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

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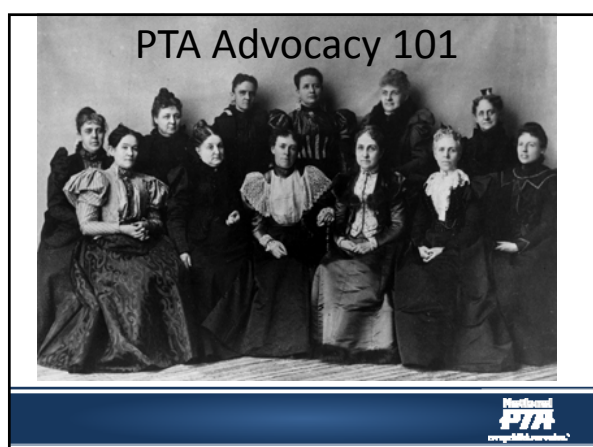
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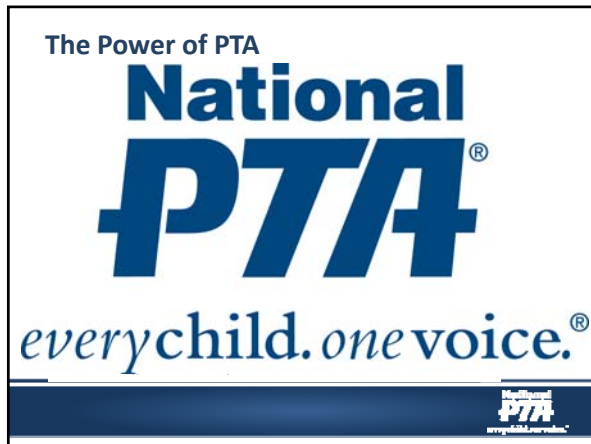
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**By the end of this workshop you will be able to:**

- 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



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### 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)

Non Profit




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### 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




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### 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.




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### Why Is Being an Advocate Important?

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?

How much Influence?	Percentage
A lot of Positive Influence	46%
Some Influence	51%

Advocates advance change that could benefit a large population

Advocates keep their interests on the minds of policymakers

**National PTA**  
www.nptanet.org

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### 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

**National PTA**  
www.nptanet.org

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### PTA Advocacy: Structure

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graph LR
    A[National PTA] --> B[State PTAs]
    B --> C[Regions, Councils, Districts, and Unit PTAs]
    
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**National PTA**  
www.nptanet.org

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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



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## 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](http://pta.org/policyagenda))





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## National Standards for Family-School Partnerships

Welcoming  
**All Families**  
STANDARD 1

Communicating  
**Effectively**  
STANDARD 2

Supporting  
**Student Success**  
STANDARD 3

Speaking Up  
for **Every Child**  
STANDARD 4

Sharing  
**Power**  
STANDARD 5

Collaborating  
with **Community**  
STANDARD 6



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114<sup>th</sup> Congress,  
Second Session



National  
PTA Federal Policy Agenda



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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



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114<sup>th</sup> 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





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## 114<sup>th</sup> Congress National PTA Policy Agenda

### Special Education

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




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## 114<sup>th</sup> 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




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## 114<sup>th</sup> 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




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## 114<sup>th</sup> 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




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## 114<sup>th</sup> Congress National PTA Policy Agenda

### *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




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## 114<sup>th</sup> Congress National PTA Policy Agenda

### *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




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## 114<sup>th</sup> 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



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## 114<sup>th</sup> Congress National PTA Policy Agenda

### *Gun Safety and Violence Prevention*

- Prevent gun violence and improve overall school safety



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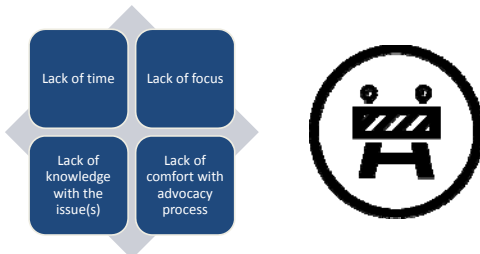
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## Roadblocks to Advocacy



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## 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](mailto:legchair@pta.org)
- Government Affairs Staff
  - Elizabeth Rorick [erorick@pta.org](mailto:erorick@pta.org)
  - Jacki Ball [jball@pta.org](mailto:jball@pta.org)
  - Josh Westfall [jwestfall@pta.org](mailto:jwestfall@pta.org)
  - Lindsay Kubatzky [LKubatzky@pta.org](mailto:LKubatzky@pta.org)




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## 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




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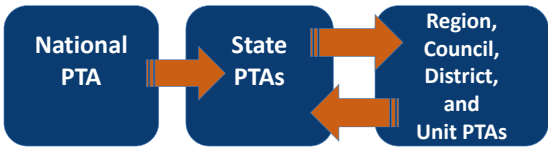
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## PTA Advocacy: Structure



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graph LR
    NP[National PTA] --> ST[State PTAs]
    ST --> RCDU[Region, Council, District, and Unit PTAs]
    
```




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### 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




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### 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.




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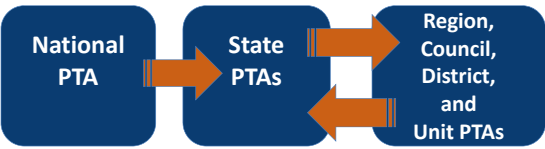
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### PTA Advocacy: Structure



```

graph LR
    A[National PTA] --> B[State PTAs]
    B --> C[Region, Council, District, and Unit PTAs]
    C --> B
  
```




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### 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




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### 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




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### 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](http://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](http://PTA.org/Today) to learn more




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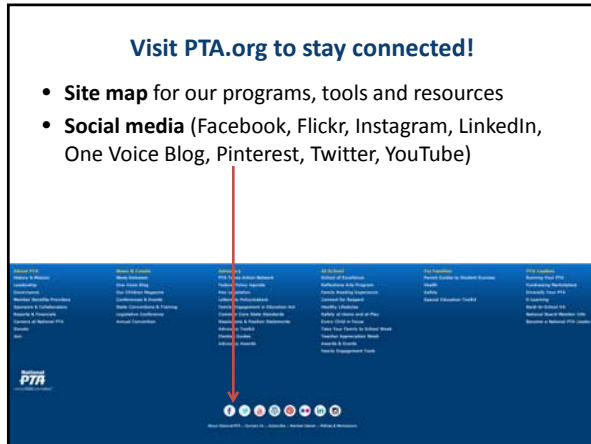
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**Visit PTA.org to stay connected!**

- **Site map** for our programs, tools and resources
- **Social media** (Facebook, Flickr, Instagram, LinkedIn, One Voice Blog, Pinterest, Twitter, YouTube)




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**Questions?**




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**For more information**  
**www.PTA.org**




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