



Teamwork Makes the Advocacy Dream Work with M & M

Advocating during the 2025 Legislative Session

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Tenets for Effective Advocacy

Commitment

An agreement or pledge to do something in the future.

Curiosity

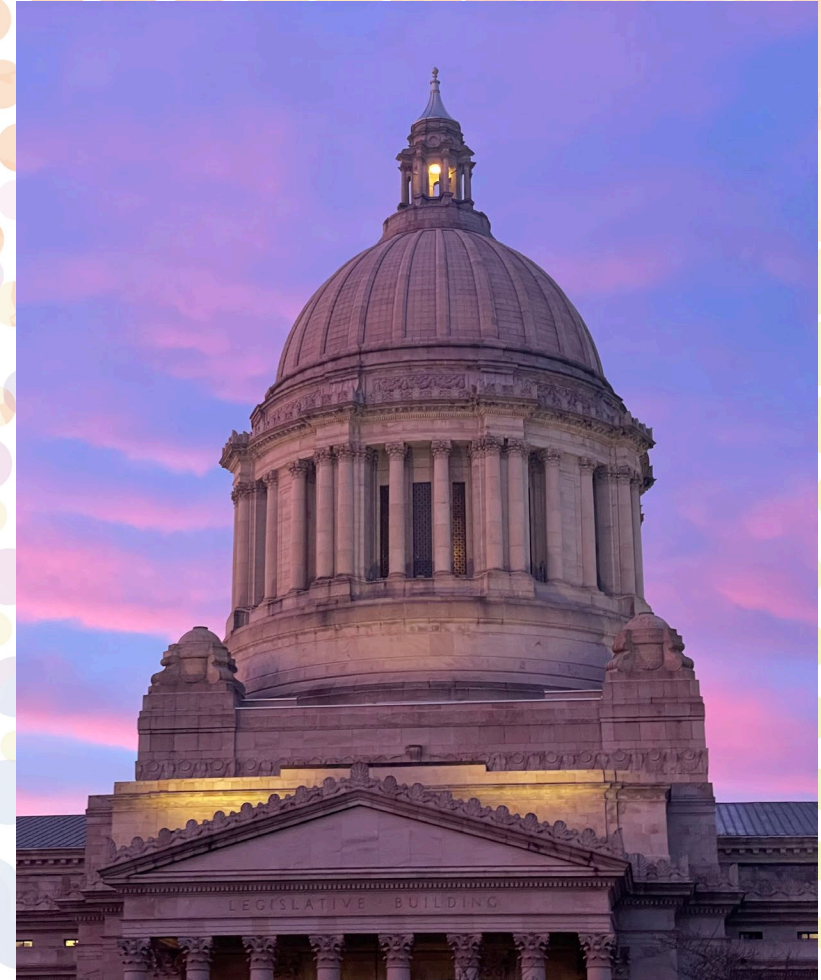
Having a strong desire to learn or know something.

Competence

The ability to do something well or effectively.

Confidence

Belief in oneself; not an innate for fixed characteristic.
Acquired and improved over time.



What is Advocacy

- An activity by an individual or group that aims to **influence** decisions within political, economic, and social institutions.
- Includes activities and publications to **influence** public policy, laws, and budgets.
- Uses facts, relationships, media, and messaging to **educate** government officials and the public.



Advocacy Examples

Stay in touch on local education issues making the newspaper

Share with lawmakers the impact of policy on their local school district

(These two ideas worked!)

Senator Wilson, Rep Harris and Rep Waters,

I hope your interim is going well. I'm reaching out to draw your attention to this recent [Columbian article](#) outlining budget challenges in the Washougal School District. Also for your reference, I'm sharing the attached letter signed by 194 school districts and all nine educational service district superintendents. School districts across the state are joining Washougal in a coalition asking for lawmakers to fund the "Big Three" which is the investment in special education; materials, supplies and operating costs (MSOC) and transportation. These priority items put students first, they help all of Washington's 295 school districts and are *basic education* expenses not currently fully funded by the state. Districts can generally manage reductions in enrollment and the phasing out of federal covid funds. However, they need the state to fully fund these basic education costs.

Please let me know if you have any questions or if we can track down any more detail for your consideration.

Washougal -Particle List of Cuts

The second round of cuts, which will save the district an addition \$1 million, include:

Administrative cuts: interim superintendent salary concession (\$25,000);

eliminate district custodial manager (\$60,000);

eliminate ESD 112 communications manager (\$25,000);

eliminate business services director (\$25,000);

eliminate accounting manager (\$106,000);

furlough culinary supervisor and manager (\$15,000);

and reduce leadership vacation cashout (\$40,000).

Classified staff cuts: eliminate 2½ paraeducator positions (\$124,000) and two culinary staff positions (\$80,000).

