“To make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.”
PTA Advocacy: A Legacy in Leadership
PTA Advocacy

A Legacy in Leadership
The Power of PTA

National PTA®

every child. one voice.®
Advocacy on Behalf of Every Child

What Sets National PTA Apart?
PTA Advocacy Basics

• National PTA is a 501(c) (3) nonprofit and leads the association’s federal advocacy work

• State and local PTA units are independently incorporated 501 (c) (3) organizations

• National PTA does not operate a 501(c)(4)
PTA Advocacy Basics

• National PTA does not take positions for or against state-level policies
• National PTA annual public policy agenda guides federal advocacy
• State and local PTAs are encouraged to align with National PTA’s positions
• State and local PTAs may not contradict national resolutions or position statements
What is PTA Advocacy?

PTA Advocacy is speaking up for every child...

More than legislation! Program implementation, school improvement strategies, standards and curriculum development, etc.
Why Is Being an Advocate Important?

Advocates advance change that could benefit a large population

Advocates keep their interests on the minds of policymakers

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might a constituent meeting in person in the Washington Office have on his/her decision?*

- A lot of Positive Influence: 51%
- Some Influence: 46%

Why Should You Be an Advocate?

As a PTA member, you are knowledgeable of the needs of students and families involved in the school system.

As a PTA member, you bring credibility to the issues and are most often seen as working on behalf of others.

No one else may be advocating for families and students.
PTA Advocacy: Structure

National PTA

State PTAs

Regions, Councils, Districts, and Unit PTAs
National PTA Advocacy Structure

People:
• Officers
• Board
• Legislation Committee
• Government Affairs Staff

Actions:
• Lead federal advocacy activities
• Provide timely updates and information on federal advocacy to states
• Assist in building advocacy capacity at state/local level
• Legislative Conference
• Workshops at Annual Convention
• Training through the year
Federal Advocacy Activity

• Advocate before Congress and the Administration on behalf of National PTA’s federal priorities

• Develop and disseminate National PTA’s annual Public Policy Agenda (available online: pta.org/policyagenda)
National Standards for Family-School Partnerships

- Welcoming All Families
- Communicating Effectively
- Supporting Student Success
- Speaking Up for Every Child
- Sharing Power
- Collaborating with Community
114th Congress, Second Session

National PTA
Federal Public Policy Agenda
National PTA Policy Agenda

• Quality Education
  Elementary and Secondary Education
  Special Education
  Early Learning & Childhood Education
  Post-Secondary Access and Opportunity
  Investments in Education

• Gun Safety and Violence Prevention

• Juvenile Justice

• Child Health and Safety

• Technology and Student Data Privacy
114th Congress National PTA Policy Agenda

Elementary and Secondary Education

• Elementary and Secondary Education Act (ESEA) Reauthorization
• Family Engagement in Education Act
• Federal safeguards for educational equity for disadvantaged populations
114th Congress National PTA Policy Agenda

Special Education

• Reauthorization and full funding of the Individuals with Disabilities Education Act (IDEA)
114th Congress National PTA Policy Agenda

**Early Learning and Childhood Education**

- Family engagement within all early childhood education (ECE) programs
- Public pre-kindergarten for all students
- Support for expansion of other research-based ECE programs
114th Congress National PTA Policy Agenda

Postsecondary Access and Opportunity

• Ensure every student is taught to high and relevant academic standards to be prepared for their future

• Ensure that students and families are well-equipped to navigate the post-secondary education landscape
Federal Investments in Education

- Replace sequestration
- Invest in Statewide Family Engagement Centers (SFECs)
- Increase funding for programs authorized under ESEA, esp. Title I
- Fully fund IDEA
Education Technology and Student Data Privacy

- Access to digital devices and broadband
- Modernize federal laws to better protect students’ educational records & privacy
- Ensure families are informed on the use of technology in schools and know their rights
Child Health and Safety

• Support implementation of nutrition standards for all foods sold in school
• Maintain improved nutrition guidelines for the National School Lunch and Breakfast Program
• Improve and support anti-bullying efforts
Juvenile Justice

• Promote effective family-focused, school & community-based youth interventions

• Improve protections for youth in the Juvenile Justice and Delinquency Prevention Act
Gun Safety and Violence Prevention

• Prevent gun violence and improve overall environments for our nation’s children
Roadblocks to Advocacy

- Lack of time
- Lack of focus
- Lack of knowledge with the issue(s)
- Lack of comfort with advocacy process
National PTA Advocacy

Policy Updates and Resources

• Federal Policy Action Alerts
• PTA Takes Action Newsletter
• Issue-specific webinars on Public Policy Agenda
• National PTA Legislative Committee legchair@pta.org
• Government Affairs Staff govtaffairs@pta.org
  • Elizabeth Rorick, Deputy Executive Director
  • Jacki Ball, Director
  • Josh Westfall, Manager
  • Lindsay Kubatzky, Coordinator
National PTA Advocacy

Assist in Building Advocacy Capacity of States

• Online resources
  • Advocacy toolkit (updated)
  • Election year guide
  • Letters to policymakers from National PTA
  • Policy issue briefs
  • And more!

• Members of National Legislation Committee
• Annual National PTA Legislative Conference
• National Advocacy Awards
• National PTA advocacy trainings
PTA Advocacy: Structure

National PTA → State PTAs → Region, Council, District, and Unit PTAs
State PTA Advocacy Structure

**People:**
- Officers
- Board
- Legislative Committee
- Advocacy Committee
- Federal Legislative Chair
- Staff

**Actions:**
- Lead state-level advocacy activities
- Provide timely updates and information on federal and state advocacy to regions, districts, councils, and local PTAs
- Lead on mobilizing membership in support of federal and state advocacy
- Assist in building advocacy capacity at regions, districts, councils and local PTA’s
- Participate in Annual Conventions and/or Leadership Trainings
State PTA Advocacy

• State policy platform – Does your state have one?
• Communicate priorities to legislators, governor, state department of education
• Legislative alerts and updates via social media and email
• Legislative Days at state Capitols
State PTA Advocacy

Leaders in State-level Advocacy

• What is a Federal Legislative Chair (FLC)?

• What does an FLC do?

• How do you find out who your state’s FLC is?
State, Regions, Council, District and Unit

PTA Advocacy

Building Advocacy Capacity

• Newsletters
• PTA Website
• Membership Materials
• Social Media
• Disseminate Federal Policy Action Alerts
• Statewide advocacy training workshops at state convention
• District/local board training
• Participate in State PTA legislative events
Visit PTA.org to stay connected!

- **Site map** for our programs, tools and resources
- **Social media** (Facebook, Flickr, Instagram, LinkedIn, One Voice Blog, Pinterest, Twitter, YouTube)
Want to Learn More?
Advocate for children and families at all levels of government

Build lasting relationships with policy makers

Conduct effective meetings with legislators
January 27, 2016 – How to Schedule Hill Meetings

February 17, 2016 – Public Policy Agenda

March 1, 2016 – Successful Hill Meetings and Navigating D.C.
Questions?