

Public Education Advocacy for School Boards

Wendy Dominique, FNSBSD and Lon Garrison, AASB



association of
ALASKA
school boards

Advocacy

Definition:

“Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social systems and institutions.” (Wikipedia)

Advocacy : educating, supporting, resolving, informing, providing, lobbying, in-favor of, speaking on behalf, promoting, encouragement, transparency.

Others?



Who do we advocate to?

- Local communities, businesses, organizations
- Students
- Parents
- School staff
- Local government
- State and federal agencies
- State legislature
- Congress and the President

Who do we advocate to?

Fairbanks examples:

- Local communities, businesses, organizations
 - ✓ Local tribes?
 - ✓ Military?
 - ✓ Faith organizations
 - ✓ Chamber of Commerce ?
 - ✓ Businesses
 - ✓ Rotary ?
- Parents & students
- School staff
 - ✓ Certified
 - ✓ Classified
 - ✓ Administrators



Who do we advocate to?

Fairbanks examples:

- Local government
- State and federal agencies
- State legislature
- Congress and the President



**On behalf of the membership of
AASB:**

**Where We Stand
2019**

**Resolutions of the Association of Alaska School
Boards**



association of
ALASKA
school boards



association of
ALASKA
school boards

Where We Stand 2019

Final Version

**The resolutions and belief statements of
the
Association of Alaska School Boards**

November 12, 2018



association of
ALASKA
school boards

We Stand Up 4 Public Schools



What I am today began in public education.

“It’s truly amazing what happens when everyone pulls toward a shared goal. When my team won the Iditarod, it was a win shared by many. Every person who contributed their knowledge, expertise and support was part of the winning team. That’s why I care about our public schools. I’ve seen what can happen when educators, families and communities pull together and focus on developing tomorrow’s leaders.”

John Baker
2011 Iditarod Sled Dog Champion

**GREAT THINGS HAPPEN
AT PUBLIC SCHOOLS.**



Learn more at

www.AASB.org



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Local Advocacy

Fairbanks examples:

FY18-FY21 STRATEGIC PLAN
Fairbanks North Star Borough School District

MISSION STATEMENT – WHAT IS OUR PURPOSE?

Our mission is to provide an excellent, equitable education in a safe, supportive environment so all students will succeed and contribute to a diverse and changing society.

CORE VALUES – HOW WILL WE BEHAVE?

- **Student-Centered:** Center everything we do on the student and student learning.
- **Respect:** Respect the diversity and dignity of all.
- **Safe Environment:** Provide a safe learning environment.
- **High Expectations:** Maintain high expectations and educational opportunities to inspire high achievement.
- **Collaborative:** Engage with students, family, staff and community to support student success.
- **Innovative:** Be innovative and adaptive to student needs.
- **Integrity:** Be transparent, trustworthy and professional.

VISION STATEMENT – WHAT DOES SUCCESS LOOK LIKE?

We envision learning without boundaries, where every student achieves his/her path to academic and career success. Learning will be driven by student need, through flexible and adaptive options. Supporting the district's educational system are highly engaged families; proven technology infrastructure; staff that are continually raising the bar in their profession; and a community that is committed to growing our future.

STRATEGIC GOALS – HOW WILL WE SUCCEED?

1. **Personalized Learning:** Provide all students with options to meet their needs and achieve academic success.
2. **Effective Communication:** Establish relevant, inclusive, and consistent two-way communication to enable/encourage student, parent, staff and community connectedness with the district and increase the diversity of voices within the district.
3. **Parent & Community Engagement:** Engage parents and the community to create a meaningful learning environment for students.
4. **Organizational Excellence:** Create an environment that supports the needs of staff to enable a school and organizational climate where students thrive.
5. **Technology Integration:** Integrate technology across the district.

