

# Welcome to 2025 Leadership Convention

This session will begin soon



# How to Be an Advocacy/Legislative VP at All Levels of PTA

Kristina Pexton, Utah PTA Advocacy VP



# WHAT IS ADVOCACY?

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# What is an Advocate

... an individual who actively supports and promotes the interests of another person or enterprise



## What is an Advocate

**YOU!**

... an individual who actively supports and promotes the interests of another person or enterprise



## What is an Advocate

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**Engage and Empowered**

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**Engage and Empowered**

**every child**



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**Engage and Empowered**

**every child**

## Utah PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



# What is Advocacy

## Synonyms

- Champion
- Supporter
- Protector
- Fighter for



# What is Advocacy

## Synonyms

- Champion
  - Supporter
  - Protector
  - Fighter for
- Champion for Children
  - Protector for Children



## What is Advocacy

“To secure adequate laws for the care and protection of children and youth.”

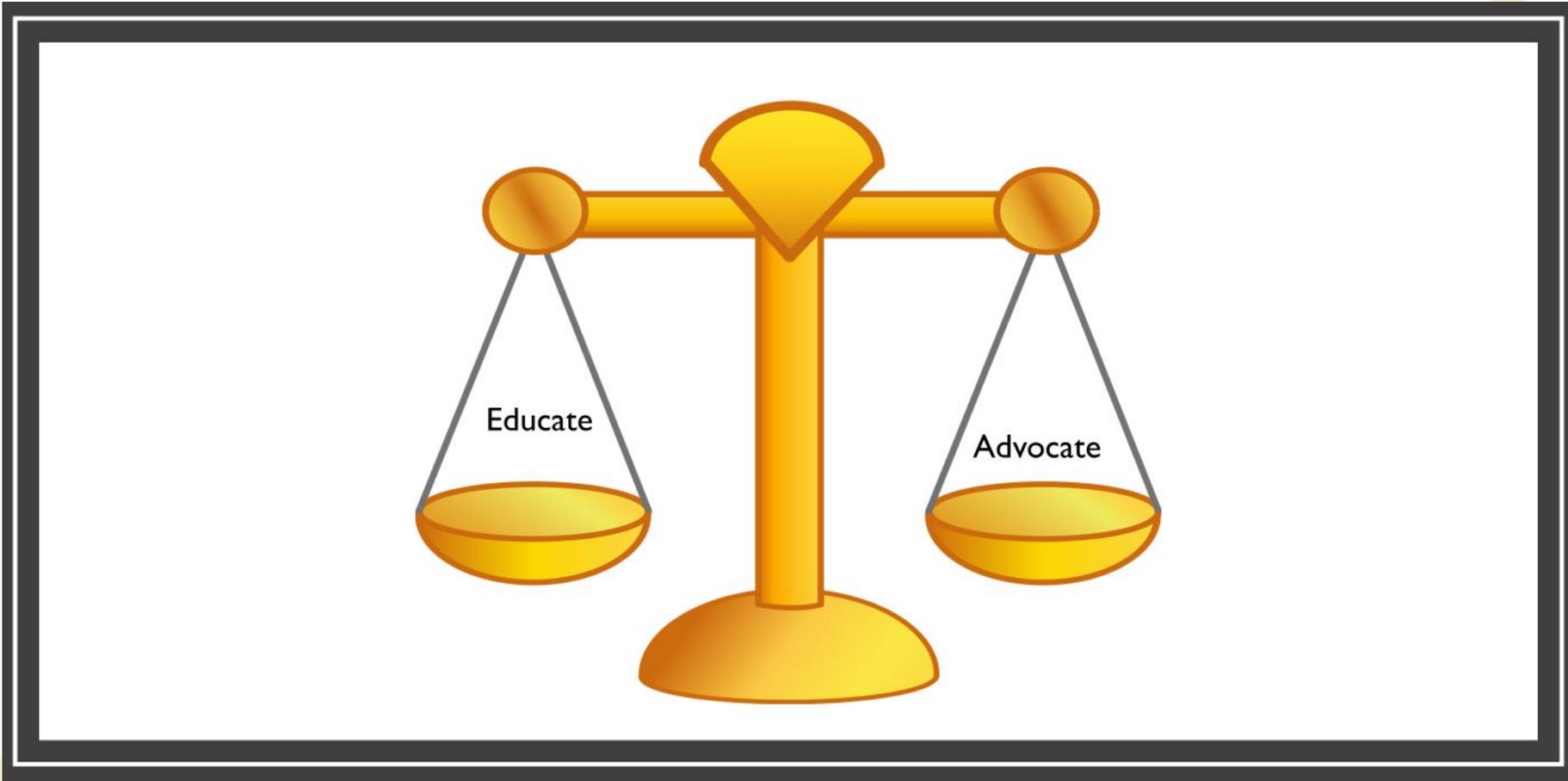


## Your Advocacy Story . . .

How did you get  
started in PTA  
Advocacy work?



