

November 29, 2022
Lunch & Learn Webinar

Finding Your Voice—Part II: The Importance of Legislative Advocacy

Legislative Advocacy

➤ **WHY**

- Motivation/rationale to engage

➤ **HOW**

- Building relationships
- Constant contact

➤ **WHAT**

- Policy items
- Budget requests



***WHY* Should I Engage?**

Legislative Advocacy: Why Be Engaged?

**If YOU don't advocate for your
students,
your district, and your staff,
*who will?***

The Importance of Engagement

- You can be sure *someone* WILL speak up—and they may not have the same information, experience or position as you
- You can't let the legislative vacuum be filled with voices that do not reflect your knowledge, experience and opinions

**OH SO YOU'RE A POLITICIAN
WHO HAS
NEVER TAUGHT A CLASS?**

**TELL ME MORE ABOUT HOW
SCHOOLS SHOULD BE RUN**

Legislative Engagement

- Legislators believe they are education “experts,” but most have little background in school district issues
- Part of your job as a school administrator is to educate legislators, making sure they understand how their decisions in Olympia affect your school district—your students, your staff, your academic program, your budget, etc.

**Remember, YOU are the education “expert”
and a valuable resource to legislators**

Legislative Engagement

- WASA will provide you resources, tools and assistance; however, YOU are in a position to **establish trust and credibility** with legislators—so they will go to you for information and advice
- You are also in a position to explain the complexities of public education and your specific needs. And only YOU can “**tell your story.**” Build data to make your case; however, frame your “ask” with a local story; personalize issues with names of students, teachers, school buildings. Stories Stick!



***HOW* Should I Engage?**

Effective Advocacy

- Be informed:
 - about the *PROCESS*
 - about the *ISSUES*
 - about the *PLAYERS*

Be Informed About the *Process*

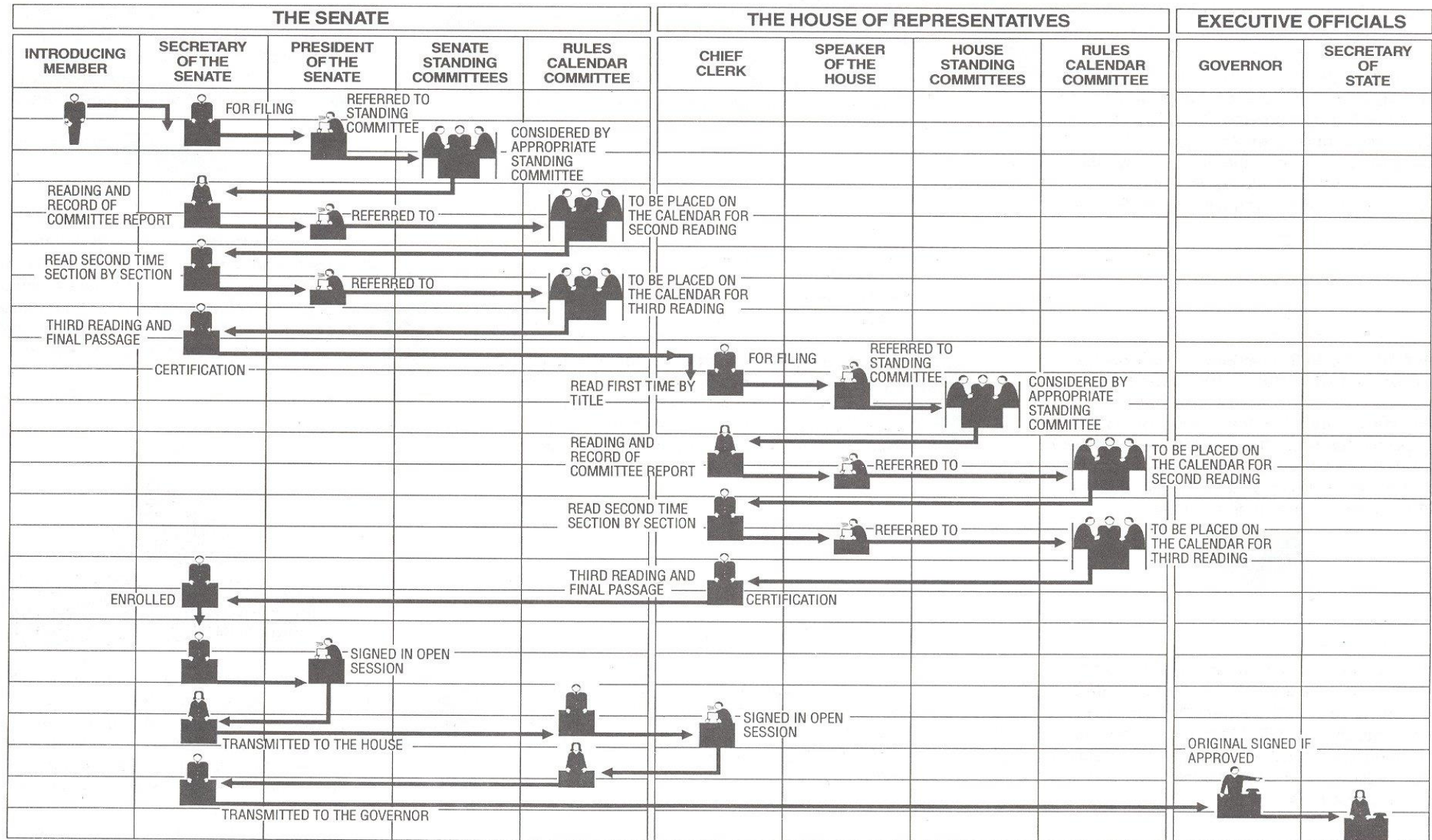
How a Bill Becomes Law:

