



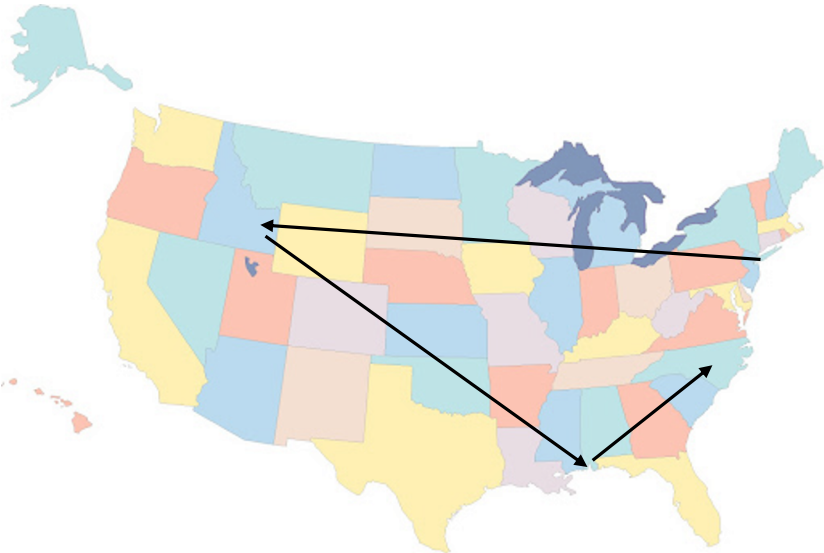
YOUR ROLE AS A LEGISLATIVE ADVOCATE

Bruce Mildwurf

Director of Governmental Relations

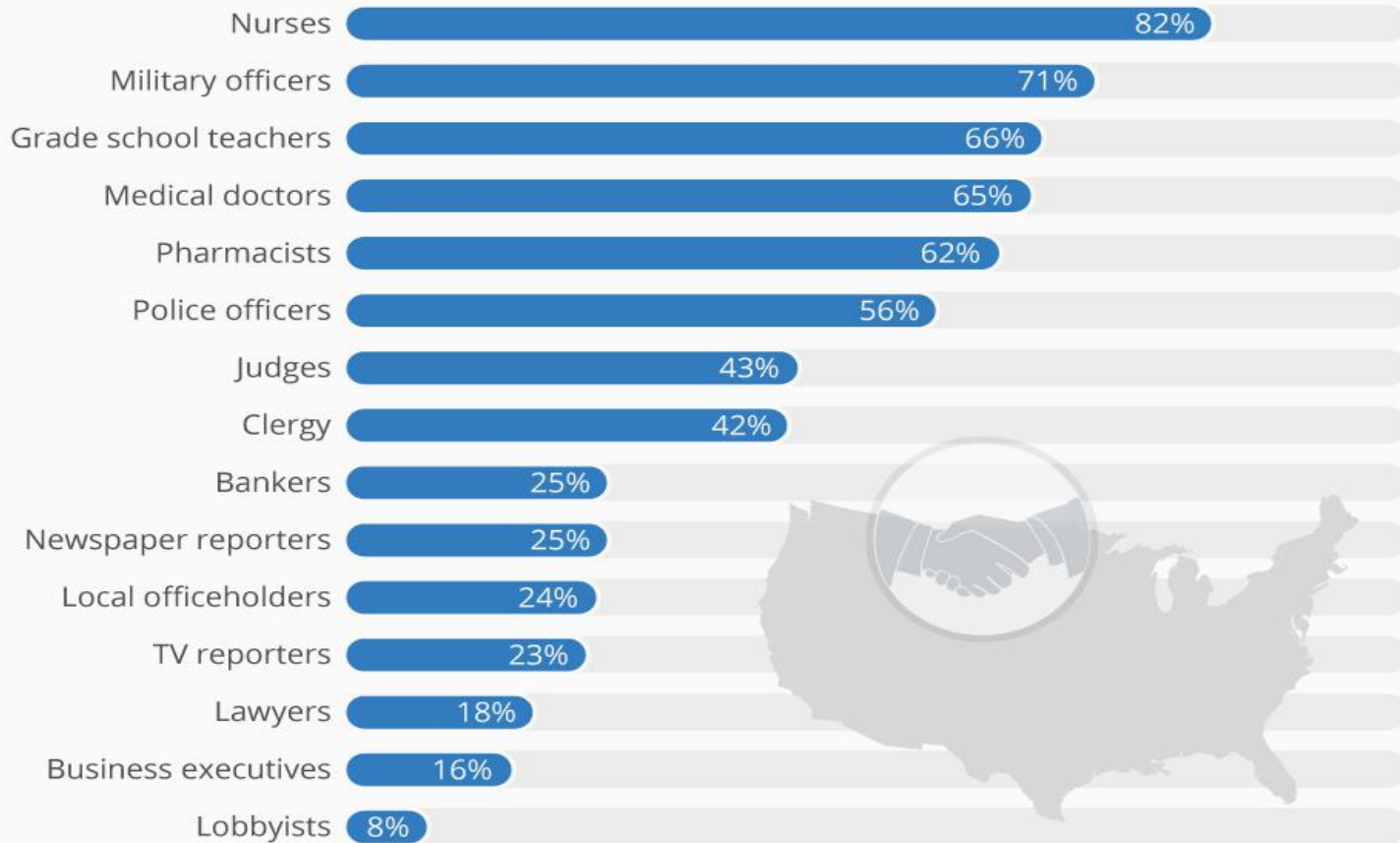


ON AIR



America's Most And Least Trusted Professions

% of U.S. adults saying the following have high/very high honesty and ethical standards*



Why the Local Board of Education?

“Because I have a burning desire to advocate for public education at the state level.”

ad·vo·ca·cy /'advəkəsē/

Merriam Webster's Collegiate Dictionary

- **Advocacy:** the act or process of supporting a cause or proposal
- **Advocate:** one that pleads the cause of another

General Assembly → Funding & Policy

- 63-65% funding = State funds
- School calendar
 - School grade formulas
- Virtual instruction
 - Required trainings
- Class size requirements

School Board Members = Powerful Advocates

- All legislators run on education
- Most don't understand the complexity
- School board members are the locally elected education leaders

Advocacy Is a Team Sport

- NCSBA = big picture/statewide impact
- Boards of Education = local & relevant

Effective Advocacy

Relationships

Build

➤ Engage

➤ Don't wait until you need something

➤ Reach out after the election

➤ Common connections

➤ Invite legislators to an event

➤ "Thank you" goes a long way

Communicating With Legislators

- Clear communication
 - Use the bill name and number
- Courteous, not contentious
 - Speak from the heart
- Understand the politics