# Advocacy Overview



# Advocacy Overview

- Teacher
- Principal
- District
- Local School Board
- State School Board

## Utah Public Education: Where Should I Start?

I have a **QUESTION...**

**Start Local**

I have a **CONCERN...**

**SEARCH**  
Online School Directory:  
schools.utah.gov/  
schoolsdirectory

**CONTACT**  
Your School or Local Education Agency Admin

**CONTACT**  
Utah State Board of Education (USBE)  
801-538-7500

**CONTACT**  
USBE Department or Program  
schools.utah.gov/  
departments

*Local Education Agency (LEA) refers to school districts and charter schools.*

**For Emergency Safety Concerns and additional tips, see page 2.**

**CONTACT**  
Your Student's Teacher

**THEN**  
Principal or School Director

**THEN**  
Local Education Agency Admin

**THEN**  
Local Education Agency Board

**CONTACT**  
**PUBLIC EDUCATION HOTLINE**  
Email: audit@schools.utah.gov  
Web: schools.utah.gov  
Call: 801-538-7813  
Mail: Utah State Board of Education  
Internal Audit Department  
PO Box 144200  
SLC, Utah 84114-4200



## Advocacy Overview

- Focus on what you are passionate about
- Be in the room where decisions are made
- Don't take it personally when people don't share your passion



# Advocacy Overview

- PTA is a child advocacy organization
  - Utah PTA is a nonpartisan organization concerned with the education, care and protection of children and youth
  - Other organizations and lobbyists speak for business, the elderly, teachers, higher education, etc. PTA considers and works only for what is in the best interest of all children.

## Utah PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



# Past Utah PTA Advocacy Conferences (Fall)



# Utah PTA Day at the Capitol (Virtual)



Virtual PTA  
Day at the  
Capitol



# Utah PTA Day at the Capitol (In Person - Founders Day)



# What does an Advocacy/Legislative VP do?

- Submit a Legislative Budget
- Attend Utah PTA Advocacy Events and Training
  - Utah PTA Advocacy Conference (Fall)
  - Utah PTA Day at the Capitol (Jan/Feb)
  - Utah PTA Leadership Convention (May)
- Attend events to get the info to pass along



## What does an Advocacy/Legislative VP do?

- Ask for a standing slot on meeting agendas to share information
- Use PTA social media judiciously to share widely.



# What does an Advocacy/Legislative VP do?

- Host Meet the Candidate event
  - Collaborate with other schools/networks
  - Invite all candidates to join
  - Ask relevant questions on education topics within their realm of influence
  - PTA leaders cannot endorse candidates or wear logos in their role as leader



## What does an Advocacy/Legislative VP do?

- Attend and help others attend school board meetings
- Attend and collaborate with School Community Council
- Share Utah PTA Legislative Priorities
- Invite legislators to visit your school
- Contact legislators about education bills
- Encourage participation in elections

More info on [utahpta.org/advocacy-or-legislative-vice-president](https://utahpta.org/advocacy-or-legislative-vice-president)



# What does a Region Advocacy/Legislative VP do?

- Submit a legislative/advocacy budget
  - Advocacy Conference
  - PTA Day at the Capitol
  - Meet the Candidate Nights- copies, building rental, signs, thank you gifts
- District Level Advocacy
- Get to know your Region Director and ask what's happening in the District
- Attend your Local School Board Meetings
- Know who your Legislators/State and Local School board members are
- Curriculum Review or other committees
- Reach out to local legislative/advocacy VPs
  - Forward information
  - Collaborate (group me)



## What does a Region Advocacy/Legislative VP do?

- Request time at each Region PTA board meeting to train and educate your PTA board members and locals concerning PTA issues and legislative work.
- Compile a list of council and local Legislative Vice Presidents in your region- facilitate collaboration
- Encourage communication with policy makers.
- Maintain a positive working relationship with policy makers in your region.
- Monthly Training Topics



## Examples of Monthly Topics

- How education is funded in Utah
- Trust lands
- How a bill becomes a law.
- January/February/March I give an update on education bills
- How to resolve conflict
- How the caucus system works/convention/primaries/ November Voting



## What does a Region Advocacy/Legislative VP do?

- Coordinate advocacy efforts in your region
- Meet the Candidate nights
- Train local and council Advocacy/Legislative VPs
- Facilitate collaboration between all Advocacy/Legislative VPs in the Region
- Attend school board meetings/USBE meetings when possible
- Provide information to Region Board that can be passed on local units



# Acronyms and Glossary

<https://www.utahpta.org/advocacy-glossary>

WPU ❖ USBE ❖ NCLM ❖ ESSA ❖ Title ❖ FERPA ❖ USDOE ❖ USBA  
❖ COBI ❖ Utah Core ❖ AAPAC ❖ CAT ❖ LEA ❖ PLC ❖ CCRP ❖  
CAFR ❖ CTE ❖ SPED ❖ 504 ❖ IEP ❖ IDEA ❖ ELL ❖ ESL ❖ SCC ❖  
SITLA ❖ SITFO ❖ SIP ❖ ADA ❖ AFR ❖ LRE ❖ NESS ❖ CNP ❖ ELL ❖  
GOPD ❖ HIS ❖ TSSP ❖ UEA ❖ USF ❖ USOE ❖ USSA ❖ BTS ❖ CY ❖  
DIBELS ❖ EAC ❖ FAPE ❖ LFA ❖ MSP ❖ MTSS ❖ NSLP ❖ OLRGC ❖  
PD ❖ POPS ❖ PPE ❖ RFP ❖ STEM ❖ SY