aka

“Structured Chaos”

THE COURSE OF A BILL

Published by the Senate and The House of Representatives



The above procedure for a noncommittee bill introduced in the Senate is the simplest possible, neither veto nor amendment has occurred. If such a bill is introduced in the House, the Chief Clerk would perform essentially the same functions as the Secretary of the Senate as indicated above, and the action of the Senate thereon would occur after passage thereof by the House.

GIVES BILL CHAPTER NUMBER IN SESSION LAWS PERMANENTLY FILED



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What's happening on the floor?

The Legislature will convene for a Regular Session on January 9, 2023.

[House Floor Calendar](#) | [House Display Board](#) | [Senate Floor Calendar](#) | [Senate Display Board](#)

Please check the [Committee Schedules website](#) for the most up-to-date information concerning individual committee meeting dates and agendas.

Scheduled hearings and floor sessions: 11/29/2022 ▼

Committee	Agenda	Date/Time	Location	View Video	Last Updated
Joint Legislative Executive Committee on Planning for Aging and Disability Issues (J)	Agenda	11/29/2022 1:00 PM	Virtual	View Video	11/08/2022



Let Your Voice Be Heard

[Contact Your Legislators](#)[Participating in the Process](#)[Find Member Information/Rosters](#)[Accessibility Information](#)

Bill Status; Text of a Bill; Amendments

**WASHINGTON STATE LEGISLATURE**

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Bill Information

Search by Bill Number

Find Specific Text in a Bill

Standard Reports

Common information requested most often

Reports

Prefiled Bills
Retrieve a report of the bills that have been prefiled in the House and Senate for the current biennium.

House Introductions (latest) All Intros
Lists the bills to be introduced in the House today.

Senate Introductions (latest) All Intros
Lists the bills to be introduced in the Senate today.

Bill Status Report (formerly Daily Status)
Retrieve a list of all bills and their current status.


Advanced Reports

More detailed information used less often

Detailed Legislative Reports
Historical information back to 1991.

Bill Information
Text of a Legislative Document
Bills by Sponsor
Roll Calls on a Bill
Bills In/Out of Committee
Bills By Citation

Committee Schedules/Agendas



WASHINGTON STATE LEGISLATURE



Washington State Legislature

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Agendas, Schedules, and Calendars

Committee Meeting Agendas, Schedules, and Documents

Committee meetings you may filter by date, chamber, and committee and view by schedule, agenda, or bill.