Teacher reductions: eliminate two teaching positions (\$256,000).

Follow up from 2024 session- This was a Zoom



Evergreen School District

MSOC increase = \$388,448 (The \$21 per student is only for Basic Ed - after removing CTE, Running Start, ALE, etc. students)

Classified Staffing allocation increase = \$670,959

Special Education = \$237,050 (We are currently estimated to overspend our Sped allocation by over \$10Million.)

Estimated total: \$1,296,457 from 2024 Legislature

Budget Deficit: \$20,000,000



Vancouver School District

MSOC Increase = \$375,000

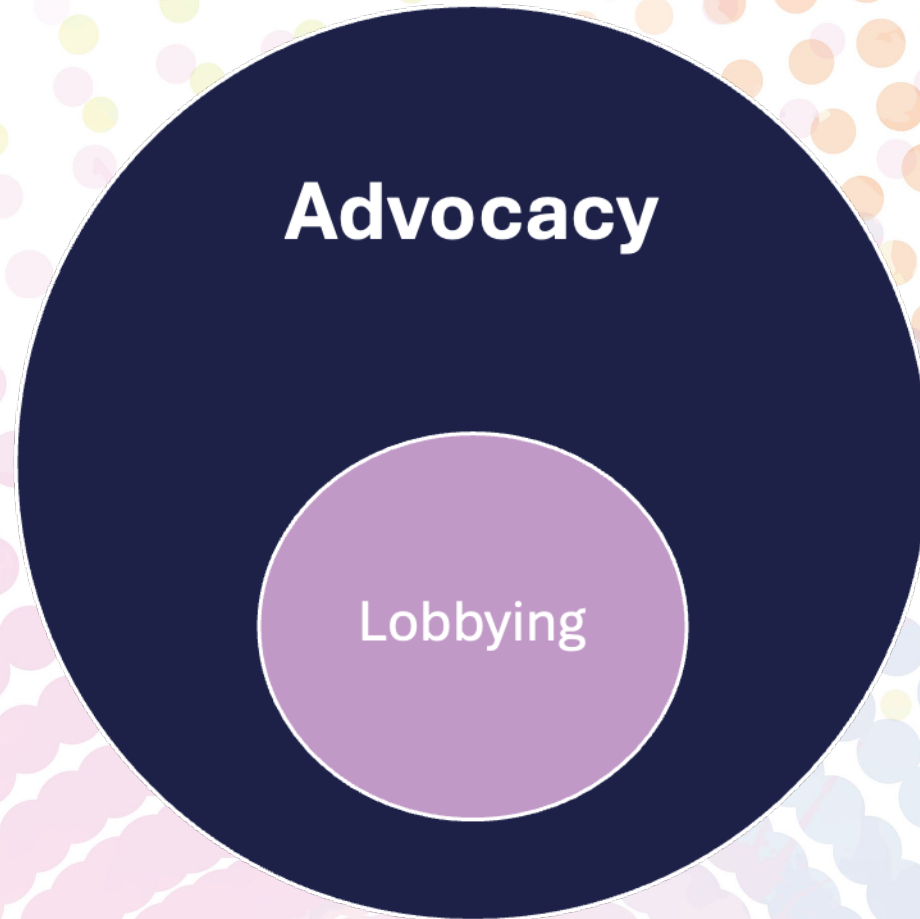
Classified Staffing allocation= \$600,000

Special Education= \$350,000 depending on forthcoming data

Estimated total: \$1.325,000 from 2024 Legislature

Deficit total: \$35,000,000

Advocacy and Lobbying



Source: <https://research2policy.org/advocacyvlobbying/>

Partisan, Bipartisan, Nonpartisan



Partisan - in democratic politics and government, a strong adherence, dedication, or loyalty to a political party.



Bipartisanship - a political situation, usually in the context of a two-party system, in which opposing political parties find common ground through compromise.



Nonpartisan - a lack of affiliation with, and a lack of bias towards, a political party.

For and Against



For

Against



It's a Long Game

How can we do better in advocacy?

- Commit time – mark it on your calendar once a week
- It's not glamorous. It is just time.
- Stay ahead of lawmaker questions – watch newspaper stories and be proactive in response
- Email data regularly

How can we level up?

- Go to lawmakers chosen location
- Keep tone formal and use titles
- **Message discipline** – we have so many school needs it is hard to narrow to top priority
- Simplify, simplify and then make it more simple



Develop one on one relationships

Don't be afraid to say, "I don't know. I will get back to you."