Visit k12northstar.org for Strategic Plan & Goals

STRATEGIC GOALS AND DISTRICT OBJECTIVES

1. **PERSONALIZED LEARNING:** Provide all students with options to meet their needs and achieve academic success. *Objectives under Goal 1 are listed in alphabetical order; not by priority
 - **Class Size:** Ensure class size that is conducive to learning.
 - **CTE:** Provide comprehensive technical training combined with relevant CTE experiences to increase student awareness of postsecondary options and prepare them for high skill, high demand careers.
 - **Effective Teaching:** Support a culture of continuous improvement.
 - **eLearning:** Expand student access to online courses.
 - **Full-Day Kindergarten:** All kindergartners will have full-day options.
 - **K-8 Options:** Expand K-8 options.
 - **Secondary Options:** Expand secondary options.
 - **Success Pathways:** Create multiple pathways to graduation.
 - **Support Services:** Support academic and social/emotional needs of students.
2. **EFFECTIVE COMMUNICATION:** Establish relevant, inclusive, and consistent two-way communication to enable/encourage student, parent, staff and community connectedness with the district and increase the diversity of voices within the district.
 - **Parents:** Ensure all parents are informed through systematic, multi-channel delivery of relevant information.
 - **Community:** Proactively engage by providing numerous opportunities for dialogue between community and the district.
 - **Staff:** Connect and engage with all staff through frequent and streamlined communication.
 - **Board:** Guide the strategic direction of the district by facilitating the engagement of all stakeholders both internal and external.
3. **PARENT & COMMUNITY ENGAGEMENT:** Engage parents and the community to create a meaningful learning environment for students.
 - **Parent Engagement:** Focus on meaningful parent engagement through a variety of opportunities to support student success.
 - **Business Partnerships & Community Groups:** Expand partnerships with businesses and community groups.
 - **Stakeholder Engagement:** Engage local stakeholders in educational decision making.
 - **UA System & DEED Collaboration:** Collaborate with the University of Alaska System and Department of Education & Early Development to facilitate alignment.
4. **ORGANIZATIONAL EXCELLENCE:** Create an environment that supports the needs of staff to enable a school and organizational climate where students thrive.
 - **Operational Support:** Execute efficiency and best practice in operational support and financial management.
 - **Diversity:** Engage and foster a strong diverse workforce, representative of all cultures that enriches the quality of education provided to all students.
 - **Curriculum System:** Redesign our curriculum system to be agile and adaptive to change, keeping materials and resources relevant.
 - **School Buildings:** Ensure facility plans to address safety, changing delivery needs and declining enrollment.
 - **Workforce Excellence:** Attract, retain and develop excellence in our employees.
5. **TECHNOLOGY INTEGRATION:** Integrate technology across the district.
 - **Technology in the Classroom:** Ensure technology is embedded within instruction to support personalized learning.
 - **Tech Support:** Improve and expand site-level technology proficiency.
 - **IT Infrastructure:** Ensure a robust IT infrastructure.
 - **PD for Staff:** Embed technology into all professional development.

Board Approved as of March 21, 2017. Board Revised as of June 5, 2018.



Local Advocacy

Fairbanks examples:

School Safety Quick Reference

Sit Tight

Used to maintain privacy and safety for students in a medical or emergency situation.

- Close doors, cover interior windows & remain in classroom.
- Take attendance. Include any person not on your roster.
- Anyone in the hallway report to nearest classroom or office.
- Access will be restricted to main entrance and maintained by Principal or designee.
- Continue normal classroom operations.
- Remain in classroom, ignore bells. Check emails for updates. Remain in sit tight until an announcement is made clearing the situation.

Secure the Building

Protects school from dangerous situation outside of building or in immediate area.

- Lock exterior doors & lower exterior shades.
- Principal or designee will control all building access until the situation is cleared.
- Continue inside operations as normal.
- Classes outside the building will return inside immediately.
- Outdoor recess will return inside.

Lockdown

Clear the hall, secure the buildings and lock the doors for possible threat or emergency.

- Lock exterior doors, lower exterior shades, turn off lights and remain quiet.
- Take attendance. Include any person not on your roster.
- Anyone in the hallway report to nearest classroom or office.
- No in and out access will be allowed in building or classrooms.
- Remain in classroom, ignore bells. Check emails for updates. Remain in lockdown until an official enters your room notifying you the situation has ended and puts you in sit tight.

December 2018



A **Alert**- Once recognition of an armed assailant has been made, get the ALERT out to the rest of the facility. Use clear and concise language to convey the location and type of event.

L **Lockdown**- This is a semi-secure starting point from which to make survival decisions. If you decide it is not safe to evacuate, secure the room: barricade the door, gather weapons (coffee cups, chairs, books, etc.) and mentally prepare to defend yourself or others.

I **Inform**- Use Technology! Be creative and use any means necessary to pass on real time information that is crucial for making decisions. Give information in plain language. Focus on Who, What, Where, and When. Descriptive information of the Armed Assailant that can be passed onto the responders is also helpful.

C **Counter**- ALWAYS avoid confrontation with an active shooter, through lockdown or evacuation. If conflict is inevitable - use simple, proactive techniques when you are confronted by an Armed Assailant. Act with physical aggression, Commit to your actions, improvise, Throw things at the shooters head, Create as much noise as possible, Attack in a group (Swarm).

E **Evacuate**- Evacuating quickly and orderly is the ideal way to respond to an Armed Assailant. If there is a safe route, remove yourself and others from the danger zone as quickly as possible. - If you can safely evacuate, do so immediately.

