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US Congress – Impacting Federal Education Policy/ESEA Reauthorization

National Board for Professional Teaching Standards

1-800-22-TEACH

<http://www.nbpts.org>

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Outcomes

- Be comfortable in and understand your role as an advocate
- Understand the federal role in education policy
- Know the process by which federal legislation is enacted
- Be familiar with key strategies for a successful meeting



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Your Role

- What is your role?
- What are your opportunities?
- Why NBCTs need to advocate



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Congress' Role in Education Policy

- What is the federal role in education?
- Which are the main committees that handle education policy?
- What is the process to reauthorize ESEA?
- How is the federal education budget determined?



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Who is your audience?

- Member Meetings – Average length of a member meeting is 7 ½ minutes! Often includes a photo op.
- Many times a meeting is with a staff member who may be very young and handle many different issues in addition to education. **DO NOT** underestimate the importance of staff or the power they wield.



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Why is Federal Advocacy Important?

- ESEA Reauthorization process has begun and will impact every classroom in America
- Federal funding driving education reform policy as federal, state, and local levels—RTTT
- Federal role growing and having greater impact



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Do Your Research: What you Need to Know Before Your Meeting

How Important is Education to the Member/Senator?

- Check out voting record on education initiatives, especially No Child Left Behind
- Education legislation they have introduced
- Formal support of other education legislation



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What a meeting IS!





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Reactions

- What are your experiences with your meetings?
- How are they same/different as the meeting just viewed?



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Follow the Basic Rules for Advocacy

Plan your “ask”

- Be prepared to answer the question, “What Would You Like Us to Do?” with up to three very specific items.
- Members generally don’t want to just be educated on an issue, they want to know what you are asking of them.
- The “asks” can range from requesting a classroom visit, co-sponsoring legislation, supporting a specific funding level for NBPTS, to a something that you would like them to do.



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Getting Started: Go to AdvocacyLink

- Go to “Get Involved” from main NBPTS Webpage
- Enter your zip code to get the list of your elected officials for federal, state and local offices
- Find out as much as you can about their positions on education
- Determine if you have any connections to them or their staff
- Develop a strategy on how to approach them
- Engage!



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Planning Ahead

Know who you are talking to

- Find out who you will be meeting with and try to find a personal connection
- Your voice has the most power with elected officials who represent where you live or teach



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State Profiles

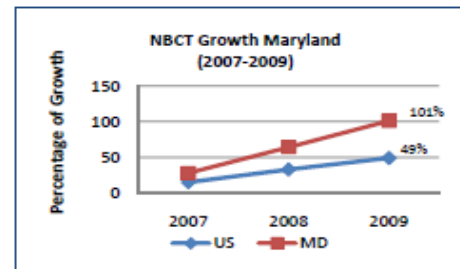
http://www.nbpts.org/resources/state_local_information/2009_state_profiles



National Board Certified Teachers (NBCTs) by the numbers 2009*	
Number of NBCTs	1669
Number of new NBCTs	305
Percentage increase in number of NBCTs	22%

Rep. Steny Hoyer (D-MD)
U.S. Congress

"National Board Certification is one of the most significant education reforms in recent years, and it has provided a way for policymakers to recognize and reward accomplished teaching."



NBCTs comprise approximately 3 percent of the national teaching force and have won over a quarter of the 2008 and 2009 State Teacher of the Year Awards and a third of the 2008 Presidential Awards for Excellence in Mathematics and Science Teaching.

Maryland National Board Certified Teacher Highlights:

Jennifer Burdock Rankin of Accident, 2010 Maryland Teacher of the Year

William Thomas of Upper Marlboro, 2009 Maryland Teacher of the Year



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Key Messaging about NBPTS

- **Research Shows Value of National Board programs**
 - Teacher Retention: NBCTs remain in the Classroom Longer
 - Students of NBCTs have Higher Achievement
 - NBCTs: NBC is Most Effective PD They Have Ever Taken
 - NBC is Transforming the Learning Culture across the country
- **National Board programs can Impact Whole School**
 - Take One!
 - Full Board Certification
 - Mentor and Facilitator Training
 - Group Meetings for Understanding and Collaboration



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Five Steps to Effective Messaging

1. Tailor your Message to your Specific Audience

- Use messages that resonate and deliver them in a meaningful way
- Become an ongoing resource on effective education

2. Specific Request: Repeat at the end of the meeting

- Be specific about the “ask.” “Will you visit my classroom?” “Will you support funding for NBPTS?”



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4. Positive and Solution-Oriented:

- You are much more likely to be heard if you are polite and offer solutions to problems you identify.

5. Be Brief

- The average member meeting lasts 7½ minutes! Make your case clearly and concisely

6. Follow-up in a Meaningful Way—Keep in Touch!

- Show polite persistence, tenacity and stay in touch



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Connect with other teacher advocates!

- Facebook- *Teachers' Letters to Obama* group
- Blogs - <http://www.edutopia.org/blogs>
 - <http://www.edweek.org/ew/section/blogs/index.html>
 - <http://www.edweek.org/tm/collections/teacher-leaders-network/index.html?intc=mt>
- Virtual Community – www.nbctlink.org
- NBCT Networks
http://www.nbpts.org/for_nbcts/network_affiliates



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Resources

- U.S. Department of Education at <http://www.ed.gov>
- US House of Representatives at <http://www.house.gov>
- US Senate at <http://www.senate.gov>
- EPPIC at http://www.nbpts.org/policy_center
- VoteSmart.org – search for votes by topic
- Congress.org – find bio information, and staff contacts



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Questions?