Look for opportunities to follow up

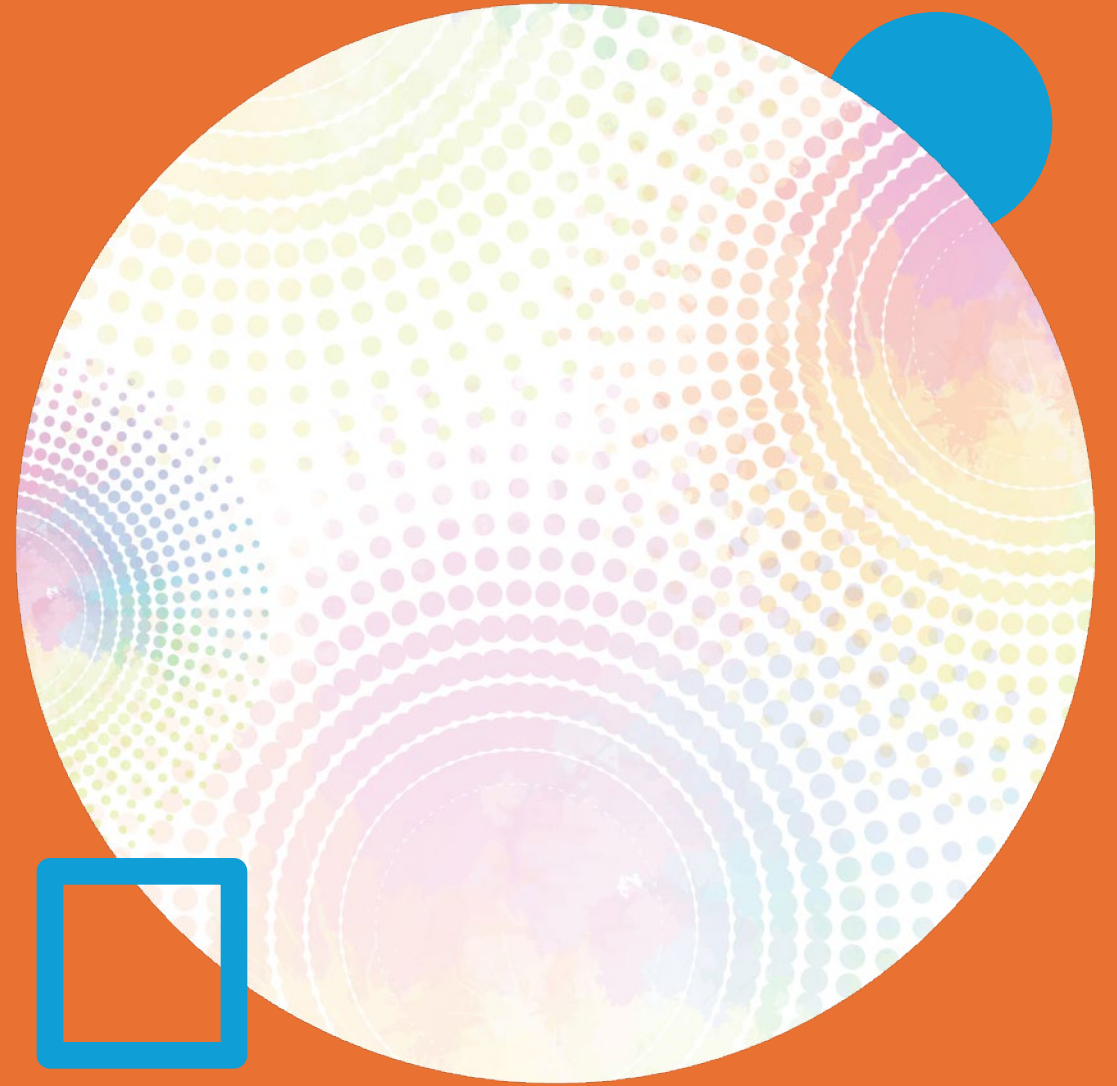
Be aware of their time. Tours sometimes work but may be too time consuming.

You don't always need an "ask" but can just provide email information

Listen. Ask what they will work on. Ask about their challenges.



What We Know: 2025 Legislative Session



Legislative Environment: 2025 is Different



Democrats have large majorities (59 to 39 and 30 to 19)



Priority issues: housing, public safety, childcare and school funding



Large budget deficit of \$12 to \$15 billion



Revenue Package discussions

A group of colorful wooden human figures standing in a line, with the text "New Leadership" overlaid. The figures are in various colors including blue, yellow, red, green, and brown. The text is in a large, white, sans-serif font. The background is a light, neutral color.

New Leadership

What We Know: 2025 Legislative Session



- New Governor for the first time in 12 years (Ferguson).
- New Attorney General for the first time in 12 years (Brown).
- New Lands Commissioner for the first time in 8 years (Upthegrove).
- New Insurance Commissioner for the first time in 24 years (Kuderer).
- Returning Lieutenant Governor (Heck, 2nd term).
- Returning Superintendent of Public Instruction (Reykdal, 3rd term).
- Returning Secretary of State (Hobbs, 2nd term).
- Returning Treasurer (Pellicciotti, 2nd term).
- Returning State Auditor (McCarthy, 2nd term).