- Always consider windows and alternative exits to main entrances.
- Remain calm, alert to danger and adaptable to the situation

What is an Unauthorized Visitor/ Dangerous Person?

- A Dangerous person could be an unauthorized visitor or someone with a legitimate purpose on premises who is exhibiting dangerous behavior.
- Dangerous behavior includes causing a disturbance, making threats, damaging property, causing injury to self or others, weapon possession, refusing to provide name and reason for visit, refusing to go to the office to obtain a visitor pass or other action that makes you uncomfortable.

REMAIN CALM AND NOTIFY OFFICE IMMEDIATELY



NCBI: Building a Caring School Environment

NCBI has a long and honored past showing us our similarities and bridging the divides between people and cultures through the sharing of personal stories of oppression and discrimination. It is through the sharing of participants individual stories that we come to a better understand of the impact of discrimination. We also became able to understand our commonality with others and at that point we start being able to build supportive alieship within our schools and community.

www.k12northstar.org



LEARN TO DEVELOP SKILLS THAT CREATE AN ENVIRONMENT OF DIVERSITY & INCLUSION!!

- Learn, appreciate, respect and understand the differences among all staff and students.
- Engage diverse understanding and appreciation of the diversity within their school.
- Identify the environment that contributes to prejudice and biasing.
- Learn new information that builds respect among diverse groups.
- Build skills for effectively reducing biasing, harassment, and prejudice.



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Local Advocacy

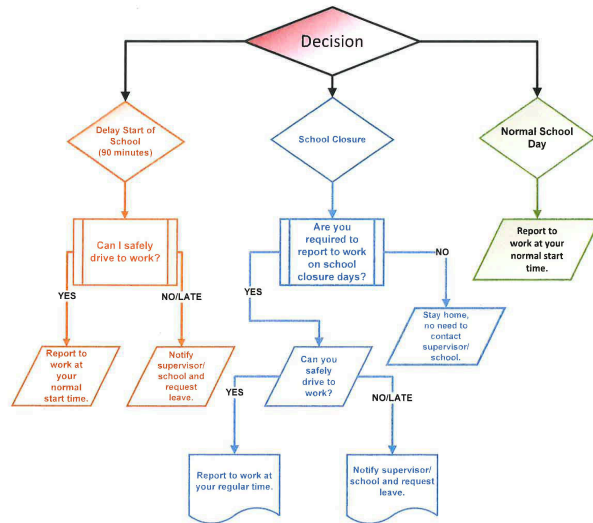
Fairbanks examples:

Inclement Weather Decision-Making Timeline

4:00 am - First Student begins to survey roads
4:00 – 5:00 am - Transportation department consults with superintendent
 *Alternate Bus Routes Determination
5:15 am - Decision by Superintendent and communication begins

- Communication Channels for Delay Start of School and School Closure:
- Blackboard
 - Facebook/Social Media
 - Website
 - Texts* to staff and parents
 - District App
 - 452-2000 message updated
 - Media
 - Email

* Verify cell number on ESS is listed as primary.



FAIRBANKS NORTH STAR BOROUGH BOARD OF EDUCATION

RESOLUTION 2020-06:

SUPPORT FOR THE SCHOOL DISTRICT LED LIGHTING CONVERSION PROJECT

WHEREAS, the reduction of districtwide utility costs and energy conservation are consistent goals of the school district; and

WHEREAS, periodic and long-term investment in our buildings is an effective way to reach these goals; and

WHEREAS, the existing fluorescent lighting systems in schools and district buildings are less efficient and use more electricity than newer LED lighting systems; and

WHEREAS, converting existing fluorescent lighting to LED lighting systems in schools and district buildings would save approximately \$975,000 annually, reducing electricity usage by approximately 4,000 Megawatt hours each year; and

WHEREAS, converting to LED lighting would save approximately \$20,000 per year in related costs due to longer lifespans of LED bulbs compared to fluorescent bulbs; and

WHEREAS, based on the estimated annual savings, the expected payback of the conversion project is 2.2 years; and

WHEREAS, based on estimated annual savings, as well as expected lifespans of LED bulbs, the total lifetime savings of the conversion project are anticipated to be approximately \$19 Million;

NOW, THEREFORE, BE IT RESOLVED, the Fairbanks North Star Borough Board of Education supports the School District LED Lighting Conversion Project; and

BE IT FURTHER RESOLVED, the Fairbanks North Star Borough Board of Education supports the allocation of the full current balance of the Borough's School District Facilities Maintenance Reserve Fund (SDFMR), in the amount of \$1,464,881, towards the cost of this project, estimated to be approximately \$2.5 million.

