

2024 Incoming Superintendents Conference
Four Points-Sheraton, Seattle Airport South
July 22, 2024

K-12 and the Legislature:

The Superintendent's Role in Advocacy

Legislation, Politics, and Advocacy

- **2025 Legislative Session**
- **2025-27 Operating Budget**
- **Superintendent Advocacy**
 - **WASA 2025 Legislative Platform**
- **Advocacy Resources**

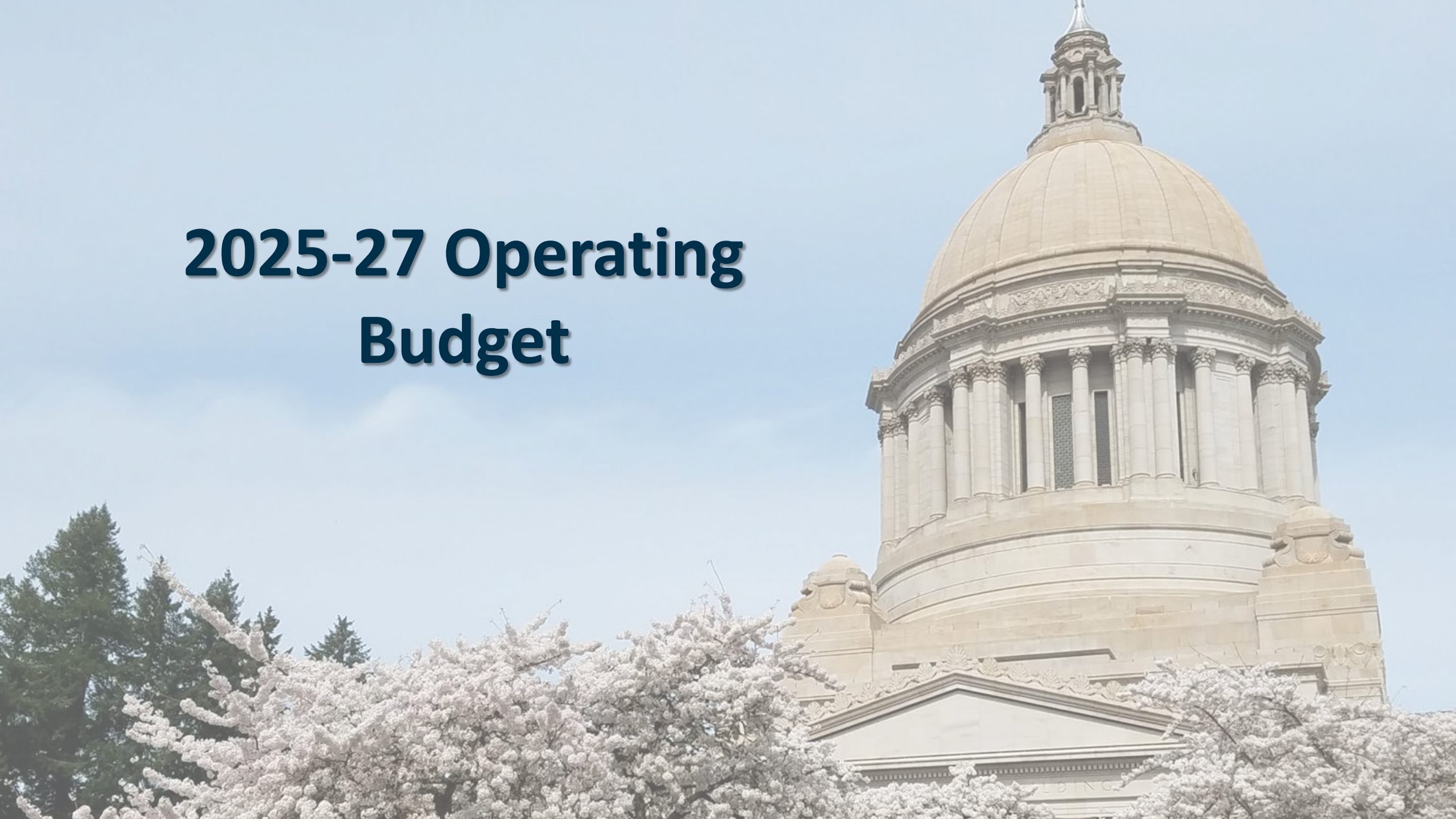
2025 Legislative Session



2025 Legislative Session

- First year of the 68th Biennial Legislature
 - “Long,” budget session—limited to 105 days
 - January 13 to April 27
- Major focus:
 - 2025-27 Operating, Capital, and Transportation Budgets
 - New and/or updated Policy items