All statewide elected officials continue to be Democrats.

Bob Ferguson and Nick Brown



Governor Elect Ferguson: What do we know?



Sued the Trump administration 82 times and lead multi state lawsuits



First press conference was to talk about national election



For WA he's highlighted public safety, housing and consumer protection

Senator Jamie Pederson (D)

Jamie Pedersen grew up in Puyallup, graduated from Puyallup High School and worked at McDonald's to help put himself through Yale College, where he studied Russian and history, and graduated summa cum laude. In May 2012, he went to work at McKinstry, a Seattle-based construction and engineering firm with substantial expertise in green building, where he is Executive Vice President and General Counsel.



ArgentoJoe P
<https://flicr>

Budget Deficit





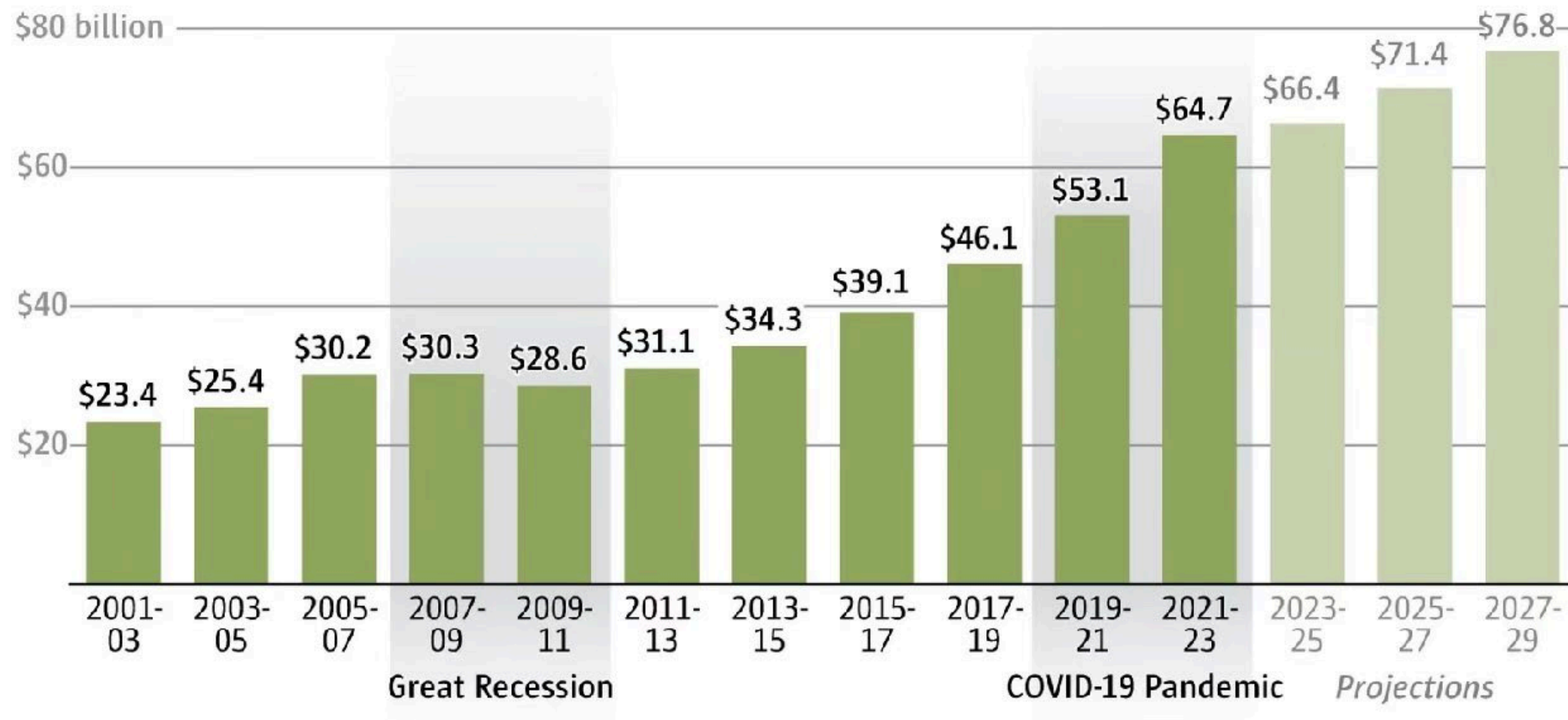
Operating Budget Deficit

The deficit figure represents the difference between the anticipated costs of current and promised services and programs and the projected amount of revenue that will come in to pay for them. Put another way, state agencies **need \$10 billion to \$12 billion** in additional funding to **maintain current programs and services.**

