



## Advocacy Plan of Work

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### Initiative 1

We will build a comprehensive research based, public policy and advocacy plan

#### Goals

- Engage members in advocacy at all levels
- Improve public policy affecting children and families
- Engage governance to lead by example
- Equip PTA leaders and members to become trusted messengers and champions for public education

### Initiative 2

We will grow and steward our resources

#### Goals

- Provide comprehensive learning and growth opportunities for our members through advocacy calls, Legislative Day in Dover, visiting elected officials in their representative district
- Host advocacy training day before legislative session begins in January
- Engage our board of directors, local units and members to participate in ESSA after Delaware's plan is returned and approved to ensure family engagement takes priority in the plan is executed

- Record all advocacy committee calls for view after the meetings and post the minutes to the Delaware PTA website.
- Set up a Facebook page just for the advocacy committee to post updates and share information and alerts
- Create a workshop for local PTAs to use for their meetings on Advocacy 101 and how it works in Delaware
- Present our legislative agenda to the school district chiefs and at local school board meetings
- Recruit member of the advocacy committee to get more local members signed up for PTA Takes Action

### **Initiative 3**

Enhance the internal and external awareness of the association

### **Goals**

- Build public perception of PTA as a leader in advocacy for children and foster relationships throughout all levels of the association
- Increase member awareness and access to PTA and its resources through multiple approaches
- Create blog entries on ongoing advocacy campaigns within the association
- Develop guidelines for policy coalition engagement and make recommendation to the board of directors
- Create an advocacy award application process and provide recognition at Delaware Day in Dover for the winners

### **Tactics/Actions**

- Develop and administer surveys and polls to membership to get a comprehensive position
- Ensure Delaware PTA and its constituencies are subscribing to PTA Takes Action
- Host 5 conference calls or webinars in the 2017-18 Legislative Session
- Use social media to share all position statements and resolutions
- Host a celebration of advocacy wins
- Host an exceptional children's expo partnering with other organizations
- Provide election materials for members during the election season.
- Provide awareness of how to host candidate forums.

- Enhance voter registration
- Create a presence within all stakeholder groups
- Advocate for family engagement as a PTA foundation throughout all our work
- Develop several position statements and/ or resolutions such as but not limited to: School Climate, Trauma informed care, Healthy Sleep for Adolescents, Consolidation of School Districts, Recognition of historically disadvantaged students, Better Guidelines for Wellness Centers, Early Childhood funding for at risk students, Inclusion, undocumented youth, LBGQT as a protected class ,and immigration ( more as needed)
- Strategically invite specific advocates to be on the core advocacy committee with first meeting in August (via phone conference) and second meeting in Sept (in person) meeting monthly except in December. A full committee with members and responsibilities will be formed membership will include VP for Advocacy as the chair, VP for Children at Risk, Madame President (by ex officio) and 10 core members representing all counties. Courtesy will be given as requested.

#### **Budget Implications**

- PTA Day in Dover
- Mileage
- Printing Costs
- Advocacy Winners