

WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon





DEVELOP
ADVOCATE
ENGAGE

UTAH

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

ADVOCACY/LEGISLATIVE VP @ ALL PTA LEVELS

Kristina Pexton, Utah PTA Advocacy VP
Mara Hammer, Region 3 Director, Legislative VP
Liz Shellum, Olympus Council President



WHAT IS ADVOCACY?



What is an Advocate

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



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

- Understanding the business of education:

<https://schools.utah.gov/policy>





State Legislature

LAWS



Business of Education



State School Board
(Sets Policy, Standards, Curriculum)



Local School Board
(Elected – Sets policy)

Local Education Agency (LEA) : School District
(Adminstrates the business of education; implements policies set by school board)



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...



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

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



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 be offended 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 Advocacy Conference (Fall)



Utah PTA Day at the Capitol (Virtual)



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



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



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



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)



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.

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.



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
- Take your Legislator to School Day



Handbook - Legislative VP Duties

Run Your PTA / Executive Committee / President / Handbook

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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. The page title is "Advocacy or Legislative Vice President". Below the title are buttons for "View", "Edit", and "Revisions". The main text reads: "Advocating for your child is the one type of involvement which predicts success across race, class, and gender". A teal header section is titled "UTAH PTA Advocacy Program". The text below explains the mission and purpose of PTA, stating that a primary focus is to "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...". It further states that advocacy work for children and youth must be a unified effort of local members with council, region, and Utah PTA officers. The text continues: "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." Finally, it notes: "Each region, council, and local PTA has a important part of advocating for all children. 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."

• JUST GETTING STARTED?



Advocacy 101 - How Does Utah PTA Advocate?

← → ↻ utahpta.org/how-does-advocate ☆ 📄 📄 📄 📄 📄 Relaunch to update

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

How Does Utah PTA Advocate?

View Edit Revisions

Advocating for your child is the one type of involvement which predicts success across race, class, and gender

Utah PTA Advocacy at Work

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..."

Utah PTA is a nonpartisan organization concerned with the education, care and protection of children and youth. Positions are policies adopted by National PTA and Utah PTA and provide the basis for PTA advocacy efforts. Each member of PTA has an important place in PTA advocacy.


More info about each of the the following sections can be found below.

Utah PTA Public Policy Program

The [Utah PTA Public Policy Program](#) is the primary authority for public policy action and statements by Utah PTA on state and local legislation and administrative policies and regulations. The Public Policy Program is updated each fall.