The estimate **does not include the amount needed to pay for all the two-year collective bargaining agreements negotiated with state employee unions.** The collective price tag is **\$1.4 billion in the next budget and \$2.85 billion over four years, according to the governor's budget office.**

Rising tide of tax revenue in Washington

State coffers for general spending, including K-12 education, have nearly doubled in the past decade



Note: Data is not adjusted for inflation and excludes transportation and capital budgets. 2023-2029 data is projected by the state revenue forecast. Source: Washington Research Council (Chris Kaeser / The Seattle Times)

“Washington’s economy is growing, the state’s unemployment rate remains below 5% and tax collections for public services are up. Yet come January, lawmakers claim they’re facing a \$12-15 billion shortfall over the next four years.”

SEATTLE TIMES, December 15, 2024

WSSDA's Member-Driven Advocacy

Legislative Positions

Legislative positions are WSSDA's call to action for legislative change. These member-adopted positions define and direct the work of WSSDA's staff as they engage with legislators in Olympia to support public education.

Permanent Positions

These positions represent WSSDA's beliefs and values and indicate WSSDA's stance on issues of widespread concern for its membership. The permanent positions are advisory to individual school boards and the greater community and can be used to weigh in on bills.

<https://www.wssda.org/positions>



Washington State School Directors' Association

WSSDA is a state agency comprised of the 1,477 locally elected school board directors who serve the state's 1.1 million students in their communities and statewide.

WSSDA LEGISLATIVE PRIORITIES 2025



Outdated Funding Formulas Force Cuts and Strain Schools

Our public education system is operating without the staff or resources needed to serve students and many districts are being forced to cut staff further as the funding crisis gets more dire. With fewer staff to respond to students' changing needs and without the resources needed to implement the mounting list of state laws, more and more of our districts will join the list of those under enormous financial strain. Full, ample, sustainable, and equitable funding is paramount to fulfill all aspects of Washington's Program of Basic Education and close opportunity gaps. To support equitable learning and to implement the laws that have already been enacted, districts must receive funding that is full, ample, sustainable, and equitable in the following priority areas:

Underfunded and Underserved: SPED Shortfall Impacts All Students

Solution: Increase the tiered multipliers, advance inclusionary practices, and remove the enrollment funding cap.

Inflation Crunch: Materials Priced Out of Reach

Solution: Increase the Materials, Supplies, and Operating Costs (MSOC) allocations to reflect rising and uncontrollable costs to include a one-time stabilization to eliminate underfunding and adjust the future allocations by inflation; rebase the MSOC formula at least every four years to ensure allocations keep up with cost increases that are beyond a district's control.

Loss of Vital Staff: Outdated Prototypical Model Forces Deep Cuts

Solution: Update and fund the prototypical school funding model to ensure that districts have the staff needed to serve each and every student within their care.

Students Stranded: Transportation Formula is Out of Date

Solution: Update the Student Transportation Allocation formula to reflect and cover actual costs.

Continued on reverse side

* WSSDA 2025 Legislative Priorities



<https://wssda.org/advocacy/legislative-priorities/>

K12 Lobbying Focus – BIG THREE

Big Three Coalition

- Special education, MSOC and Transportation



Levy lid lift and LEA funding/reform of LEA formula



What We Know: Bills on the Horizon

Special Education Funding

Materials, Supplies, and Operating Costs (MSOC)

Transportation Funding

Financial Literacy

School Director and Superintendent Accountability

Simple Majority for School Bonds

Small school grant funding for FMLA/PFMLA substitute costs

Levy lid lift and Levy equalization formula update and increase

Behavioral and mental health investments

Enforcement action for districts not complying with legislative directives

Social emotional learning supports

Work force development

Career and technical education expansion and removal of barriers

Isolation and restraint law update

Institutional Education Reform

Cell phone policy

TTK Policy and Funding

Labor Community

Special Education

Education Support Personal Bill of Rights – paras and classified

Teacher Residency

Levy/LEA

Unemployment for striking workers

“If you always do what you’ve
always done, you’ll always get
what you’ve always got.”