Passed and Approved: September 3, 2019


 Wendy Dominique, President
 Board of Education

ATTEST:

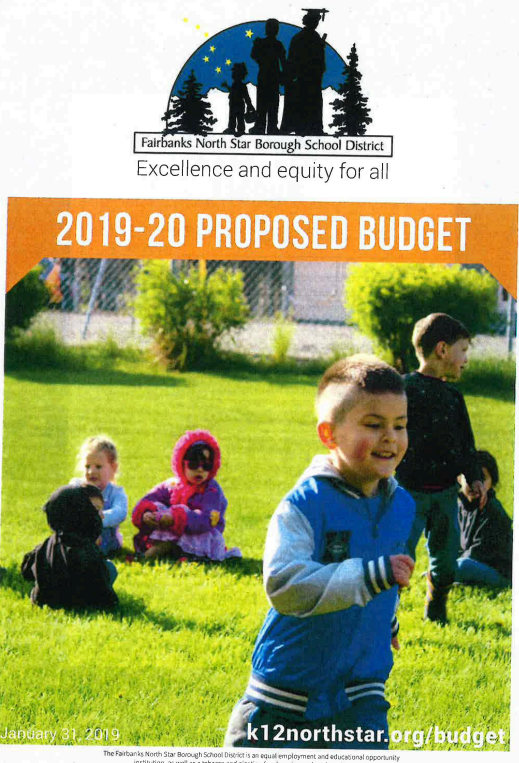

 Sharon Tuttle
 Executive Assistant to the Board of Education



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Local & State Advocacy

Fairbanks examples:



Fairbanks North Star Borough School District
Excellence and equity for all

2019-20 PROPOSED BUDGET

January 31, 2019

k12northstar.org/budget

The Fairbanks North Star Borough School District is an equal employment and educational opportunity institution, as well as a tobacco and nicotine-free learning and work environment.

FAIRBANKS NORTH STAR BOROUGH BOARD OF EDUCATION

RESOLUTION 2019-20:

OPPOSING REDUCTIONS IN EDUCATION FUNDING

WHEREAS, the Constitution of the State of Alaska in Article 7, Section 1 provides for public schools open to all children; and

WHEREAS, the policy of education is defined in Alaska Statute AS 14.03.015 to ensure all students will succeed in their education, work, and lives; and

WHEREAS, the State Legislature has previously committed to forward fund K-12 education for FY2020; and

WHEREAS, the Governor's budget proposal reduces the Base Student Allocation (BSA) by 22.9%, the largest reduction since statehood; and

WHEREAS, the proposed budget eliminates early childhood programs harming our most vulnerable population; and

WHEREAS, the budget proposal dramatically reduces funding to the University of Alaska, thus jeopardizing the many partnership programs between the university and the school district and limiting post-secondary options for high school graduates; and

WHEREAS, the budget proposal eliminates school bond debt reimbursement, shifting the liability onto municipalities; and

WHEREAS, the proposed budget will mean the catastrophic loss of teaching positions, untenable increased class sizes, and complete elimination of academic and extra-curricular programs; and

WHEREAS, budget reductions of this magnitude will have significant detrimental effect on student achievement, reverse academic gains, and adversely affect current and future students for many years to come; and

WHEREAS, the proposed budget for FY2020 will cause significant and irreparable harm to the state's economy, school districts, communities, families, and students;


NOW, THEREFORE, BE IT RESOLVED, the Fairbanks North Star Borough Board of Education is adamantly opposed to reductions in educational funding;

AND BE IT FURTHER RESOLVED, the Fairbanks North Star Borough Board of Education urges the Alaska Legislature to act on education funding by April 14, 2019, on behalf of public education.

Passed and Approved: March 19, 2019


Wendy Dominique, President
Board of Education

ATTEST:


Sharon Tuttle
Executive Assistant to the Board of Education



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State & Federal Advocacy

Fairbanks examples:



LEGISLATIVE PRIORITIES

Academic Year 2019-2020

OUR MISSION IS TO PROVIDE AN EXCELLENT, EQUITABLE EDUCATION IN A SAFE, SUPPORTIVE ENVIRONMENT SO ALL STUDENTS WILL SUCCEED AND CONTRIBUTE TO A DIVERSE AND CHANGING SOCIETY.