Legislative Priorities

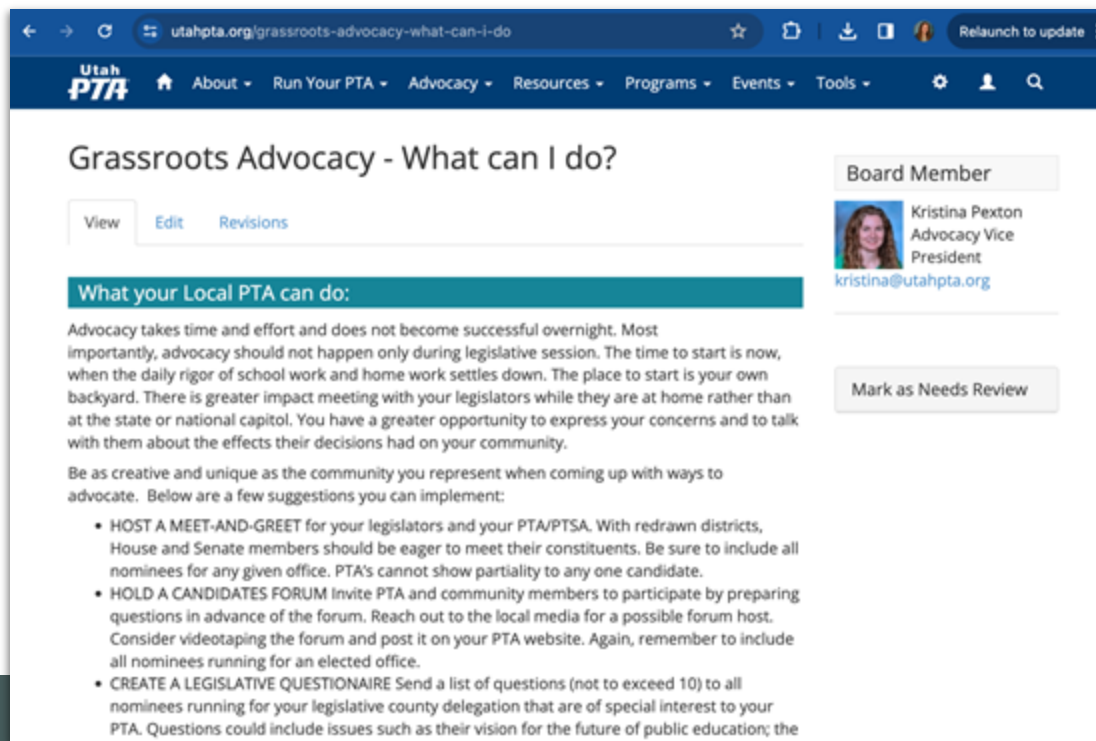
Board Member

 Kristina Pexton
Advocacy Vice President
kristina@utahpta.org

Mark Page as Reviewed



Advocacy 101 - What can I do? (Grassroots)



The screenshot shows a web browser displaying the Utah PTA website. The page title is "Grassroots Advocacy - What can I do?". The navigation menu includes "About", "Run Your PTA", "Advocacy", "Resources", "Programs", "Events", and "Tools". The main content area has a heading "Grassroots Advocacy - What can I do?" with sub-links for "View", "Edit", and "Revisions". A teal banner reads "What your Local PTA can do:". The text explains that advocacy takes time and effort and should not be limited to legislative sessions. It provides three suggestions: 1. Host a Meet-and-Greet for legislators and PTA/PTSA members. 2. Hold a Candidates Forum to invite PTA and community members. 3. Create a Legislative Questionnaire to send to legislative candidates. A "Board Member" profile for Kristina Pexton, Advocacy Vice President, is shown on the right. A "Mark as Needs Review" button is also visible.

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

Mark as Needs Review



Resolutions & Public Policy Platform

The screenshot shows the Utah PTA Resolutions website. The browser address bar is utahpta.org/resolutions. The navigation menu includes: Home, About, Run Your PTA, Advocacy (selected), Resources, Programs, Events, and Tools. The main content area is titled "Utah PTA Resolutions" and features a search bar and filters for Type, Year, and Status. The "Apply" button is highlighted. Below the filters, there are two categories: "Community Engagement" and "Education".

Community Engagement

- [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](#)
- [COM 2017-1 Partisan Politics and Redistricting](#)

Education

- [EDU 2023-3 Serving Gifted/Accelerated Learners](#)
- [EDU 2023-2 Chronic Absenteeism](#)
- [EDU 2023-1 Education Funding](#)

Advocacy

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

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: 2024 | Bill Type: - Any - | Status: - Any -

Sponsor: - Any - | Commission: - Any - | Position: - Any -

Search:

Number	Title	Status	Sponsor	Commission	Position	Last Action
SB0268503	First Home Investment Zone Act	Governor Signed	Harper, Wayne A.	Community Engagement	Oppose w/ Comment	Mar 21, 2024
SB0220	School Readiness Amendments	Governor Signed	Millner, Ann	Family Life	Support	Mar 21, 2024
SB0205	Child Sexual Abuse Prevention Amendments	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

The screenshot shows a web browser window with the URL utahpta.org/take-action-education. The navigation bar includes 'About', 'Run Your PTA', 'Advocacy', 'Resources', 'Programs', 'Events', and 'Tools'. The 'Resources' menu is expanded, showing a list of categories: Community, Family, Health and Safety, Education, Student Leadership, Technology, and Take Action for Education. The main content area features a heading 'More Resources' and a paragraph encouraging users to reach out to legislators. Below the text is a promotional graphic for 'TAKE YOUR LEGISLATOR TO SCHOOL DAY!' with a checklist of steps: Find your legislator, Coordinate with your teacher and principal, Send the invite, and Create a positive connection. At the bottom of the page, there is a thank-you message to the State School Board and information about statewide advocacy events.

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.](#)

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



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