Henry Ford

Next Steps – ADVOCACY EFFORTS

1

1) Please make sure you gather your district data

- MSOC data
- Special education data
- Substitute costs

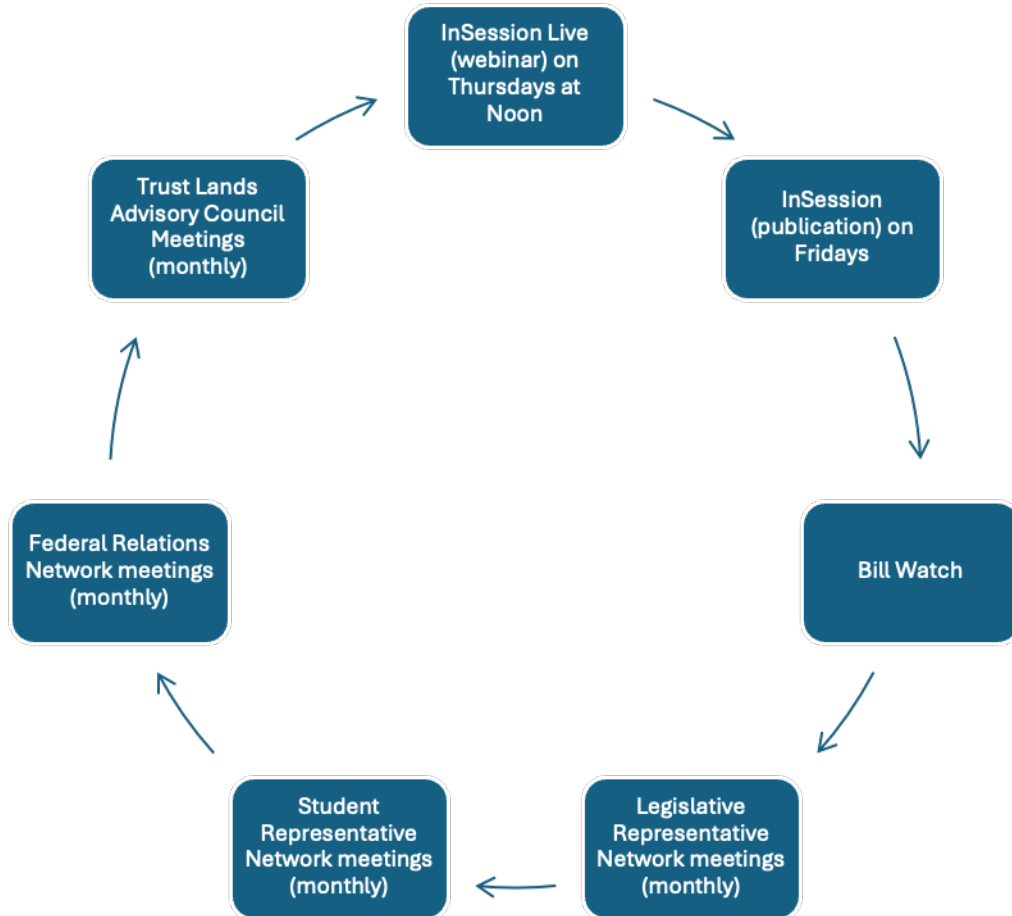
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2) Mark your calendar!
Once a week contact

3

3) Remember there is no “secret sauce”

Helping You to Navigate: WSSDA Advocacy Tools and Resources



<https://wssda.org/advocacy/legislative-updates/>

InSession

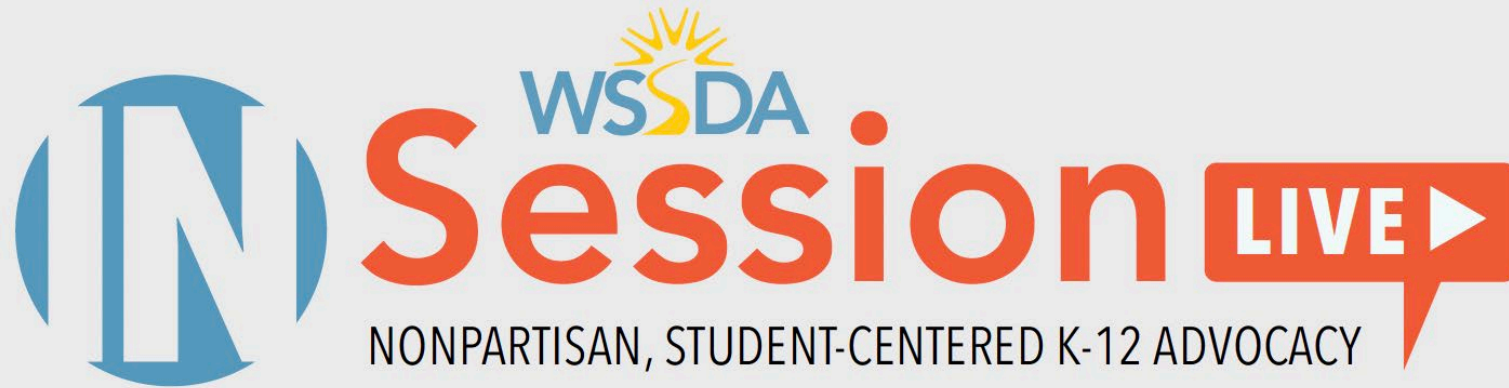
Marissa Rathbone, WSSDA's director of strategic advocacy, provides weekly **written** and **broadcast** updates when the Legislature is in session and occasional messages during the Legislature's interim.