2025-27 Operating Budget



State Budget Situation

- Revenue continues to increase, although below forecast—and rate of growth is slowing
- Required funding (“Maintenance Level”) continues to increase

OFM Director : Revenue “will likely support the maintenance of current programs, but not growth”

- Capital Gains Tax and Climate Commitment Act collections are under projections—and in jeopardy of repeal in November

Superintendent Advocacy



Superintendent Advocacy

- **WHY?**
- **HOW?**
- **WHAT?**

Legislative Advocacy: Why Be Engaged?

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

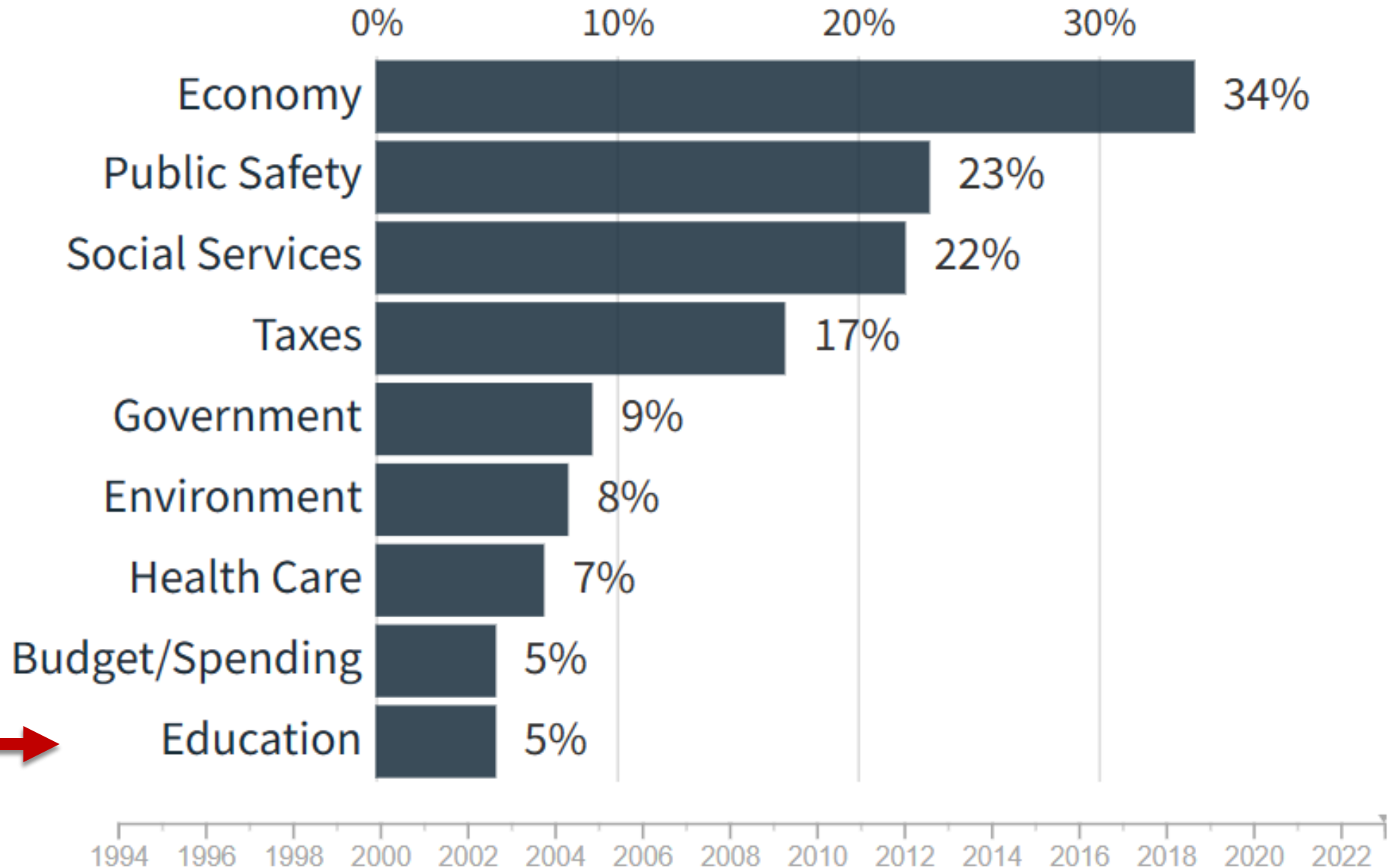
The Importance of Engagement

- 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

2023

Voter Priority Issues

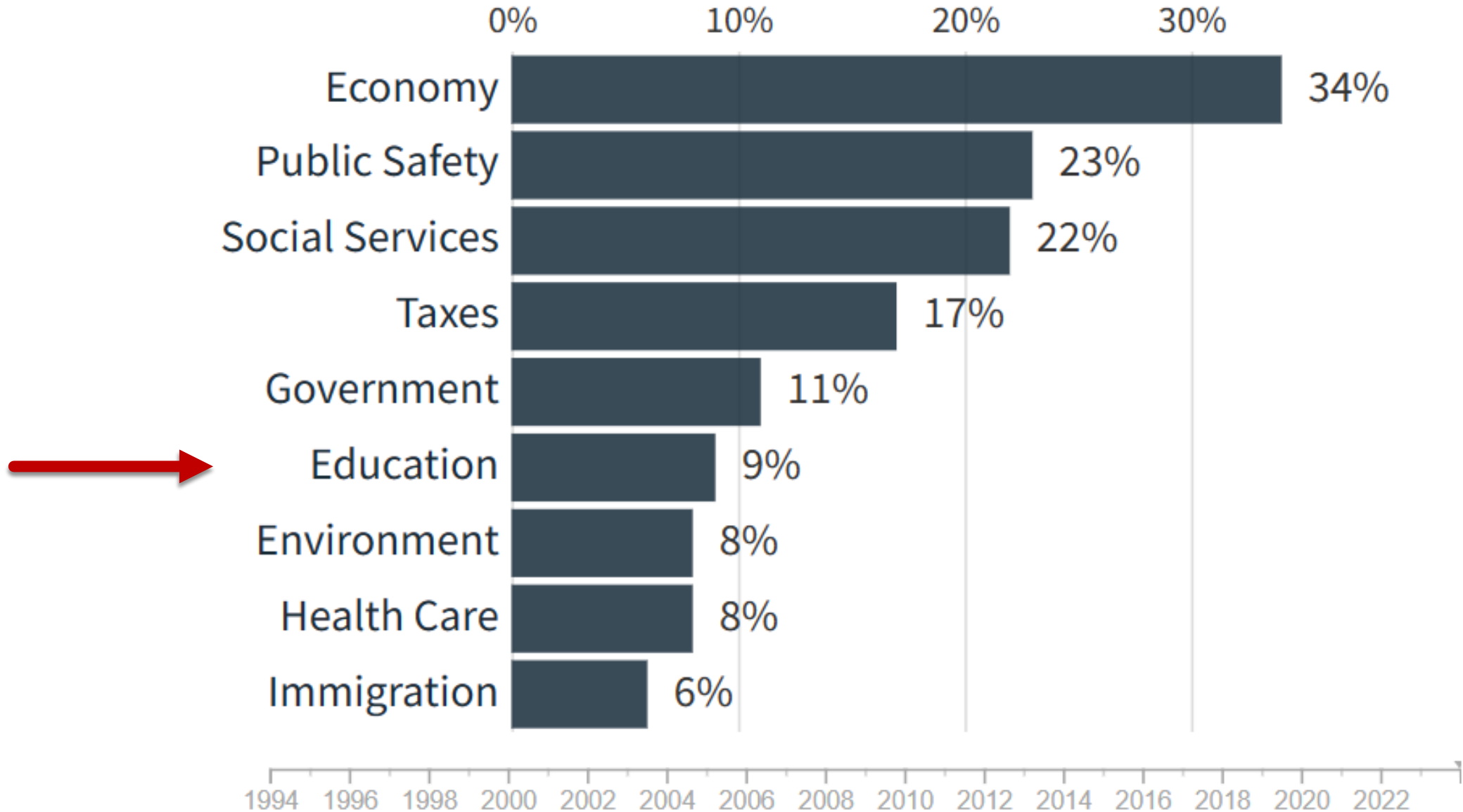
(December 2022)



