

ISBA Advocacy Rubric

A RUBRIC FOR EFFECTIVE ADVOCACY



Strategic advocacy is the proactive work school board members do to champion public education at the local, state, and federal levels. Rooted in strong community engagement, advocacy becomes truly “strategic” when it aligns with your district or charter’s long-term goals and vision for student success. The rubric below outlines a range of actions you and your board can take. Even implementing just a few of these strategies can make a meaningful impact.

GETTING STARTED



Pre-Legislative Session

- ☐ Review ISBA’s current legislative platform
- ☐ Introduce yourself to a legislator
- ☐ Sign up to be a member of the ISBA Bench

During Session

- ☐ Stay up-to-date with ISBA’s weekly Capitol Notes emails
- ☐ Attend the bi-weekly “The Bench” webinars
- ☐ Attend Day on the Hill in February

ISBA Annual Convention

- ☐ Attend the Annual Business Session with your board to vote on ISBA’s Legislative Platform for the upcoming year.
- ☐ Attend “Getting Ready for the Legislative Session” breakout session

BUILDING MOMENTUM

- ☐ Adopt a Leg Rep Board Policy
- ☐ Add Leg Rep updates to your board agenda
- ☐ Get acquainted with your local legislators
- ☐ Invite local legislators to tour your school district or charter school
- ☐ Schedule meetings with your local legislators
- ☐ Testify in support of a bill on behalf of your school district or charter (with board approval)
- ☐ Respond to a “Call to Action” by advocating in some way based on recommendations from ISBA
- ☐ Connect with your region representative on the ISBA executive board
- ☐ Keep up-to-date with ISBA’s Federal Advocacy newsletter, The Hill

- ☐ Meet with legislators throughout the year
 - ☐ Share ISBA’s legislative priorities with your local legislators
 - ☐ Email legislators about your support or concerns related to a bill or budget item
 - ☐ Review ISBA’s Legislative Advocacy Toolkit at <https://www.idsba.org/member-services/advocacy/>
- ### Annual Convention
- ☐ Consider submitting a resolution for the upcoming legislative session (due July 31)
 - ☐ Review proposed resolutions and consider co-sponsoring any that resonate with your board

HITTING YOUR STRIDE

- ☐ Volunteer to be your board’s legislative representative
- ☐ Share “The Bench” content with your board during board meetings
- ☐ Share “The Hill” information with board members and discuss at board meetings
- ☐ Mentor another school board member to become an effective legislative advocate and a potential future legislative representative
- ☐ Testify on a bill or budget item (pro or against) on behalf of ISBA

- ☐ Submit written testimony during the legislative session reflecting your board’s perspective
- ☐ Communicate with legislators via phone call or text message
- ☐ Attend a COSSBA Federal Advocacy Webinar
- ☐ Attend the COSSBA Federal Advocacy Conference in Washington D.C.



QUESTIONS?

Contact Quinn Perry at quinn@idsba.org.