## IRS 501c3 Exemption - Important Numbers Per IRS Code

- Non-profit organizations are limited to spending an insignificant amount of money and time on lobbying efforts. Per the IRS definition, no more than 20% of annual expenditures and volunteer hours may be spent on lobbying.
- Any non-profit organization earning \$1,000 or more in what is considered as Unrelated Business Income must file a tax form to report this income to the IRS. This could create a situation where the PTA unit incurs tax on this income.



# How Advocacy Looks in Region 21

Deidra Hartwell, Advocacy and Legislative Specialist



# PTA involvement led to government and political involvement

- Started as an elementary school treasurer
- Served as president at two different elementary schools
- Opening as legislative/advocacy specialist opened up
  - Looking for someone to put on legislative luncheon
- Opportunities to serve in different capacities, through PTA



## Legislative Luncheon

First year, off-cycle year was a disappointment

Second year, campaign year. Superintendent suggested doing it before elections.

Six candidates came.



# My Opportunities for Advocacy this Year

- Legislative Candidate Luncheon
- LAC
- Cache Chamber of Commerce Weekly Legislative Breakfasts
  - Connected with Val Potter, Sen. John Curtis's Northern Utah Field Manager
  - Cache County executive's policy analyst
- Utah PTA Day at the Capitol
- School district hiring committees
- District DLI meetings
- School board policies



# RELATIONSHIPS

I told my mom before my Senate internship that the most important thing I would get from the opportunity would be the people I met.

PTA advocacy provides the same opportunity to build relationships and community, helping us *advocate for all children*.

Relationships move the advocacy forward.



# First step to advocacy is being informed

Resources for Utah news:

- \*Utah Policy Newsletter / [utahpolicy.com](http://utahpolicy.com)
  - “News about the people, policies and politics that matter every weekday morning”
- Salt Lake Tribune- *The Daily Buzz*
- Deseret News- *Utah Today*
- Local Newspaper websites/newsletters
- Podcasts
  - State Street- KUER
  - Both Sides of the Aisle- UPR
  - Inside Utah Politics- ABC4



## Other options for personal advocacy

- Find advocacy organizations that align with your priorities
- Utah League of Women Voters
- MWEG
- Utah Civics Project
- Support candidates that align with your priorities

## Take it to the next level

- BE the candidate that aligns with your priorities!
- Utah Women Run
- She Should Run

\*Take what works for you, leave the rest\*



## Raffles versus Drawings

- Under Utah law, it is illegal to operate a scheme under which a person **GIVES** something of value in order to obtain a chance to **GET** something of value.
- A raffle which requires the purchase of a ticket (or allows the purchase of additional tickets to increase the odds of winning) is illegal in Utah, even for charitable purposes.
- A drawing allows everyone in attendance an equal opportunity to win a prize with no monetary purchase required; therefore, it is legal to conduct a drawing.



# What does a state Advocacy VP do?

- Utah PTA Executive Committee
- Utah PTA Commissions & Specialist Committees
- Utah PTA Advocacy Events
- Utah PTA Legislative Advocacy Committee
- Utah State Legislature Interim Session
- Utah State Legislative Session
  - [utahpta.org/bills](http://utahpta.org/bills)



# What does a state Advocacy VP do?

- State Level Advocacy
  - Listen to State School Board Meetings and Committees
  - Watch for Surveys from USBE to offer input on Standards, Policies, or Initiatives
  - Serve on State Committees (Standards Review, SAGE Parent Review Committees)



# utahpta.org Advocacy Website Walkthrough

- Handbook - Legislative VP Duties
- Advocacy 101
  - Advocacy VP
  - How Does Utah PTA Advocate?
  - What can I do? (Grassroots)
- Resolutions & Public Policy Platform
- Legislative Bills - [utahpta.org/bills](https://utahpta.org/bills)
- Take your Legislator to School Day



# Handbook - Legislative VP Duties

Run Your PTA / Executive  
Committee / President /  
Handbook

## TABLE OF CONTENTS

### President Handbook: Legislative

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# Advocacy 101 - Advocacy VP

The screenshot shows a web browser window with the URL [utahpta.org/advocacy-or-legislative-vice-president](http://utahpta.org/advocacy-or-legislative-vice-president). The page title is "Advocacy or Legislative Vice President". The navigation menu includes: Home, About, Run Your PTA, Advocacy, Resources, Programs, Events, Tools. The page content includes:

- Buttons: View, Edit, Revisions
- Text: "Advocating for your child is the one type of involvement which predicts success across race, class, and gender"
- Section Header: **UTAH PTA Advocacy Program**
- Text: "The mission and purpose of PTA state that a primary focus of PTA is 'make every child's potential a reality by engaging and empowering families and communities to advocate for all children,' 'to speak on behalf of children and youth,' and to 'secure adequate laws for [their] care and protection...'"
- Text: "Advocacy work for children and youth must be a unified effort of local members with council, region, and Utah PTA officers."
- Text: "Each member of PTA has an important place in PTA advocacy. Utah PTA and National PTA Resolutions are the corner pieces of our work as part of the Utah PTA Public Policy Program, the primary authority for public policy action and statements by Utah PTA on state and local legislation and administrative policies and regulation. The Utah PTA Board of Directors and Legislative Action Committee form the framework."
- Text: "Each region, council, and local PTA has an important part of advocating for all children."
- Text: "The following pages provide suggestions and explanations on how to advocate for the children in your school. Your part must reflect your members, yet it must be similar enough to mesh together with other PTAs within the Utah PTA framework."

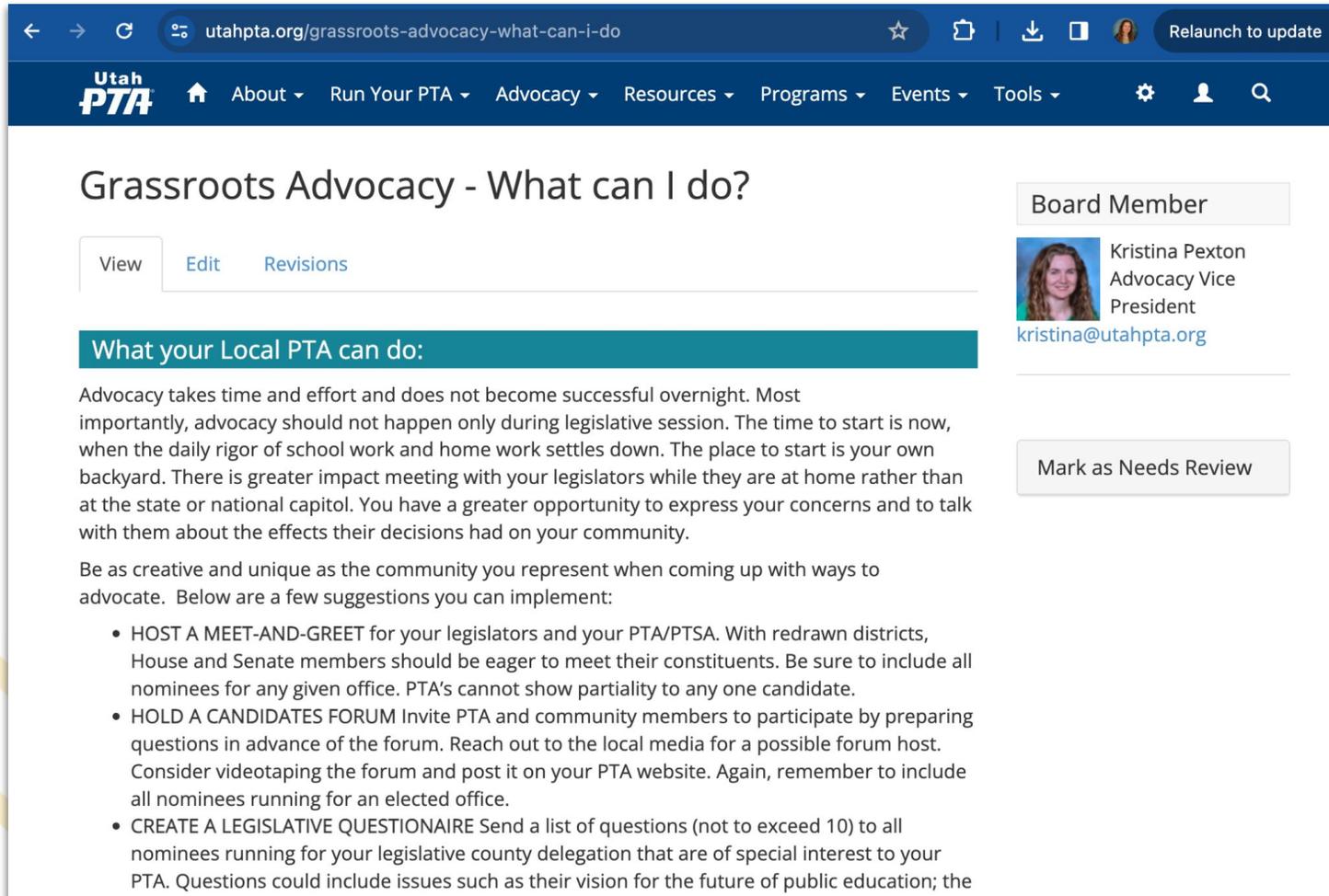
On the right side of the page, there is a "Board Member" section featuring a profile for Kristina Pexton, Advocacy Vice President, with the email [kristina@utahpta.org](mailto:kristina@utahpta.org). Below this is a "Mark Page as Reviewed" button.