2024

Voter Priority Issues

(December 2023)



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

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

Legislative Engagement

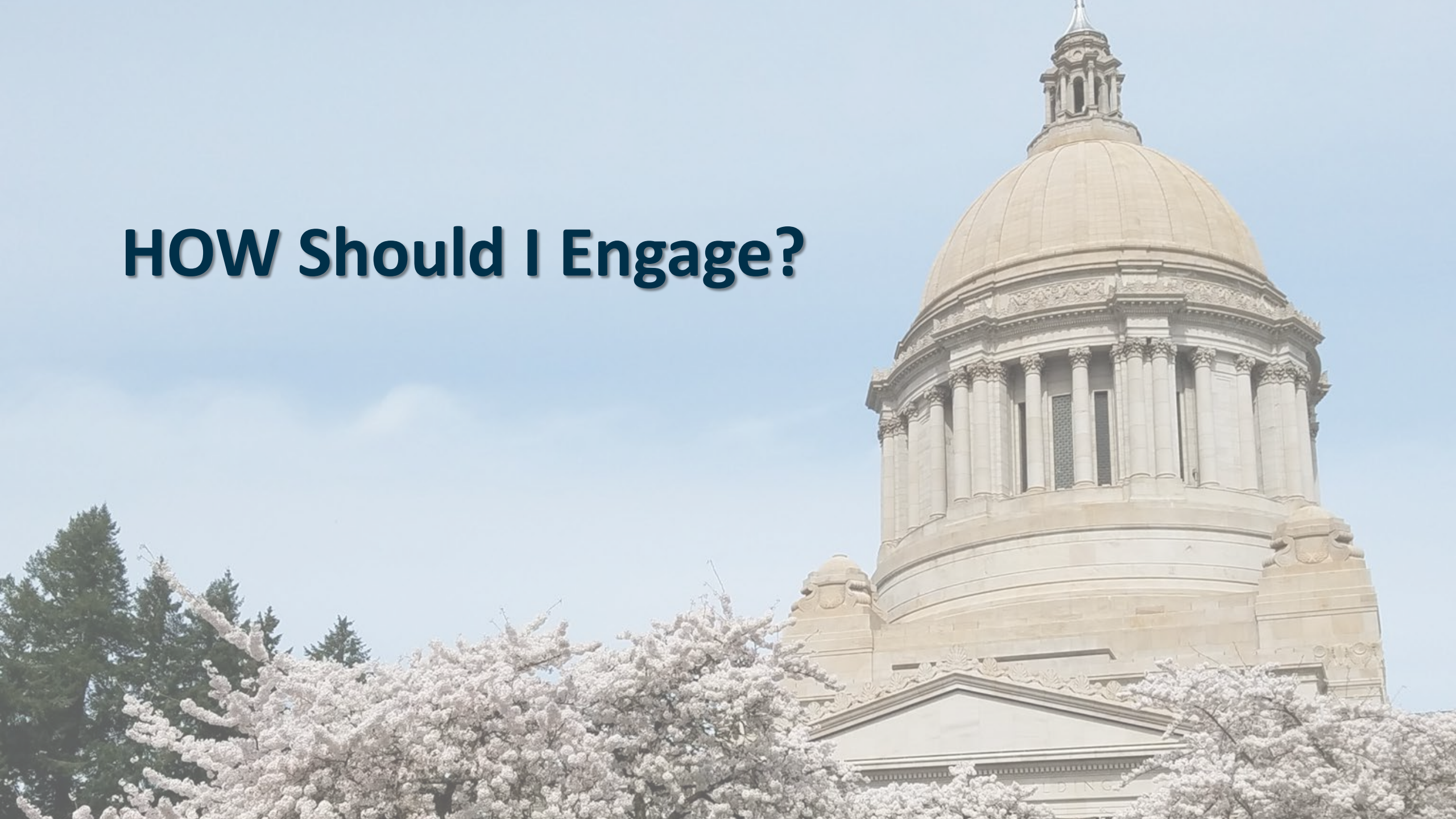
- Legislators believe they are education “experts”—even though most have little background in school district issues
- Part of your job as a school superintendent is to educate legislators, making sure they understand how their decisions in Olympia affect your school district—your students, your staff, 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*

