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State Legislatures – How to Raise Awareness Where it Counts Most

National Board for Professional Teaching Standards

1-800-22-TEACH

<http://www.nbpts.org>

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Advocating at the State Level: What you Should Know

- What is the state role in education?
- Who are the key members on committees that handle education policy and funding?
- How is NBPTS currently recognized at the state level? Fee support? Salary supplement?
- What is the current status of the education budget? How is it determined?



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Meeting with Your State Legislator

- You are in a very powerful position meeting with your state legislators. It is voters like you who put them in office.
- Most state legislators and their staff do not have an educational background. You are an expert in the field and your views will be welcome and respected.



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Why is State Level Advocacy Important?

- The most important governmental decisions about the National Board are made at the state level.
- State legislators are under tremendous pressure to cut budgets. They need to know the impact of their actions. What is the likely impact of cutting or eliminating National Board funding?



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Before you Meet: Do your Homework

- Learn as much as you can about the legislator:
 - What are his/her views on education?
 - Has s/he sponsored education legislation
 - Do you have any connection to the legislator?
(neighbors, teach child, attend same church, belong to same civic organization)
 - What are the main issues s/he cares about?



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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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State Profiles

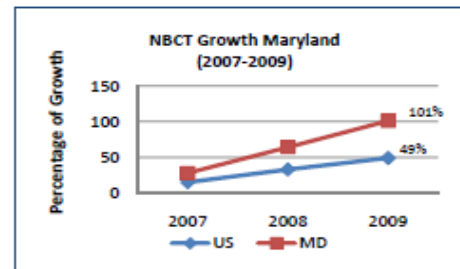
http://www.nbpts.org/resources/state_local_information/2009_state_profiles



| 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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Make your Message Relevant and Compelling

- **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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Preparing for Your Meeting

1. Use specific messages likely to resonate with your specific audience
2. Become an ongoing resource on effective education
3. Have an “Ask” (or two) ready
4. Be specific about the “ask.”
 - “Will you visit my classroom?”
 - “Will you support funding for NBPTS?”



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5. You are much more likely to be heard if you are polite and offer solutions to problems you identify.
6. You will probably have just a few minutes to make your case. Be brief, but compelling
7. 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***
 - “Friend” policymakers you plan to meet
- **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>
- **NBCT Virtual Community**
 - <http://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>
- NBPTS Education Policy and Practice Information Center (EPPIC): http://www.nbpts.org/policy_center
- NBPTS Advocacy Link:
http://www.nbpts.org/get_involved
- VoteSmart.org – search for votes by topic
- Congress.org – find bio information, and staff contacts



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Questions?