Titled "**InSession**," the emails give school directors and other subscribers week-by-week updates on bills to supplement their use of WSSDA's [topic briefs](#), [bill tracker](#), and other [resources](#).

The broadcast version is titled "**InSession Live**." Held via Zoom, you'll hear from WSSDA staff, topic-area experts, and others on issues relevant to K-12 advocacy.

[Subscribe to InSession Emails](#)

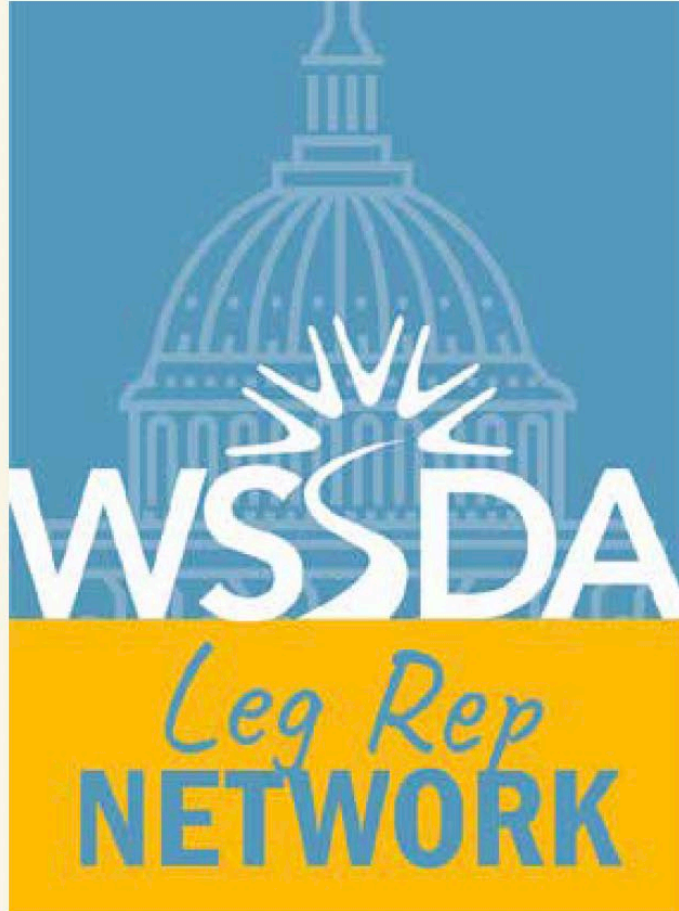
[Register for InSession Live Broadcasts](#)



InSession is a weekly email that provides regular updates about WSSDA's Strategic Advocacy efforts. InSession emails are now complemented by a live, weekly webinar component, **InSession Live**, which will provide opportunities to engage with advocacy experts and ask questions in real time. InSession and InSession Live will provide the following:

- Action alerts for critical bills relating to WSSDA priorities
- Tips on how your district can effectively weigh in on bills
- Hearing schedules for legislative committees
- Additional ways to stay informed and engaged during session
- Guest speakers with advocacy advice
- And much more!

To learn more about InSession and InSession Live, visit wssda.org/legupdates.



Are you a School Board Leg Rep?

Join us each month during the 2025 legislative session for the Leg Rep Learning Hour!

We'll cover:

- Bill and topic-specific strategies
- Engaging your board and community
- Timely information about weighing in
- How other Leg Reps advocate effectively
- And much more!

For more information, visit [**wssda.org/legreps**](https://wssda.org/legreps).



