



CASB Connections Podcast Discussion Guide

Advocacy 101

Interview with Matt Cook, CASB Director of Advocacy and Public Policy

1. Has your board established goals for advocacy? What are they?
2. How many members are involved in active advocacy efforts?
3. Why is the role of an advocate important for your board?
4. As a policy-maker, our legislative process requires your input. What are you or your board doing to make sure your community voice is heard?
5. Tips to meet your end goal:
 1. Attend the Fall Delegate Assembly Conference
 2. Make it to the General Assembly
 3. Schedule board discussions on legislative topics
 4. Conduct Town Hall meetings
 5. Invite legislators to your community
 6. Ask legislators to sponsor a bill or two
6. Tips for engaging your community in advocacy efforts:
 1. Listen, don't tell
 2. Have in-depth conversations
 3. Work to understand and engage your community members
 4. Have one on ones – coffee hour – with ground rules
 5. Engage the student voice
 6. Revisit with your community so they understand the outcomes
 7. Make a conscious effort to connect regularly
7. How is your board scheduling engagements with your community, students, legislators and experts?
8. Are you holding meetings aligned with state regulations? Remember, it's not a public meeting - it's a business meeting in public.

9. How is your board using the 4 C's?

1. Click – research your legislators
2. Connect – with them via email and phone calls
3. Coffee – meet them for coffee
4. Continuation – follow up with them

10. Matt's sandwich approach to meeting with legislators:

Good things to share on top

Concerns in the middle

Positive ideas/story on the bottom

11. How often does your board make it to the state capitol?

12. Other organizations to partner with:

1. CASB – Federal Relations Network, DC trips every year, resources
2. NSBA – break down on complex issues
3. CASE – great lobby core
4. Colorado Children's Campaign
5. CEA
6. Colorado Rural Schools Alliance
7. Ed reform groups
8. Parent groups
9. Social groups
10. A+ Colorado
11. Donnell-Kay Foundation
12. Great Schools Thriving Communities

13. The role of Testimony and the School Board is important.

1. Bills are heard in front of a committee
2. Public testimony is required
3. Three minutes
4. Possible questions from the committee
5. CASB will help with preparation, talking points, background information and more
6. You are viewed as the expert

14. Federal Relations Network

1. There are seven congressional districts in Colorado

2. Two representatives from each district are on the FRN
3. The chair is appointed by the CASB BOD President
4. Meetings are open to all
5. Meet with legislators in DC

15. CASB Tools and Resources

1. Bill Tracker
2. Infographics on demographics of issues
3. School Board Advocate Newsletter
4. Winter Legislative Conference
5. Legislative Resolutions Committee
6. Fall Delegate Assembly Conference
7. Resolutions Process
8. Regional Meetings
9. Legislative Wrap-Up meetings