FAIRBANKS NORTH STAR BOROUGH BOARD OF EDUCATION

RESOLUTION 2020-03:

OPPOSING THE GOVERNOR'S BUDGET REDUCTIONS & VETOES

WHEREAS, the Constitution of the State of Alaska in Article 7, Section 1 provides for public schools open to all children; and

WHEREAS, the policy of education is defined in Alaska Statute AS 14.03.015; and

WHEREAS, Alaska's public education and postsecondary education systems are vital to Alaska's future citizenry, government, and economic stability; and

WHEREAS, the veto cutting school bond debt reimbursement shifts the state liability to the local government, and may financially impact our families and community; and

WHEREAS, the veto to cut forward funding of education for FY 20-21 creates uncertainty and may result in potential loss of academic and extra-curricular programs; and

WHEREAS, the reduction in Medicaid funding may adversely impact the health of our students and their families and therefore impact students' ability to focus and learn; and

WHEREAS, the Fairbanks North Star Borough School District recruits many of its educators from the University of Alaska, and the reduction of funding to the University of Alaska will have a negative impact on its ability to recruit and graduate students; and

WHEREAS, some of our students live in families experiencing homelessness and will be negatively impacted by the reduction in funding to the Homeless Assistance Program; and

WHEREAS, the reduction in funding to public broadcasting could negatively impact the ability of the community to receive timely information, such as topics that impact the school district; and

WHEREAS, the veto to cut funding for Village Public Safety Officers may cause a reduction in public safety services available in rural communities and therefore negatively impact the learning environment in those communities;

NOW, THEREFORE, BE IT RESOLVED, the Fairbanks North Star Borough Board of Education opposes the Governor's reductions and vetoes to the State Operating Budget;


BE IT FURTHER RESOLVED, the Fairbanks North Star Borough Board of Education urges the Legislature and Governor to reinstate the other noted funds that support the well-being of our families and community; and

BE IT FINALLY RESOLVED, the Fairbanks North Star Borough Board of Education calls on the Governor to join the Alaska Legislature in supporting forward and full funding for K-12 Education, which will help protect Alaska's children as well as Alaska's economic future.

Passed and Approved: September 3, 2019


Wendy Dominique, President
Board of Education

ATTEST:


Sharon Tuttle
Executive Assistant to the Board of Education



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State & Federal Advocacy

Fairbanks examples:

Report Dangerous Drivers to Law Enforcement

Call **911**



Your call could save a life.

REDDI

Report Every Dangerous Driver Immediately

The Fairbanks School District encourages the community to **report impaired and dangerous drivers** to law enforcement immediately.

If you see a dangerous driver, call 911 and make a REDDI report.

Call **911 REPORT**

- Vehicle Description and Location
- License Plate Number
- Driving Behavior
- Driver Description



Notice of Nondiscrimination: The Fairbanks North Star Borough School District is an equal employment and educational opportunity institution.

FAIRBANKS NORTH STAR BOROUGH BOARD OF EDUCATION

RESOLUTION 2019-17:

RECOGNIZING INTERNATIONAL WOMEN'S DAY

WHEREAS, women contribute significantly to social, economic, cultural, spiritual, political, and educational development in our society; and

WHEREAS, International Women's Day celebrates unity, advocacy, and action, and has been observed since the early 1900s; and

WHEREAS, International Women's Day accelerates gender parity by raising awareness to the struggles of women in their quest for dignity, respect, status, and equality to the position men have held in the home, schools, and the workplace; and

WHEREAS, female educators in the Fairbanks North Star Borough School District lead their schools, programs, classrooms, and offices with great vision; and

WHEREAS, our community holds in high regard programs and organizations for women and girls, such as the Girl Scouts, female veterans, Women in Law, the Women of Distinction program, and female school board members, and recognizes these programs promote the values of hard work, honesty, fairness, respect, and equality; and


WHEREAS, International Women's Day is the perfect way to celebrate the accomplishments of prominent women around the world, including the many notable achievements of Alaska Native women, such as Flora Jane Harper, Elizabeth Peratrovich, Emily Ticasuk Ivanoff Brown, and Effie Kokrine;

NOW, THEREFORE, BE IT RESOLVED, the Fairbanks North Star Borough Board of Education proclaims March 8, 2019 as International Women's Day throughout the district and encourages schools and teachers to promote equality, increase parity, and work to break the glass ceiling that limits and hinders women and girls; to join the worldwide movement to advocate for women and girls in all areas; and honor the day with activities and lessons so the community may learn and be inspired by the potential that can be gained through women's vision and leadership.

Passed and Approved: February 19, 2019


Wendy Dominique, President
Board of Education

ATTEST:


Sharon Tuttle
Executive Assistant to the Board of Education



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How Can You Stand Up with AASB?

The AASB Fly-Ins (February, late-March):

- a way to get information,
- seek a common understanding
- agree on major positions
- begin the conversation with legislators

Our Handbook

The Basics of Lobbying

The Committee Process

Tracking Legislation

Reading a Bill

Logistics and Protocol

Legislative Information Offices

Contacts

LOBBYING THE ALASKA LEGISLATURE



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How Does AASB determine its position on legislation?