Calendars

Session Cutoff Calendar

Relates calendar dates to legislative days and notes session deadlines for committees and floor action.

Senate Weekly Meeting Schedules / Floor Schedules

Links to weekly PDF files of the Senate schedule.

Floor Activity Reports

Bills currently being debated on the floor in the House and Senate (updated in real time), bills scheduled for floor debate with links to amendments, histories, bill text, and roll call votes.

HouseSenate

Bill Introductions

Lists all introductions in the current calendar year.

HouseSenate

Capitol Campus Activities and Events

Calendar of Events on the Capitol Campus (goes to Dept. of Enterprise Services website)

Be Informed About the *Issues*

➤ WASA: www.wasa-oly.org

➤ Education Associations:

- WASBO: www.wasbo.org
- WSPA: www.wspa.net
- WSSDA: www.wssda.org
- AWSP: www.awsp.org
- WEA: www.washingtonea.org
- PTA: www.wastatepta.org

➤ Education Agencies:

- OSPI: www.k12.wa.us
- SBE: www.sbe.wa.gov
- PESB: www.pesb.wa.gov

➤ Legislative-related:

- Legislature Homepage: www.leg.wa.gov
- Governor's Homepage: www.governor.wa.gov
- LEAP (Budget info): www.fiscal.wa.gov

2022 LEGISLATIVE REPORT

A PUBLICATION OF THE WASHINGTON ASSOCIATION OF SCHOOL ADMINISTRATORS

PO Box 14459 | Tumwater, WA 98511 | 360.943.5717 or 800.859.9272 | www.wasa-oly.org

<http://bit.ly/3L0LLFN>

Includes:

- Comprehensive review of 2022 Supplemental Operating Budget
- Comprehensive review of 2022 Supplemental Capital Budget
- Detailed review of all education-related bills adopted in 2022
- Summary of all education-related bills that died in 2022

2023 Legislative Session Guide



- Updated yearly and released shortly after the Session convenes, WASA's Legislative Session Guide includes all the tools you need to be engaged during the session: WASA's 2023 Legislative Platform; rosters of all House and Senate members, with office, phone, and e-mail contact information; advocacy tips; key dates in the Session; and a list of other handy resources



TWIO

This Week In Olympia

- Legislative newsletter e-mailed every Friday during the Legislative Session, along with intermittent “special editions” covering budget proposals and other extraordinary events
- All issues are also archived on the WASA website at:
www.wasa-oly.org/TWIO

WASA Legislative Podcast



Archived Podcasts and Subscription Information:

<https://bit.ly/2QlgWT0>

Be Informed About the *Players*

➤ Legislators:

- What District?
- What Committee assignments?
- Leadership position?
- Issues of interest/expertise?
- Personal information: occupation, social/civic memberships, schools attended, church affiliation, hobbies



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Let Your Voice Be Heard

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District Finder

The District Finder map below displays legislative and congressional districts for elected officials currently in office. New district boundaries are in effect for elections taking place in August and November 2022. To find your new 2022 legislative and congressional districts please see the new **2022 Legislative and Congressional maps**.

Enter your street address (all fields are required) to find your legislative or congressional district. Click to view a **statewide district map**.