● JUST GETTING STARTED?





# Advocacy 101 - What can I do? (Grassroots)



The screenshot shows a web browser window with the URL [utahpta.org/grassroots-advocacy-what-can-i-do](http://utahpta.org/grassroots-advocacy-what-can-i-do). The page title is "Grassroots Advocacy - What can I do?". Below the title are buttons for "View", "Edit", and "Revisions". A teal banner reads "What your Local PTA can do:". The main text explains that advocacy takes time and effort and should not be limited to legislative sessions. It suggests meeting legislators at home for greater impact. Below this, it encourages creativity and lists three suggestions: hosting a meet-and-greet, holding a candidates forum, and creating a legislative questionnaire.

Utah PTA

← → ↻ ☰ utahpta.org/grassroots-advocacy-what-can-i-do ☆ 📄 ⬇️ 📱 👤 Relaunch to update ⋮

🏠 About ▾ Run Your PTA ▾ Advocacy ▾ Resources ▾ Programs ▾ Events ▾ Tools ▾ ⚙️ 👤 🔍

## Grassroots Advocacy - What can I do?

View Edit Revisions

### What your Local PTA can do:

Advocacy takes time and effort and does not become successful overnight. Most importantly, advocacy should not happen only during legislative session. The time to start is now, when the daily rigor of school work and home work settles down. The place to start is your own backyard. There is greater impact meeting with your legislators while they are at home rather than at the state or national capitol. You have a greater opportunity to express your concerns and to talk with them about the effects their decisions had on your community.

Be as creative and unique as the community you represent when coming up with ways to advocate. Below are a few suggestions you can implement:

- **HOST A MEET-AND-GREET** for your legislators and your PTA/PTSA. With redrawn districts, House and Senate members should be eager to meet their constituents. Be sure to include all nominees for any given office. PTA's cannot show partiality to any one candidate.
- **HOLD A CANDIDATES FORUM** Invite PTA and community members to participate by preparing questions in advance of the forum. Reach out to the local media for a possible forum host. Consider videotaping the forum and post it on your PTA website. Again, remember to include all nominees running for an elected office.
- **CREATE A LEGISLATIVE QUESTIONNAIRE** Send a list of questions (not to exceed 10) to all nominees running for your legislative county delegation that are of special interest to your PTA. Questions could include issues such as their vision for the future of public education; the

Board Member

 Kristina Pexton  
Advocacy Vice President  
[kristina@utahpta.org](mailto:kristina@utahpta.org)

Mark as Needs Review



# Resolutions & Public Policy Platform

The screenshot shows a web browser at [utahpta.org/resolutions](http://utahpta.org/resolutions). The navigation bar includes 'Utah PTA' logo, a home icon, and dropdown menus for 'About', 'Run Your PTA', 'Advocacy', 'Resources', 'Programs', 'Events', and 'Tools'. The 'Advocacy' menu is selected. The main content area is titled 'Utah PTA Resolutions' and features a search bar and filters for 'Type' (set to '- Any -'), 'Year' (set to '- Any -'), and 'Status' (set to 'Active'). An 'Apply' button is next to the filters, and a 'Reset' button is below. The results are categorized into 'Community Engagement' and 'Education'. Under 'Community Engagement', there are four items: 'COM 2020-1 Protecting Utahns Right to Semi-Direct Democracy Through Initiatives and Popular Referenda', 'COM 2019-1 Gangs', 'COM 2018-1 Homelessness and Transiency', and 'COM 2017-1 Partisan Politics and Redistricting'. Under 'Education', there are three items: 'EDU 2023-3 Serving Gifted/Accelerated Learners', 'EDU 2023-2 Chronic Absenteeism', and 'EDU 2023-1 Education Funding'. A right-hand sidebar contains a list of links: 'Advocacy', 'Advocacy 101', 'Resolutions', 'Resolutions Tools Kit', 'Statements and Positions', 'Legislative Bills', 'Trust Lands', and 'Past Advocacy Campaigns'. A light blue box at the bottom of the sidebar contains the text: 'Resolutions are formal statements of Utah PTA public or association policy approved by the delegates at the annual Utah PTA Advocacy Conference or the annual National PTA and Utah PTA Conventions. These'.



