advocacy Guides below offer step-by-step tips on engaging in federal advocacy:

- **Requesting a Meeting with an Interested Official**
- **Preparing for a Meeting with an Interested Official**
- **Brief Tips for a Successful Meeting**

Register to receive AACTE Action Alerts and visit this web page often for the latest resources and information to support your advocacy efforts.
State Advocacy

The importance of state-level advocacy cannot be emphasized enough – particularly as implementation of the Every Student Succeeds Act (ESSA) and the federal teacher preparation program regulations unfolds throughout the country. As legislation and regulations surrounding teacher licensure, certification, accreditation, clinical practice, performance assessment, program approval, teacher shortages, and more emerge at the state level, AACTE is working hard to ensure members are equipped with the tools and resources necessary to bring educator preparation's voice to the table for these important deliberations.

The resources made available here and elsewhere on AACTE's website will help members and state chapters enhance their advocacy capacity through developing foundational and ongoing support for their efforts.

State Advocacy Guides

Updated AACTE Resource Guides
Advocacy Center – Advocacy Guides

• Downloadable PDF tips and techniques for working with legislators and media
• Available for federal and state advocacy and engagement
• Create leave behind materials to ensure elected officials and others know of the great work you are doing to prepare profession-ready teachers
Advocacy Center - Federal Update Webinars

• Stay up to date on profession relevant activity unfolding in Washington with the Congress and the Administration
• Learn of advocacy you can do on key issues
• Get the political context on key issues
• Offered on two different days and times to accommodate times zones and teaching schedules
• Recorded so that you can watch the webinar if you missed it live!
Advocacy Center - Action alerts

Receive notification of opportunities to engage in advocacy campaigns at the federal and state levels

Advocacy Center – Key State Policymaker Page

• Not sure who to call? Download your state’s page of key contacts (Note, this is not EVERY contact in the state!)
• Got an update? Staff turnover and transition happens often. Email gra@aacte.org with updates
• Last updated July 2018
Advocacy Center – State Policy Tracker

• Powered by LexisNexis StateNet
• Follow legislative and regulatory proposals by issue, status, date
• Interactive and searchable
• Reporting and archive available for trend analysis
Government Relations Staff

• Your institution may have a team focused on state and federal relations – get to know them!

• They can support you in your efforts and ensure you are not working counter to your institution’s agenda.

• If there is not a government relations staff person, try to find out who does this in addition to their other assigned duties.
Questions?