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



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

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 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?



WASA Legislative Platform

- WASA's on-going legislative strategy is to be **BOLD and HONEST**, and advocate for what our students and school districts **NEED**—not what we think we might be able to achieve
- We will also continue to play the “long game,” building momentum and laying the groundwork for future success

2025 Legislative Platform & Strategy

- WASA's underlying Goal is to prioritize K-12 funding in 2025
- The Strategy:
 - Adopt a Platform that narrowly focuses on key Basic Education issues;
 - Align school administrators—and education community—to speak with one voice; and
 - Provide members with a Tool Kit with key messages, talking points, fiscal data, and other resources to assist/ensure engagement with “Message Discipline”

2025 Focus:

Three Major Budget Priorities:

- **Special Education**
- **Pupil Transportation**
- **MSOC**

<https://bit.ly/4ayesaA>

2025 Legislative Platform & Strategy

- Why focus on Special Education; Pupil Transportation; and Materials, Supplies & Operating Costs (MSOC)?
 - 1) Success in 2025 will positively impact ALL 295 school districts; automatically serves to unify/align WASA members
 - 2) Each issue is a Basic Education program, constitutionally required to be fully funded; there is clear, documented evidence none are fully funded
 - 3) School administrators are committed to ensuring each and every student is provided with the opportunity to learn and achieve their educational goals and aspirations—full funding of the three priorities will provide needed resources

Additional Priority Issues

- While the Goal is to focus on a narrow set of K-12 funding issues, school administrators—and other associations that will support the effort—will want to address additional issues

With a narrow, focused Platform, what happens with other issues?

- WASA—and our partners—will continue to engage on important education issues; however, most of our focus and energy will be fixed on the three Platform issues



Legislative Priorities

School administrators have ongoing concerns that must be addressed and legislators should be reminded about these needs, especially as many districts face a potential fiscal crisis:

- **Update Staff Allocations**
- **Modify Regionalization/Experience Factor**
- **Reform Levy/Local Effort Assistance**
- **Support Capital Facilities**

<https://bit.ly/4ayesaA>

Core Issues with School Funding

- **Preparing for the 2025 Legislative Session:**
WASA's Platform and Strategy
June 12, 2024, Lunch & Learn:
 - PowerPoint
 - Presentation Recording
- School Funding Website www.waschoolfunding.org
- School Funding Resources [Toolkit](#)

Advocacy Resources



2024 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

2024 End of Session Report includes:

- Comprehensive review of 2024 Supplemental Operating Budget
- Comprehensive review of 2024 Supplemental Capital Budget
- Detailed review of all education-related bills adopted in 2024
- Summary of all education-related bills that died in 2024



<https://bit.ly/3xeK9XV>

WASA Legislative Advocacy Training

“Finding Your Voice”

Two-Part Lunch & Learn Webinar

Part I:

Examining WASA’s Legislative Platform

September 25, 2024, 12:00-1:00pm

Part II:

The Importance of Legislative Advocacy

October 25, 2024, 12:00-1:00pm



- This webinar will provide a comprehensive review of WASA’s 2025 Legislative Platform; an overview of our Advocacy Toolkit; and an update on the progress of implementing our 2025 advocacy plan. These tools will assist you in effectively informing your legislators of administrators’ collective priorities.

