



School Board Member Advocate Job Description

Learn

- Get educated on key education issues.
- Attend IASB Convention, IASB Day on the Hill, and schedule a school board Day on the Hill.
- Participate in the IASB Legislative webinar updates.
- Read and discuss IASB Advocacy in Action Newsletters during session and the Legislative Summary after session.
- Talk to people about the issues and use those conversations and what you know to guide your own questions and inquiries.
- Attend or learn from NSBA convention.
- Sign-up to be a member of the IASB Legislative Advocacy Network.

Official board and district actions

- Get IASB Call for Resolutions on a summer agenda and discuss board priorities. Assist IASB and its Board in getting priorities returned from all school districts.
- Prior to Delegate Assembly, discuss the platform to prepare your delegate to adequately represent your district's interests.
- Participate in Delegate Assembly in November to help develop the IASB legislative platform.
- Invite legislators to board meetings, important school events, professional development days and community conversations in your schools.
- Keep legislative issues on board agendas, especially during January-May board meetings when the legislature is in session.
- Delegate responsibilities for organizing advocacy to specific board members, an advocacy committee, SIAC, or administrators, but communicate that advocacy is every board members responsibility. Ask for reports of advocacy activities and legislative contacts.
- Determine key, unified messages for district spokespersons on priority issues.

Connect with legislators (Congress and the Governor, too.)

- Use the [IASB Legislative Directory](#) to find contact information, biographical information, and committee assignments and interests for you legislators.
- Give legislators your contact information before the legislative session starts so they can access you as they make decisions.
- Use IASB tools to make your contacts easy – key messages, position papers, and personalize press releases and letters.
- Visit the Capitol. Contact IASB Government Relations Director Phil Jeneary, pjeneary@ia-sb.org to set up a school board day on the hill.
- Find out how your legislators voted on key issues.
- Participate in IASB's Legislative Advocacy Webinars and sign up for the Grassroots Advocacy Software. Read the weekly Advocacy in Action newsletter and the timely Action Alerts. Take action when requested.
- Send clippings of local newspaper articles, letters to the editor and good news to legislators to keep them informed and connected.
- Get involved in legislative campaigns (seek political balance, insuring all candidates have someone from the district they can trust.)
- Thank legislators for their service and for any actions they have taken to support public schools.
- Attend legislative forums, political events and fundraisers.
- During the summer, share the IASB Legislative Summary with your legislators and help them shape their education agenda for the next session.

Recruit others to advocate

- Invite staff and education stakeholders to conversations about legislative issues and impacts. Share information, get their input, encourage their letters, phone calls, e-mails and thank them. Create joint letters and communications from your district signed by various education groups.
- Network with local government and civic groups to explain education issues and legislative needs to chambers of commerce, rotary and other civic groups, labor and farm interests, and parents groups. Recruit stakeholders to advocate for your schools.
- Issue press releases about district priorities, IASB priorities, and how legislation impacts your district.

Keep IASB informed of your advocacy efforts

- Notify IASB Government Relations Director of your conversations with legislators, their concerns, and what information they need.
- Share legislator responses to your advocacy with IASB – so statewide themes can be addressed and appropriate answers supplied to school advocates.
- Share newspaper articles concerning your legislators and schools with IASB, especially

letters to the editor or advocacy efforts IASB has requested you to undertake.

- Ask for IASB assistance in editing your e-mails or letters you are going to send back to your legislators or to newspapers, or in finding answers to questions they pose of you with which you might need help.
- Share stories of effective advocacy with IASB!

IASB Government Relations Staff: Phil Jeneary, IASB government relations director; pjeneary@ia-sb.com (515) 247-7027, or Michelle Johnson, government relations and finance assistant; mjohnson@ia-sb.org (515) 247- 7055.