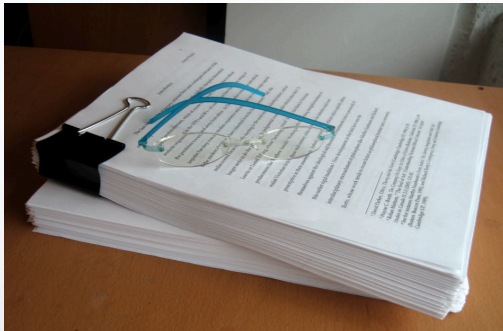
Through the resolution process



From Idea to Testimony



The **HSGQE** is taking up too many resources and is no longer relevant.



A board submits a resolution or amends an existing resolution





The AASB Membership debates the issue!



And votes to include the idea in our set of Resolutions.



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The AASB Board reviews all resolutions at the November Board Meeting

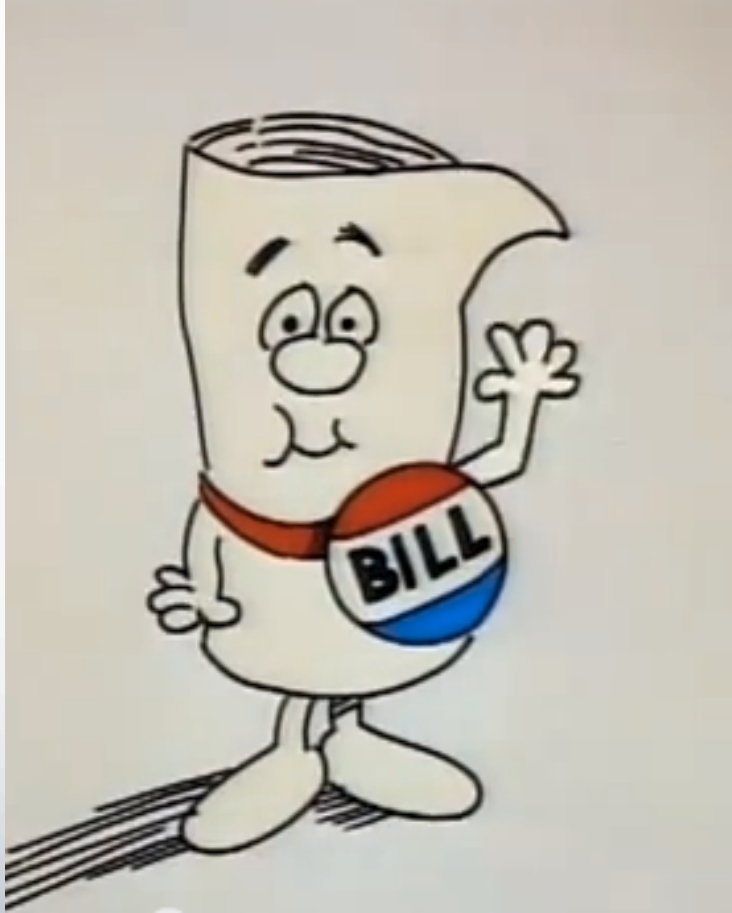


And sets priorities



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Meanwhile, Back in Juneau



And That's Where You Come In



Credibility

Passion

Relationships



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The Fly-In Process

- AASB staff provide background and context linked to your resolutions, and coordinated around the AASB Board's Priorities.
- Meet in Like-Size Forums.
- Develop Association-Wide Talking Points.
- Tell Your Story.