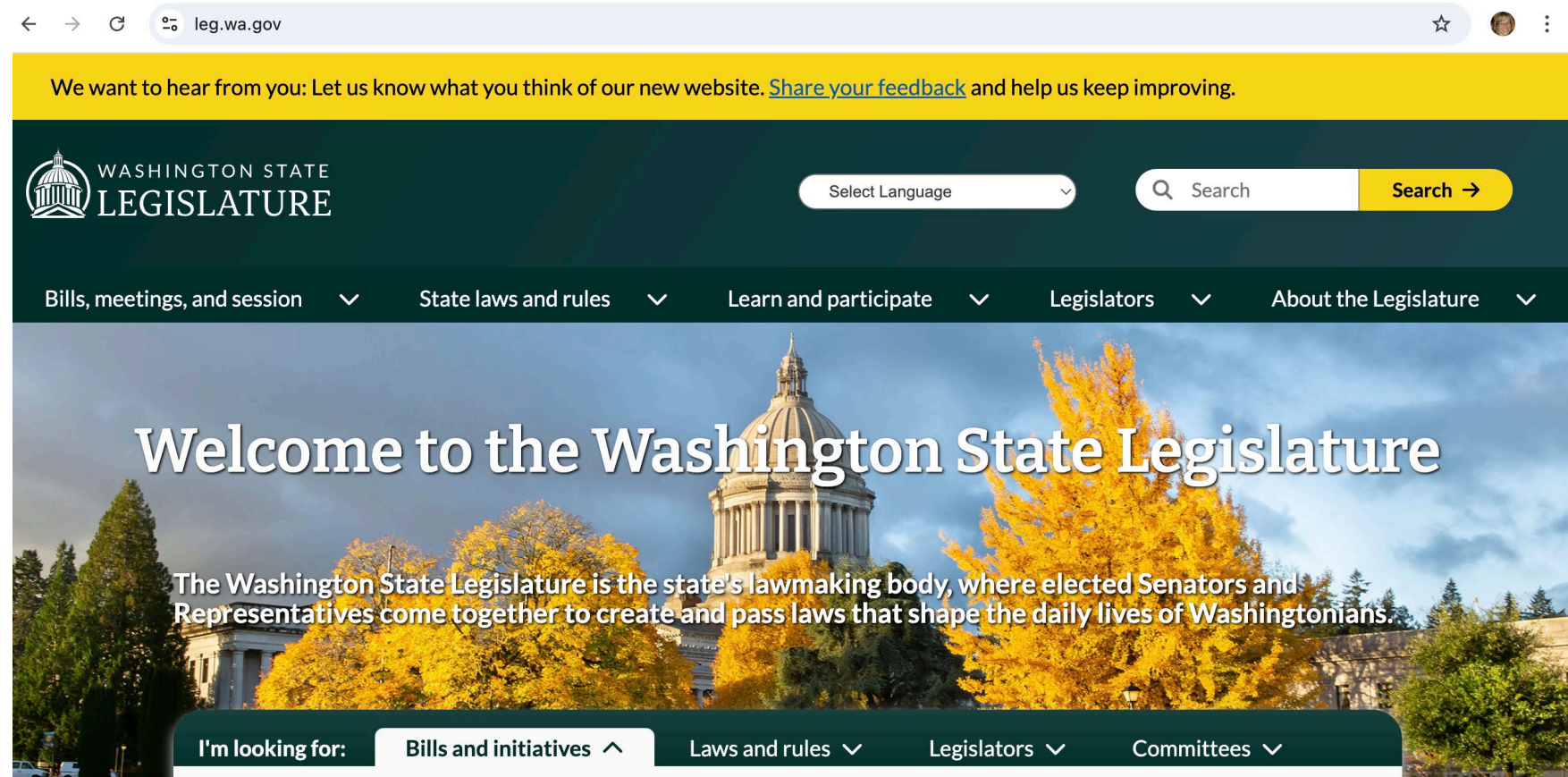
“ The network was an invaluable resource during my time as a student representative. It allowed me to hear best practices from across the state, and bring those ideas home to my district in Kennewick.

Zachary Glenn
2022 Kennewick Student
Board Representative

Resources for Student Representatives from WSSDA

- [Student Representatives – WSSDA](#)
- [Student Representative Resource Guide](#)
- Student Representative Network Recommendations
 - [2021-22 SY](#)
 - [2022-23 SY](#)
 - [2023-24 SY](#)
- [Join the Student Representative Network](#)

Washington State Legislature Online



www.leg.wa.gov



Bills

Get the latest information about bills and learn how to interact with them through our website.

About bills

A bill is a proposed law presented to the Legislature for consideration.

Each bill number is associated with that bill for one legislative biennium. A legislative biennium is a two-year period that begins with the legislative session in odd-numbered years. Bills that affect state spending are applied to the state fiscal biennium, which runs from July 1 of odd-numbered years to June 30, two years later.

There are different types of bills, which can have different versions and abbreviations as they progress through the legislative process. See [Help with bills](#) on this page for more information.

Find a bill

The Legislature puts out many bill reports and types of bill lists. Use the quick search if you know the number of the bill or initiative. Otherwise, choose from the basic or advanced bill searches below.

Find a bill or initiative

Search by bill number or initiative number or [see initiatives and referenda](#).

Biennium

2025-26 ▾

Search bills by

☒ Bill ☐ Initiative

Enter bill number

Search →



Legislators

Washington has 49 state Senators and 98 state Representatives. Find out which members represent you or browse our full list of legislators.

Find your legislative district

To see which legislators represent you, you'll need your legislative district number. Use our online tool to check which district you live in.

[Look up your legislative district →](#)

Look up a legislator

Search for a specific Representative or Senator to view their contact information, membership details, committee assignments, voting records, and more.

Name

Chamber

Party

Legislative district

Committee name

Leadership positions

[Apply](#)

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