

# Creating The Message

Norm Wooten

AASB Director of Advocacy



association of  
**ALASKA**  
school boards

# Tell **Your** Story

- Your story should be 3 to 5 minutes.
- Recommend that your story should have no more than 5 bullet points.
- Begin your story with the “ask” and end your story with the “ask”.
- Your story should contain **why** and **how** it will **benefit students** in your school district.

# Your Story in a Pandemic

- You will be in a Zoom meeting with other districts. Respect their time to speak.
- When you enter the Zoom meeting rename yourself and identify your school district.
- “Shorter” is better than “longer”.
- We strongly encourage you and your colleagues to participate. This may be your only opportunity to interact with legislators.

# Your Story In a Pandemic, cont'

- This is **NOT** a legislative committee meeting – it is a meeting with legislators, just as in normal times you might make an appointment.
- Therefore, it is not necessary to comply with committee protocols (i.e. speaking through the chair).
- Norm will facilitate the meeting – not to control - but rather to expedite and allow all to speak

# Creating Your Story

- **You have several sources of data to create your story:**
  - **AASB's Legislative Priorities enacted by the Delegate Assembly and approved by the BOD.**
  - **Discussions that will occur in the like-size forums this afternoon.**
  - **Any resolutions or goals enacted by your local school board.**



# AASB Legislative Priorities

- Resolutions submitted by school districts
- Resolutions debated, amended adopted by the Delegate Assembly
- Adopted resolutions debated and prioritized by “like-size” district forums
- Final prioritization adopted by Board of Directors

# Public Education Funding

## Adequate, Reliable, Predictable

- Adequate – Prevent the devastating impacts of the pandemic to school funding in 2021 and 2022 due to temporary reductions in adjusted ADM
- Funding must be reliable, stable, and predictable
- Uphold the constitutional mandate for public school funding (*Alaska Constitution – Article 7, Section 1*)
- Guard against the use of public funding for private schools – no vouchers
- Prevent cost shifting of items such as transportation, bond-debt reimbursement, major maintenance, and retirement to districts and local communities
- Prevent state mandated school consolidation, especially in rural Alaska

# **Student Wellness & Safe Schools**

**Priorities, efforts & funding to support and promote student wellness & safety**

- **Address the impacts of the pandemic on student wellness (physical and mental)**
- **Support student mental health and the required services**
- **Support safe, connected schools**
- **Support trauma informed practices in Alaska schools**
- **Prevent sexual abuse by school staff through appropriate professional boundaries policy and training**
- **Reduce school and student violence**



# Internet Connectivity & Distance Delivery

Provide equitable opportunity for students across the state to access learning & content as a part of their education experiences

- Fully fund E-rate so that schools have the necessary connectivity
- Investing in Alaska broadband infrastructure for equitable access everywhere
- Alaska relevant and appropriate distance delivered curriculum and instruction
- Locally adapted and school board approved curriculum
- Provide appropriate professional development for distance delivered instruction
- Develop equity in providing distance delivered, instructional opportunities

# **Teacher & Administrator Training, Recruitment and Retention – through multiple approaches increase the retention, recruitment and training of highly effective teachers and administrators**

- **Reduce the extremely high rates of teacher and administrator turnover**
- **Provide resources for a robust teacher-mentor program**
- **Provide and fund more competitive retirement benefits**
- **Invest in effective professional development of teachers and administrators**
- **Work with partners and the University of Alaska to improve and develop a teacher training program focused on growing teachers and administrators from Alaska**

# Literacy as A Fundamental Human Right

- Funding and support for focus on early childhood literacy skills development
- Working towards literacy proficiency by the third grade
- Investing in higher graduation rates and a more literate populous
- Through literacy proficiency create educational equity
- Recognize literacy as a fundamental human right

# Creating Your Story

- **Attend the meeting with your legislators**
- **Be prepared with your story**
- **Share the floor with your colleagues from other districts**
- **Respect the legislators and thank them for meeting with you**
- **Thank you for attending and advocating for your students.**