Street *

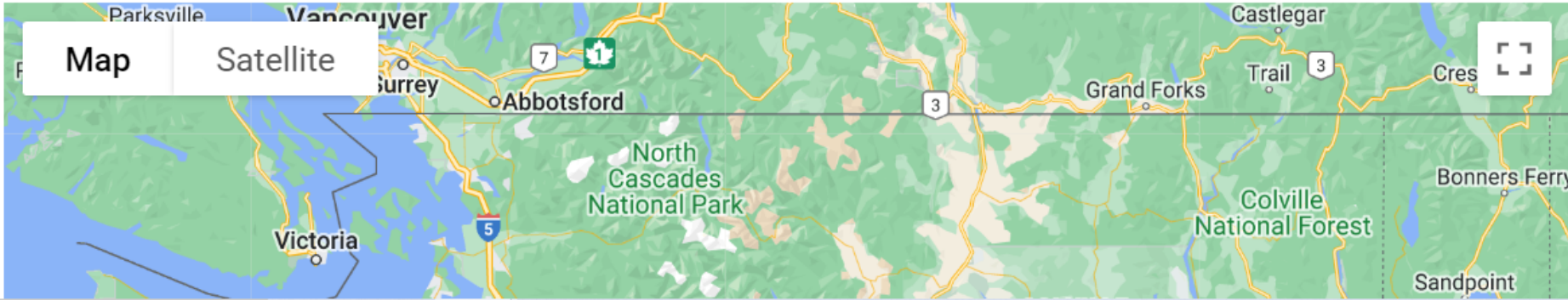
City *

State

WA

Zip *

Find My District





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JOE FITZGIBBON

REPRESENTATIVE | 34TH LEGISLATIVE DISTRICT



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[District Map](#)

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[My Bills](#)

Biography

Be Informed About the *Players*

➤ Additional Players in the process:

- Legislator's personal staff
- Committee staff
- Caucus staff
- Agency liaisons
- Lobbyists



How to be Heard in Olympia



How to be Heard in Olympia

- Contacting your legislators:
 - Face-to-face (or electronic) meetings
 - Personal letters
 - Phone calls
 - E-mail
 - Public testimony

Meeting with your Legislator(s)

➤ Tips:

- Schedule meeting well in advance
- Note subject matter and attendees
- Do your homework (*know the process; issues; and players*)
- Prepare presentation or outline; select spokesperson
- Introduce yourself and/or team

Meeting with your Legislator(s)

➤ Tips, cont'd:

- Briefly present your case
 - “just the facts” — avoid emotion
 - note the impacts; use a district example
 - use visuals and prepare supporting data/information
 - leave time for legislator to speak
- Leave one-page summary
- Follow up with written “thank you”
 - re-state your position and provide follow-up information answers to questions

or

Writing to your Legislator(s)

➤ Tips:

- Think about your timing
- Stick to one subject
- Be brief
- Be positive; be polite
- Ask for action — and a response
- Think about letters from students
- Avoid form letters
- Say “thank you”

Phoning your Legislator(s)

➤ Tips:

- Ask for legislator or specific assistant (*know the players*)
- Name, title, school district
- Focus on one issue/bill
- State your position—be prepared to provide rationale for position
- Ask for your legislator's position

E-mailing your Legislator(s)

➤ Tips:

- See tips for “writing to your legislator(s)”

- AND -

- Limit e-mail to very short messages or if timing is crucial
- Provide your full postal address (address of school/district or voter registration)

Public Testimony—Remote Hearings

➤ Options:

- **REMOTE TESTIMONY**—registration closes 1 hour before hearing begins; time will likely be limited; registering does not guarantee ability to speak
- **WRITTEN TESTIMONY**—window for written testimony will close 24 hours after the start time of hearing
- **NOTE POSITION** on bills for the record—same registration process, without testimony or written comments

Participating in Hearings:

<https://leg.wa.gov/legislature/Pages/Participating.aspx>

Participating in the Process



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Participating in the Process

You are a vital part of the legislative process. The legislative web site offers ways to contact a legislator and even participate in committee hearing activity. See below for information about the different options.

Communicating with a Legislator

Send an Email

You can send an email message to your elected official by clicking their name hyperlink.

Send a Message about a Bill

After searching for a bill, click the "Comment on a Bill" button on the Bill Summary Page to send a message to your elected official and share your opinion. You can request a response to your message if you wish.

Participating in a Committee Hearing

Testifying in a Virtual Hearing

During the 2021 Session, you can register to testify in a virtual hearing in a similar manner as you would on campus.

Submitting Written Testimony to a Committee

If you do not wish to testify in a committee hearing, you can still submit written testimony on a bill for the archived legislative record.

Get Your Position on a Bill Noted for Legislative Record

If you wish, you could choose to have your position noted. The Committee Sign In - Remote Testimony page also allows you to select a chamber, committee, and bill, then indicate you wish to have your position noted for the archived legislative record.