# Legislative Bills - utahpta.org/bills

Advocacy

## Legislative Bills

[Bill List](#)
[Bill Sheet](#)
[Bill Agenda](#)

Year: 
 Bill Type: 
 Status:

Sponsor: 
 Commission: 
 Position:

Search:

| Number    | Title  | Status          | Sponsor            | Commission           | Position          | Last Action  |
|-----------|--|-----------------|--------------------|----------------------|-------------------|--------------|
| SB0268S03 | <a href="#">First Home Investment Zone Act</a>           | Governor Signed | Harper, Wayne A.   | Community Engagement | Oppose w/ Comment | Mar 21, 2024 |
| SB0220    | <a href="#">School Readiness Amendments</a>              | Governor Signed | Millner, Ann       | Family Life          | Support           | Mar 21, 2024 |
| SB0205    | <a href="#">Child Sexual Abuse Prevention Amendments</a> | Governor Signed | Cullimore, Kirk A. | Family Life          | Support           | Mar 21, 2024 |

[Advocacy](#)  
[Legislative Bills](#)  
[Advocacy 101](#)  
[Resolutions](#)  
[Resolutions Tools Kit](#)  
[Statements and Positions](#)  
[Trust Lands](#)  
[Past Advocacy Campaigns](#)

The Utah PTA Legislative Advocacy Committee (LAC) meets regularly during the Utah Legislative Session to take positions on bills that affect children and families. Positions are based upon the Utah PTA Public Policy Program.



# Take your Legislator to School Day

## Under the Resources Menu

utahpta.org/take-action-education

Utah PTA About Run Your PTA Advocacy Resources Programs Events Tools

Reach out NOW to start the relationship before things get too busy (for them and for you!)

**More Resources**

Have a "Take a Legislator to School Day!" Help show how much good the state education funding is doing. Have them listen in to a PTA meeting so they can be informed on all you are doing and what concerns you have. They can come before or after the meeting to visit a classroom. For Secondary it could be any class, but some schools have them join a government class. For Elementary, they can watch our amazing teachers, read a story to the class, or observe a full day kindergarten class in action. Watch our short [webinar](#) for more details and ideas. [Customizable Canva template](#) available.

**TAKE YOUR LEGISLATOR TO SCHOOL DAY!**  
Help show all the good education funding is doing in our schools.

- Find your legislator
- Coordinate with your teacher and principal
- Send the invite
- Create a positive connection

LET'S GET STARTED

more details on [utahpta.org](#) Find your legislators on [lc.utah.gov](#)

Utah PTA Family Engagement Specialist  
[FamilyEngagement@UtahPTA.org](mailto:FamilyEngagement@UtahPTA.org)

**Resources**

- Community
- Family
- Health and Safety
- Education
- Student Leadership
- Technology
- Take Action for Education

Mark as Needs Review

[Thank the State School Board](#) for all their time and work for Utah kids! Did you know some of their meetings last 17 hours! With just a few clicks you can email them to show your appreciation.

Utah PTA has 3 statewide advocacy events each year (Fall Advocacy Conference, Utah PTA Day at



# How do we make a difference in advocacy

- Full Day Kindergarten
  - Connect the what with the why



## CONNECT WITH US ON SOCIAL MEDIA

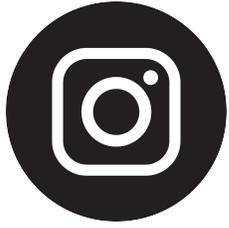


FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers



CONNECT WITH US ON SOCIAL MEDIA



INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



# THANK YOU TO OUR SPONSORS!



# Education is Big Business

## Utah spends \$8 Billion on Education

- RISE Testing : 44 million \$ over 10 years
- School Lunch
- Computers, laptops, I pads
- Computer programs
- Teacher salaries and benefits (33%)
- Extra curricular activities
- Insurance
- School supplies
- Copiers
- Taxes
- Trust lands
- Building maintenance
- Transportation
- Curriculum Development
- Canvas/Summit
- Art programs
- Character building programs
- WPU



## Education Funding is a big part of understanding Politics

SJR10

WPU- Weighted Pupil Unit

COBI

Trust Lands

Minimum School Program

Above the line and below the line spending



## HOW DO WE DO IT?

- Read the Newspaper
- Attend School board meetings
- Attend PTA Advocacy Conference
- Attend PTA Day at the Capital
- Attend LAC meetings
- Subscribe to member-to-member
- Meet the Candidate nights

## UTAH PTA ADVOCACY CONFERENCE

- Utah PTA annually conducts an Advocacy Conference in October which all PTA members are invited to attend.

## UTAH PTA DAY AT THE CAPITOL

- Utah PTA annually holds a conference in February, entitled PTA Day at the Capitol, which all PTA members are invited to attend.
- The conference is held at the Utah Capitol building and activities include a general meeting, updates on bills we are following by Utah PTA Board members, opportunities for attendees to become familiar with Capitol facilities, committee meetings, and sessions of the House and Senate, and lunch with your legislators.

## MEET THE CANDIDATES NIGHT

- Candidates appreciate a forum where they can publicize their views on the issues. PTA can provide this valuable service by organizing “Meet the Candidates Night” programs for communities.
- It is best, when organizing these events, to combine with other schools and organizations such as League of Women Voters, or your school district, and local chambers of commerce. Consider planning with more than one high school and include the elementary and junior high/middle schools which feed into them.
- The legislative vice presidents from each local school could serve on the planning committee. A Region or Council could initiate the plan and include their entire area.