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October 25, 2024
Lunch & Learn Webinar

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



- To help you ease you into your advocacy role—especially if you have not engaged in the process before—this webinar will provide tips, tools, and resources to help you engage with the Legislature and effectively advocate for your schools, your students, and your staff

69th Washington State Legislature

2025 Session Preview and Pre-Session
Legislative Platform Launch
Lunch & Learn Webinar

December 11, 2024, 12:00-1:00pm



- With the start of the 2025 Session rapidly approaching, this webinar will provide a post-election review of the Legislature's composition, an overview of the state budget situation, expected priorities—including budget requests from the governor and OPSI, and a pre-session progress report on WASA's Platform

2025 Legislative Session Guide

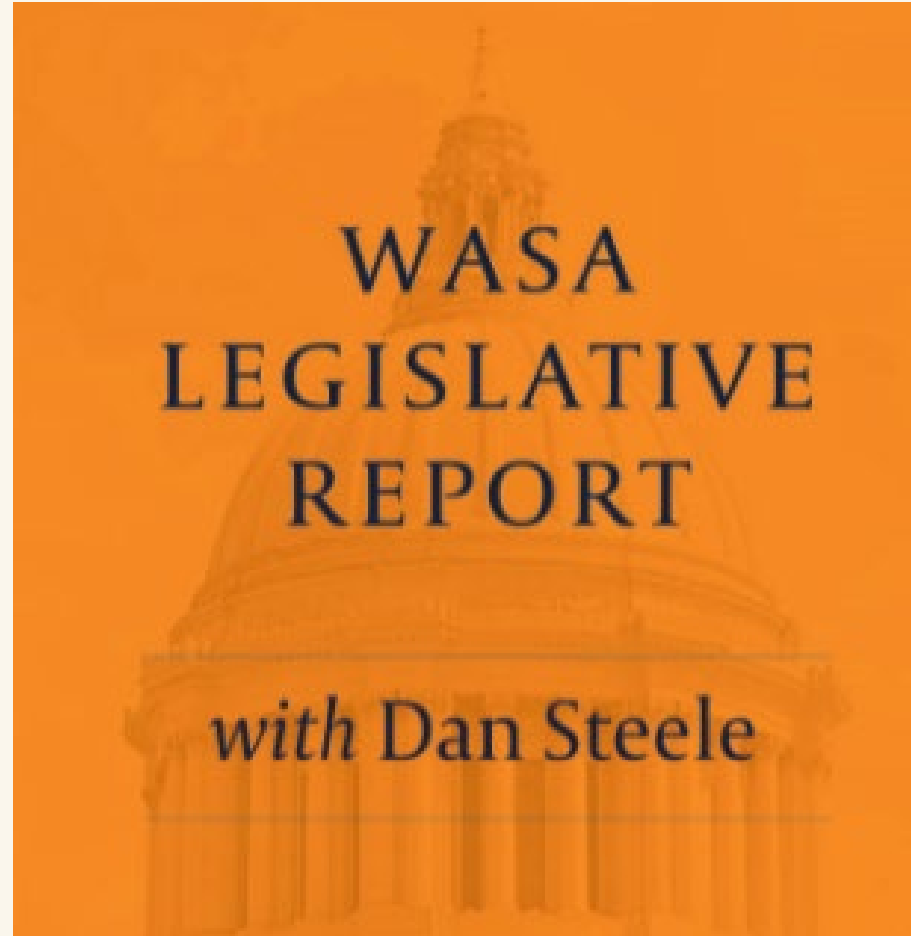


- Updated yearly and released shortly after the Session convenes, WASA's Legislative Session Guide includes all the tools you need to be engaged during the session: WASA's 2025 Legislative Platform; rosters of all House and Senate members, with office, phone, and e-mail contact information; advocacy tips; key dates in the Session; and a list of other handy resources



- 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>

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