<https://leg.wa.gov/legislature/Pages/Participating.aspx>

Public Testimony—Remote Hearings

➤ PRIOR TO TESTIFYING:

- Register in Committee Sign In page:
<https://leg.wa.gov/legislature/Pages/Participating.aspx>
 - To testify, registration closes one hour before the start time of the hearing
 - Written comments are accepted for 24 hours after the start time of the hearing
- Prepare your remarks in writing if possible
- After registering, you'll receive a unique sign-in link; test your system in advance and be punctual signing into the hearing
- Be mindful of amendments or substitutes to your bill

Public Testimony—Remote Hearings

➤ MAKING YOUR REMARKS:

- Introduce yourself; clearly indicate who you're representing, if anyone
- Be prepared to have very limited time
- Be brief and be clear about your position; use your written comments to guide you, but don't READ your testimony
- Avoid technical jargon, acronyms
- Be prepared for questions—but don't answer if you don't know ("I'll get back to you"—AND then follow through)

Additional tips for Effective Advocacy

- Be prepared
- Be respectful of the office
- Don't argue (although it's OK to respectfully disagree)
- Don't exaggerate
- Give examples (tell your "stories")
- Follow up

Additional tips for Effective Advocacy

- Don't assume legislators know more than they do
- Avoid education jargon and acronyms
- Don't be too informal
- Avoid "information overload"
- Make sure you have a specific "ask"
- Say "thank you"—for their time; for their consideration; their support; or just for their service

for

Legislative Engagement

RELATIONSHIPS

are a crucial to effective advocacy!

It is incumbent upon YOU to establish ongoing,
personal relationships with legislators

Legislative Advocacy is not a Spectator Sport—
It is a “*Contact*” Sport

Legislative Advocacy is also a *Team* Sport



While the Superintendent must take the lead,
Don't be a Lone Ranger!

- All administrators should be on the “Advocacy Team.” You should also consider involving principals, teachers, parents—and even students
- You are also encouraged to involve your school directors; as elected officials, they have a direct connection to the community—their perspective is unique and valuable



Legislative Advocacy

Two additional important reminders:

Advocacy is not a one-time thing, but a year-round effort

The best time to establish and build relationships is well-before the Legislative Session begins

Effective advocacy does NOT have to be hard, time-consuming, or intimidating

You must commit to it, however



***WHAT* am I
Advocating For?**

2023 Legislative Platform

»» WASA's strategy is to be bold and honest, advocating for what our students and school districts NEED—not what we think we might be able to achieve

We will continue to play the
»» “long game,” building momentum and laying the groundwork for future success



Developed from a position of equity, school administrators are committed to pursuing the following priorities:

- Advance Equity
- Support Basic Education Compensation Rebase
- Fully Fund Special Education
- Fix Pupil Transportation
- Update Staff Allocations
- Invest in Learning Recovery
- Support Capital Facilities

WASA Legislative Advocacy Training

“Finding Your Voice”

Two-Part Lunch & Learn Webinar

Part I:

Examining WASA’s Legislative Platform

September 20, 2022, 12:00-1:00pm

Presentation Slides and
Recording are online:

<https://bit.ly/3SQsVWI>

September 20, 2022
Lunch & Learn Webinar

Finding Your Voice—Part I: Examining WASA’s Legislative Platform



- This webinar will provide a comprehensive review of WASA’s 2023 Legislative Platform, along with rationale behind positions, background on issues, and talking points, so you can effectively inform your legislators of administrators’ collective priorities



Your engagement is crucial to success

A black and white photograph of the dome of the Washington State Capitol building, showing its ornate architecture and the central spire.

2023 WASA ♦ WSSDA ♦ WASBO

LEGISLATIVE CONFERENCE AND DAY ON THE HILL

LEADING THE CONVERSATION *featuring Shankar Vedantam*

LEGISLATIVE CONFERENCE
FEBRUARY 26 | 1–6 P.M.
SOUTH PUGET SOUND COMMUNITY COLLEGE

DAY ON THE HILL
FEBRUARY 27 | AT THE CAPITOL

Registration is open: www.wasa-oly.org/LegCon23

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