

BULLETIN BOARD

Increase Your Advocacy Efforts

MASB has created a FREE Grassroots Advocacy Program to encourage our members and their communities to utilize their voices to become an influential part of the legislative advocacy process! A huge part of MASB's mission is to have our members actively engage and advocate as a governing body on behalf of their districts and as a voice for their students.

The purpose of this program is to not only have our members engage on K-12 education legislation, but also actively advocate on it. Throughout this program, the Government Relations Team will encourage and help our members build their own regional grassroots coalitions. Bringing more voices to the table to positively advocate for your students can be a very powerful tool within the Legislature and for your community.

Encouraging, and leading, individuals beyond the education community to become involved can make your board's voice in the Legislature even stronger. This program will help give you the tools to engage parents, the business community, staff, local law enforcement members, local service organizations and nonprofits in your area to all advocate for better public education in your communities.

We would like our members to create regional coalitions in order to bridge the gap between board members, administrators, legislators and the community. From the inception of these grassroots coalitions, our members will build effective, positive and long-lasting relationships with legislators while advocating on important legislation that impact their districts and students.

A few of the focus areas of this program are:

- Raising awareness and increasing member engagement efforts within the Legislature
- Effectively advocating on K-12 legislation through various channels
- Strengthening and maintaining positive board member relationships with legislators
- Recruiting and mobilizing community members for regional advocacy coalitions through collaboration with ISDs, ESDs, RESAs and local school board associations (CASBAs)

The Government Relations Team will also provide support services for members to contact and schedule meetings with policymakers, engage in grassroots lobbying activities through district coalitions and help guide members to utilize the best methods.

Already have a district coalition? Don't worry, we provide FREE services to your grassroots organization as well.

We encourage everyone to take advantage of this program to build voices within your community and to share your district's needs with legislators.



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De'Shondria Bedenfield, Policy Analyst and Grassroots Coordinator, will be traveling to districts throughout the state upon request to help our members strengthen their advocacy needs. If your district has an interest in learning more about the Grassroots Advocacy Program, you can view details online at masb.org/grassroots, as well as reach De'Shondria at 517.327.5931 or dbedenfield@masb.org.