*Rep. Stephen Handy*



*Rep. Tim Hawkes*



*Sen. David Buxton*



*Sen. Ann Millner*



*Rep. Karianne Lisonbee*



*Rep. Paul Ray*



*Rep. Mike Schultz*



*Sen. Jerry Stevenson*



*Rep. Ray Ward*



*Sen. Todd Weiler*



*Rep. Brad Wilson*



*Laura Belnap  
State School Board*



*Davis County School Board*



*Jennifer Graviet  
State School Board*

# OCTOBER 24

## MEET OUR DAVIS COUNTY ELECTED OFFICIALS

Come meet the Senators, Representatives, and School Board Members who represent you in Davis County.

and sharing their  
and for questions



# UTAH PTA MEMBER-TO-MEMBER

- Utah PTA networking for what's best for our kids
- Every member of Utah PTA can belong to the Member-to-Member network. As a member, you will receive interim updates, advance notice of legislative events, and updates as well as “call to action” during the session. You will have the opportunity to really make a difference in the lives of our children as you act.
- When an Alert goes out TIME IS CRITICAL. Every member of the network is vital for the process to be effective. The constituent contacts with legislators are very effective when you have established a relationship with your legislators.
- The legislative network is activated by the Utah PTA Director of Advocacy and the executive committee which begins the process by e-mailing members of the Member-to-Member group.
- This email will be very specific as to what action the PTA has determined (based on our resolutions) is needed. This should be a short, simple assignment, not a long, arduous task. We ask that you contact your legislator or committee members with information and action desired.
- Talking points will be sent with the alert and we ask that you read them so that you understand the issue and then in your own words make the contact.

## UTAH PTA LEGISLATIVE ACTION COMMITTEE (LAC)

- The Utah PTA Legislative Action Committee (LAC) consists of the Utah PTA Executive Committee, Utah PTA Commissioners, and appointees. We welcome all PTA members who want to be involved in LAC.
- All members are approved by the Board of Directors.
- The LAC is a recommending body to the Executive Committee and the Utah PTA Board of Directors.
- The LAC meets monthly except during the legislative session, when they meet weekly

## WHAT AM I SUPPOSED TO DO?

- ■ Make sure there is \$ in the PTA Budget set aside for you
- Submit a legislative budget for approval by your board to be included in the yearly budget (see page 17)
- \$15 for Advocacy Conference
- \$20 PTA Day at the capital,
- \$80 for May Conference
- =\$115

- Be well informed in order to educate your local Board and local membership.

1. Attend legislative trainings at:

- Utah PTA Advocacy Conference
- Utah PTA Legislative Conference
- PTA Day at the Capitol

2. Study legislative information in national, state, region, and council mailings and publications.

3. Follow issues in the media

4. Use Utah PTA Weekly Bill Sheets found at [www.utahpta.org](http://www.utahpta.org)

5. Use the Internet as a resource

6. Attend local school board meetings

7. Attend school council meetings

8. Join Utah PTA Member-to-Member network

- for training go to

<https://www.utahpta.org/advocacy-or-legislative-vice-president>

## EDUCATE YOUR PTA BOARD

(Don't get overwhelmed!)

- 1. Request time at each PTA Board meeting to educate your PTA Board members concerning PTA issues and legislative work.
- Be well prepared, brief, and to the point
- 2. Relay information received in trainings and mailings
- 3. Send information out to parents and the community about Meet the Candidate Nights\*
- \*other advocacy issues cannot be promoted through the school – which means do not use school email lists, use school copiers or paper to print information or distribute information to students at school (use PTA member lists and email lists and PTA newsletters- not school newsletters)

\*We are last in the nation in per pupil spending

- Utah has a teacher shortage
- Our classrooms are overcrowded
- If we have a surplus it's because \$ meant for education has been held back
- Income tax cuts take money from education ( \$170 Million last year)
  
- WE THE PEOPLE have to vote to amend the Constitution of the State of Utah

# ADVOCACY

Not everyone will be passionate about the same issues  
Every year there are over 100 bills that relate to education or  
children

# ADVOCACY

Focus on what you are passionate about

Be in the room where decisions are made



## THE LAW OF UNINTENDED CONSEQUENCES

When you squeeze a  
balloon, the air has to go  
someplace

# ADVOCACY

- PTA is an advocacy organization, Although only \_\_\_% of our efforts can be advocacy
- Other organizations and lobbyists speak for business, the elderly, teachers, higher education, etc.
- PTA considers and works only for what is in the best interest of all children. With our diverse membership, individuals may be asked to advocate for issues or positions with which they personally disagree.
- If a person feels they cannot support a PTA position, they may remain silent. It is inappropriate to express a differing position as a PTA representative.

# ADVOCACY

## Diary of a Mom

[DetfcoemSabadSuruplohgns sor23g atr 8fi:eh0Seg9du iPdMm](#) ·

When my daughter was younger. I fought tooth and nail for autism 'awareness' and acceptance. It was vital, I thought, for the general public to recognize autism because I wanted strangers to approach her with compassion.