Download This App

AKleg

Meetings

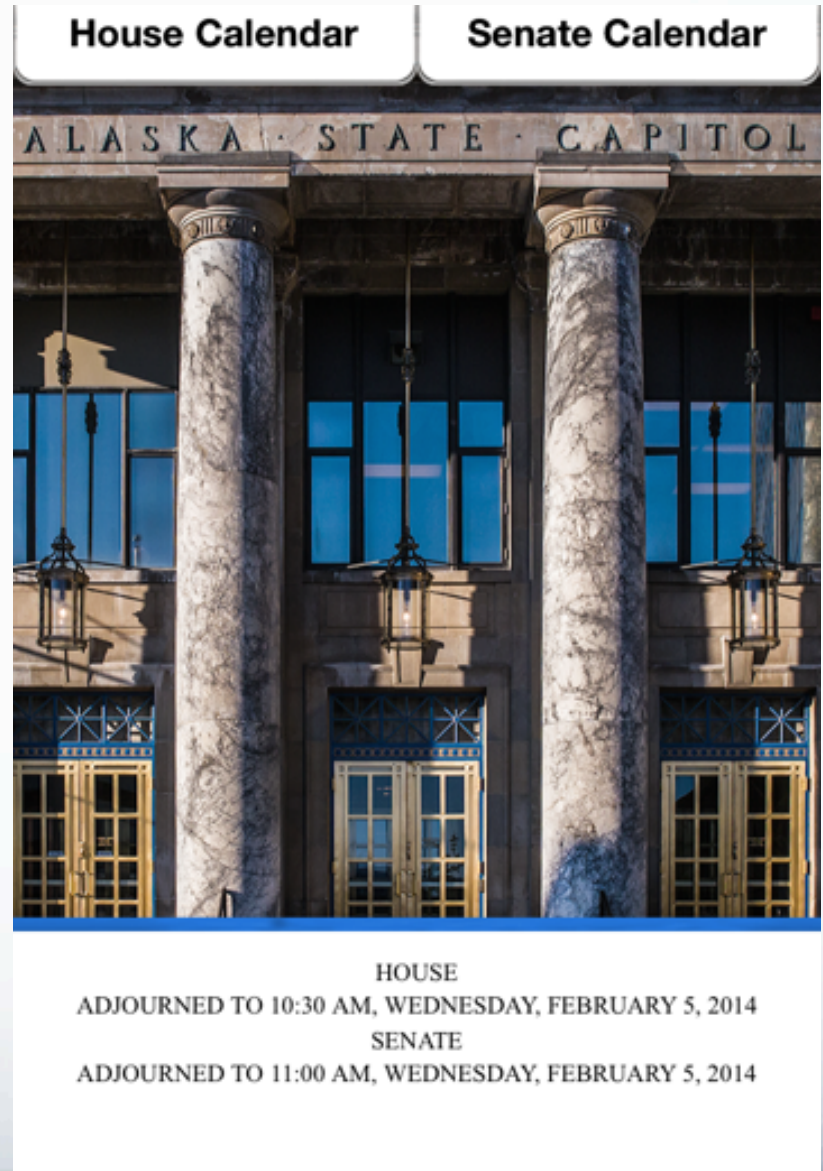
Streams

Moving Bills

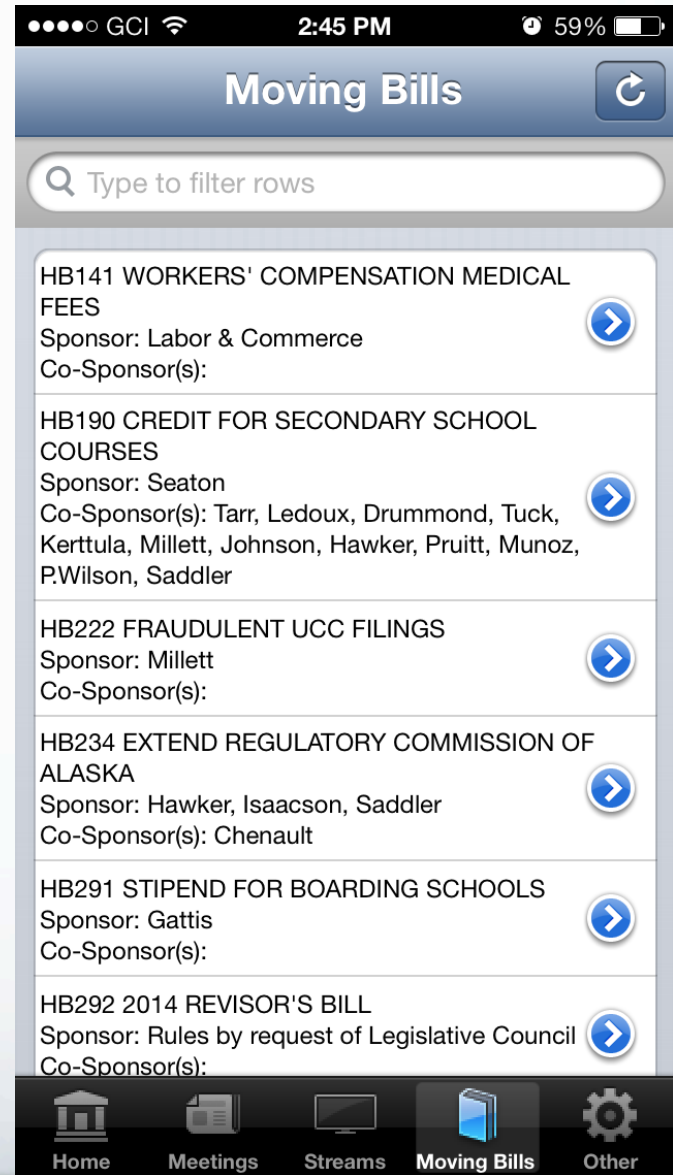
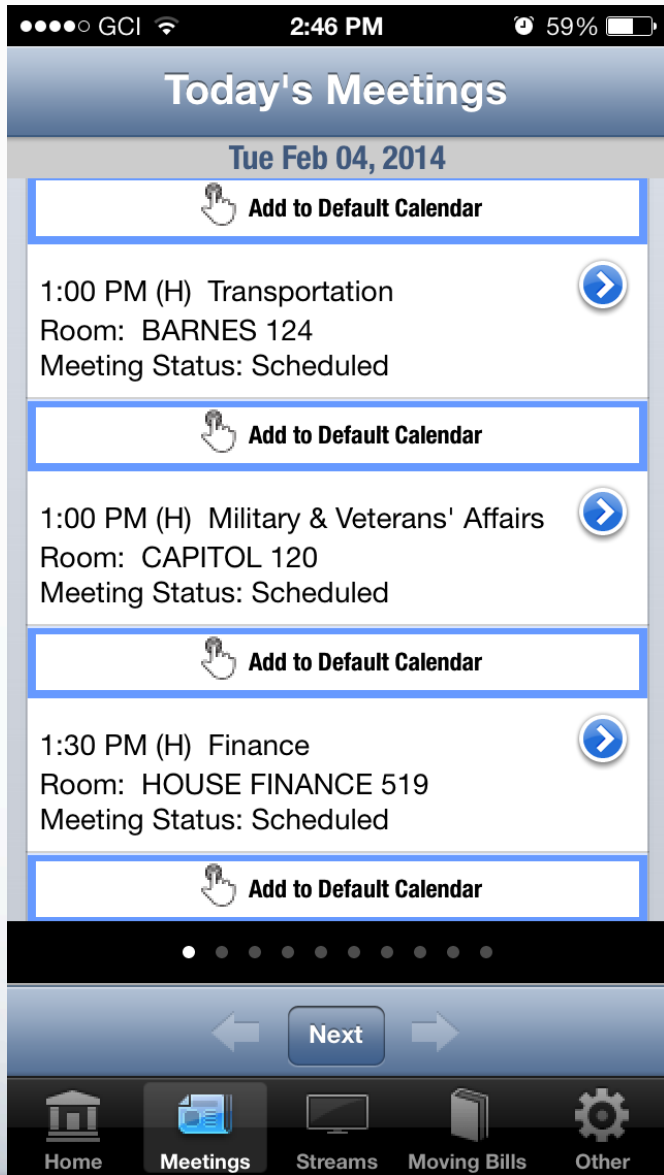
Names of Legislators/Staff

