“To make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.”
The Power of PTA

National PTA®

every child. one voice.®

Advocacy on Behalf of Every Child
What Sets PTA Apart

By the end of this workshop you will be able to:

- Define the term advocacy
- Understand the basics of PTA’s federal policy positions
- Identify the structure of PTA advocacy work at the local, state and federal levels
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 as 501(c)(4)

PTA Advocacy Basics (continued)

• 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

How much influence? (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
- Some Influence
- Little Influence
- No Influence


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

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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

National PTA Advocacy

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
- Sharing Power
- Collaborating with Community

2/17/2016
114th Congress, Second Session

National PTA Federal Policy Agenda

National PTA Policy Agenda

Equity and Opportunity for All Children

• Quality Education
  Elementary and Secondary Education
  Special Education
  Early Childhood Education
  Post-Secondary Access and Opportunity
  Investments in Education
• Gun Safety and Violence Prevention
• Juvenile Justice
• Child Health and Safety
• Education Technology and Student Data Privacy

114th Congress National PTA Policy Agenda

Elementary and Secondary Education

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

Special Education
- Individuals with Disabilities Education Act (IDEA) Reauthorization and funding

114th Congress National PTA Policy Agenda

Early Learning and Childhood Education
- Family engagement within all 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
- Ensure that families are well-equipped to navigate the post-secondary education landscape
114th Congress National PTA Policy Agenda

**Federal Investments in Education**
- Safeguard vital education investments in federal deficit reduction efforts
- Restore funding for PIRCs
- Increase funding programs authorized under ESEA
- Replace sequestration

**Education Technology and Student Data Privacy**
- Promote policies that encourage family, school and community partnerships
- Modernize federal laws to better protect students’ educational records
- 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
114th Congress National PTA Policy Agenda

**Juvenile Justice**
- Promote effective family-focused, school-based youth interventions
- Updates to improve protections in the Juvenile Justice and Delinquency Prevention Act

114th Congress National PTA Policy Agenda

**Gun Safety and Violence Prevention**
- Prevent gun violence and improve overall school safety

**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
- Webinar on National PTA's Public Policy Agenda
- National PTA Legislative Committee legchair@pta.org
- Government Affairs Staff
  - Elizabeth Rorick errick@pta.org
  - Jacki Ball jball@pta.org
  - Josh Westfall jwestfall@pta.org
  - Lindsay Kubatzky lkubatzky@pta.org

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
- Annual National Advocacy Awards
- National PTA advocacy trainings

PTA Advocacy: Structure
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 PTAs
• Participate in Annual Conventions and/or Leadership Trainings

State PTA Advocacy

Building Advocacy Capacity
• Newsletters
• Website
• Membership Materials
• Social Media
• Disseminate Federal Policy Action Alerts
• Statewide advocacy training workshops at state convention
• District/local board training
• State PTA legislative events; day at the capitol, etc.

PTA Advocacy: Structure
Region, Council, District and Unit PTA

People:
- Officers
- Board
- Legislative Committee
- Advocacy Committee
- Individual PTA Members

Actions:
- Lead on local advocacy activities
- Communicate advocacy updates from National PTA and your state PTA
- Utilize advocacy resources to build capacity of membership
- Mobilize membership in support of federal, state, and local advocacy
- Share advocacy activities with State

Regions, Council, District and Unit PTA Advocacy

Building Advocacy Capacity
- Newsletter
- PTA website
- School website
- Membership materials
- Social Media
- Think bigger than just your school

Membership Benefits
You Are a Part of a Network:
- 54 PTA Congresses: including Puerto Rico, Europe DOD, and Virgin Islands
- Over 20,000 PTAs and several million members

You Are a Part of a Network with Benefits:
- AARP, Boxed, Hertz, LifeLock, MetLife, Quicken Loans, Schwan’s Cares, Sylvan Learning, and TeenSafe
- Visit PTA.org/Benefits to learn more

You Are a Part of a Network with Support:
- Customizable membership applications, marketing materials, and information on new and existing benefit providers
- Visit PTA.org/Today to learn more
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)

Questions?

For more information
www.PTA.org