



February 2019

Keep Up With Us



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Upcoming Free Webinar

March 7 | 11:30 a.m.

– Topic: Budget
Development

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What is Advocacy?

WHAT IS ADVOCACY?

Advocacy is the active support for an idea or a cause. It can take many forms, but includes speaking up and drawing attention to an important issue or principle. It may also include influencing decision-makers.

Elected boards in every school district in Georgia are charged with the awesome responsibility of making decisions to ensure that the schools in their districts are well-managed and budgets are balanced.

The quality of education for the children who attend Georgia's schools is largely dependent on how well these decisions are made.

As a new school board member, your interaction with families, constituents, various levels of government and the general public can have a profound effect on the perception others have of you and your school district.

WHY IS YOUR ADVOCACY IMPORTANT?

- Because you know and understand what is necessary to provide a quality education
- Because you must face the difficulties of balancing your local budgets each year
- Because in a time when diverse messages are being sent to legislators and your community, your voice representing the best interests of students must be heard
- Because legislators and members of your community must hear the message that having a quality education system has long-term benefits

YOUR VOICE MATTERS!

School board members are in an excellent position to educate and influence the legislative process.

Remember the following:

- Legislators are not experts in every subject

- Local information that you share tells them the impact of their proposals
- You are an elected official with constituents in common
- The voice of 180 elected school boards with a single, consistent message is very powerful!!

GET INFORMED

The first step in effective advocacy is to become informed. It is important that you understand the issues and are comfortable with your knowledge.

There are many resources available to help you build your knowledge base. A starting point is the **GSBA website's** legislative resources where you will find a wealth of information including:

- **GSBA's Legislative Positions & Priorities**
- **Capital Watch Online** - Track legislation and read daily updates during the session

The Legislature's website also provides valuable information:

- Read biographies of your legislators
- Know who legislative leaders are
- Listen to or watch legislative hearings live or archived

It is also important to stay current by reading newspaper and magazine articles about education. The GSBA website provides free daily news clips from newspapers around the state. The articles focus on education and are refreshed every day. You can find the news clips in the **online newsroom**.

As you grow in your new role as a board member, you have the unique opportunity to be a champion for public education and to promote the important role of school boards in delivering quality education at the local level.

For additional information on advocacy issues, resources and how you can get involved contact Angela Palm at **apalm@gsba.com** or by calling 770.962.6849.

MARK YOUR CALENDARS

Be sure to tune in to our ***next free webinar on March 7, at 11:30 am***. The topic will be on Budget Development and should last about 45 minutes. Please click [HERE](#) to register.

To view the previous webinar from February 4 on the Legislative Session/Lobbying, click [HERE](#).

We are available if you need/want to talk, **so please don't hesitate to reach out.**

Jeannie (Sis) Henry
(Cell) 404-312-8345
jhenry@gsba.com

Trudy Sowar
(Cell) 678-215-5854
tsowar@gsba.com