 - Be timely

Know the Issues

- Weekly Friday update – monthly if not in session
- Alerts
- Legislative Summary
- NCSBA Legislative Agenda



NCSBA Legislative Agenda = YOUR Voice

- NCSBA Legislative Committee
- Committee seeks input & develops a survey
- Survey goes out to ALL school board members (in even years)
- Committee reviews results & creates a draft agenda

NCSBA Legislative Agenda

- Draft agenda is discussed at Fall Law Conference & reviewed in a series of webinars
- Draft agenda presented to NCSBA Delegate Assembly at Annual Conference
 - Delegates offer amendments
 - Final adoption

NCSBA.org – Governmental Relations Legislative Agenda & Issue Briefs

- COVID-19
 - Pandemic Learning Loss
- Accountability
 - School Construction/Capital
- School Safety
 - Recruiting & Retaining Top Talent
- Early Learning
 - Administrator Ethics Training
- Local Charter Funding
 - Guiding Principles

NC School Boards Action Center (NCSBAC)

- ✓ Sole Purpose: enhance advocacy efforts of NCSBA in promoting the legislative agenda
- ✓ NCSBAC does not and will not have a PAC
- ✓ No political contributions, endorsements, or advertising

NC School Boards Action Center (NCSBAC)

- ✓ Increase lobbying capacity
- ✓ Assist with local legislation
- ✓ Paid social media campaigns
- ✓ Issue oriented advocacy videos









Local Legislative Agenda

➤ LOCAL... LOCAL... LOCAL

➤ Legislative breakfast

➤ Follow up

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