I wanted them to be able to identify the traits and characteristics that many autistic people share because I wanted them to know why she presented the way that she did. I wanted them to know so that they would indulge her quirks, celebrate her differences, support her challenges and accommodate her access needs, give her extra time and love and leeway.

All these years later, I still think it would be great if the general public understood and recognized autism and I have no doubt that it would be helpful all around.

But I've come to realize that acceptance isn't about autism. It's about humanity. It's about not having to know that there's a label for a fellow human's unique constellation of strengths and challenges in order to approach them with compassion.

It's about not needing an explanation for why someone comes across a little - or a lot - differently from the average bear in order to indulge their quirks, celebrate their differences, support their challenges and accommodate their access needs, to give them extra time and love and leeway.

Labels / diagnoses / identities are important and valid and helpful in a million different ways, but they shouldn't ever be the ticket that we demand to see from others before granting them entry into the arena of our empathy. The only fare needed is humanity.

{image is a photo of Brooke from a recent walk in Cambridge. She is standing in front of a wall, covered with colorful posters. She is wearing a Blue's Clues mask and a bright pink winter jacket, which is, as always, backwards.}



# ADVOCACY

- Just a few things to remember.
- 1. PTA is a 501(c)(3) non profit association and we must follow certain laws governing 501(c)(3)s.
- 2. We are non-partisan.
- 3. During an election year, if one candidate is invited to a PTA event or meeting, then ALL candidates MUST be invited.
- This also includes a candidate asking to come to an event or meeting. If one comes then ALL candidates must be aware and invited.
- We do not take a stand on an issue until we have a resolution
- We advocate for or against POLICY not People
- PTA cannot endorse a candidate
- PTA cannot advocate for or against POLICY using school resources

# RESOLUTIONS

- The Purpose and Mission of PTA state that a primary focus of PTA is “to speak on behalf of children and youth” and “to secure adequate laws for [their] care and protection...”
- Each member of PTA has an important place in PTA advocacy.
- Utah PTA and National PTA resolutions are the corner pieces of our work.
- PTA CANNOT take a stand for or against a bill unless they have a resolution
- Resolutions are voted on at the General meeting in May and at the advocacy conference in October
- <https://www.utahpta.org/resolutions>

# WORKING WITH POLICY MAKERS

- Policy makers who represent you are interested in your views and opinions. PTAs inform policy makers about PTA priorities and positions and request support of those positions. It is important to remember that policy makers respond best when treated with dignity and respect. You will not always agree with a policy maker on all issues. Remember it is important to maintain a positive working relationship.
- ■ Educate yourself and understand the issues.
- ■ Introduce yourself early and in person, if possible.
- ■ Be friendly and maintain contact. Do not wait for a crisis.
- ■ Understand the pressures being applied from many different groups.
- ■ Avoid cynicism about public officials.
- ■ Try to be positive. You can be positive and assertive without being combative.
- ■ Listen to their point of view.
- ■ When you disagree, focus the disagreement on the issue not the individual.
- ■ Be practical and reasonable in presenting your arguments.
- ■ Be consistent and loyal to your position.
- ■ Be discreet, trustworthy, and dependable
- . ■ Be patient. Change sometimes comes a piece at a time and often requires years of education before a need is recognized and action taken.
- ■ Always thank public officials and contacts for their time and service

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PTA Guide to the Legislative Process  
Pg 26-29

<https://www.utahpta.org/files/docs/2019%20Legislative%20Handbook.pdf>

# How a Bill becomes Law

Idea



Bill is drafted



Fiscal note attached



Bill is introduced to the **Legislature** and is referred to the **Rules Committee**



Bill sent to **Standing Committee** for review and public testimony



- Business
- Education
- Ethics
- Public Land
- Health and Human Services
- Judiciary
- Law enforcement
- Natural Resources



Bill returned to the **Legislature** otherwise known as put "back on the floor"



Bill Debated  
It can be:  
Passed  
amended  
substituted or  
held (circled)

**House of Representatives**

**Senate**

Office of Legislative Research and General Counsel:  
Prepares bill in final form "enrolled"



**Governor**  
signs or vetoes



Becomes **LAW**



UTAH PTA COMPILES A WEEKLY UPDATE  
OF THE BILLS PTA IS FOLLOWING AND  
THE PTA POSITION. THE BILL SHEETS ARE  
AVAILABLE ON THE UTAH PTA WEBSITE:  
[WWW.UTAHPTA.ORG](http://WWW.UTAHPTA.ORG).

## What does a Advocacy/Legislative VP do?

- Share Utah PTA Legislative Priorities
- Educate and Inform local PTA members
- Help/Host/Attend Meet the Candidates Night
- Attend and help others attend School Board Meetings
- Invite legislators to visit your school
- Attend the school Community Council meetings

More info on <https://www.utahpta.org/advocacy-or-legislative-vice-president>



# What does a Advocacy/Legislative VP do?

Info













# Connect with us on social media



FACEBOOK

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers



# Connect with us on social media

INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice



# Thanks to our sponsors

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