Contact Information

Committee Schedules...



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Back Bill Detail

BILL: HB 190 SHORT TITLE: CREDIT FOR SECONDARY SCHOOL COURSES
BILL VERSION: CSHB 190(EDC)
CURRENT STATUS: (S) RLS STATUS DATE: 01/31/14
SPONSOR(S): REPRESENTATIVE(S) SEATON, Tarr, LeDoux, Drummond, Tuck, Kerttula, Millett, Johnson, Hawker, Pruitt, Munoz, P.Wilson, Saddler

TITLE: "An Act providing for course credit in secondary school based on demonstrated mastery of the subject."

Bill Number: Search Bills Next Bill
Full Text Fiscal Notes Minutes Documents
Sponsor Statement
Display Committee Action with Bill History

Table with columns: Jm-Date, Jm-Page, Action. Rows include: 03/28/13 0696 (H) READ THE FIRST TIME - REFERRALS, 03/28/13 0696 (H) EDC, 04/03/13 0874 (H) COSPONSOR(S): TARR, 04/08/13 0966 (H) EDC RPT CS(EDC) 4DP 1NR 1AM, 04/08/13 0966 (H) DP: LEDOUX, SEATON, DRUMMOND, GATTIS, 04/08/13 0966 (H) NR: SADDLER, 04/08/13 0966 (H) AM: P.WILSON, 04/08/13 0966 (H) FN1: ZERO(EED), 04/08/13 0986 (H) COSPONSOR(S): LEDOUX, DRUMMOND, TUCK, 04/11/13 1070 (H) RULES TO CALENDAR 4/11/2013, 04/11/13 1070 (H) READ THE SECOND TIME, 04/11/13 1070 (H) EDC CS ADOPTED UNAN CONSENT, 04/11/13 1070 (H) ADVANCED TO THIRD READING UNAN CONSENT, 04/11/13 1070 (H) READ THE THIRD TIME CSHB 190(EDC)



Some Questions

Who are you working for?

Are you advocating for every child?

Do you know your vision and
mission?



Know Where We Stand

<https://aasb.org/wp-content/uploads/2019-Where-We-Stand-paged-FINAL-paged-1.pdf>

Know Your Story

Tell Your Story

Be your best advocate!



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