

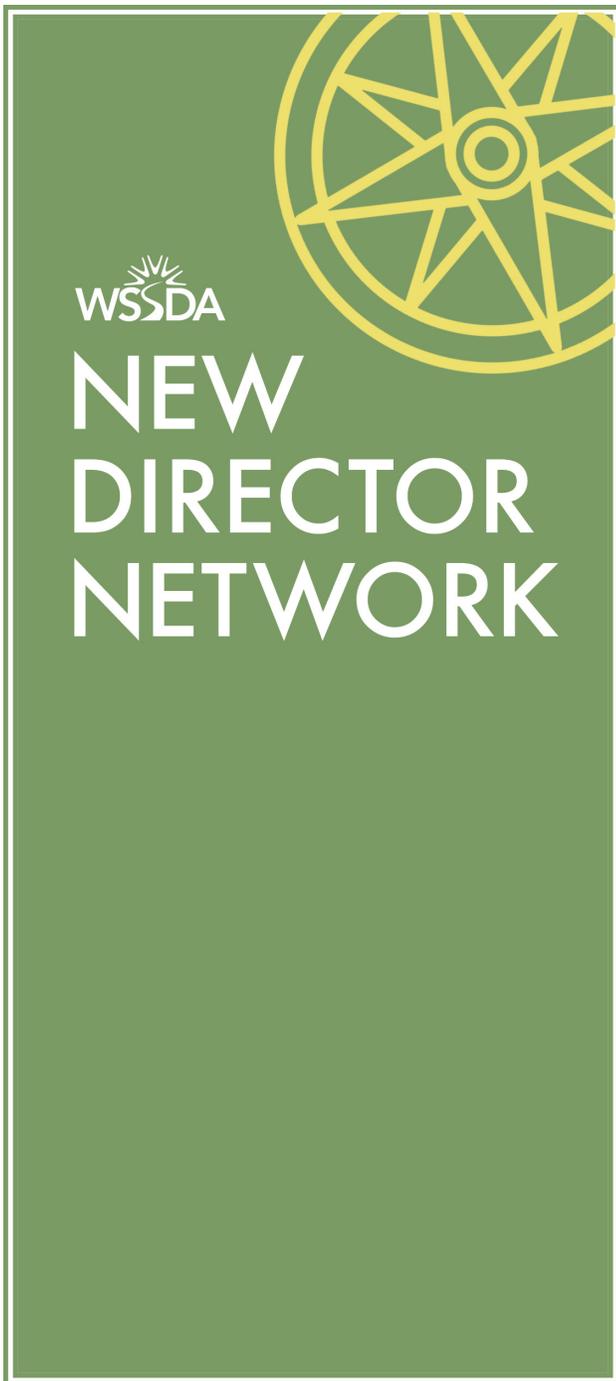
The logo for the Washington State School Directors Association (WSSDA), featuring the acronym "WSSDA" in a white, sans-serif font with a stylized sunburst icon above the letters.A large, stylized yellow compass rose graphic is positioned in the top right corner of the green banner, partially overlapping the text area.

NEW DIRECTOR NETWORK

Webinar #3
March 19, 2024

Advocacy for New Directors:

How to elevate your district's
greatest needs through the year-
round advocacy cycle



Your WSSDA Leadership Development Team

Providing resources, guidance, training, research and support to WA school directors



Tricia Lubach
Director of Leadership Development

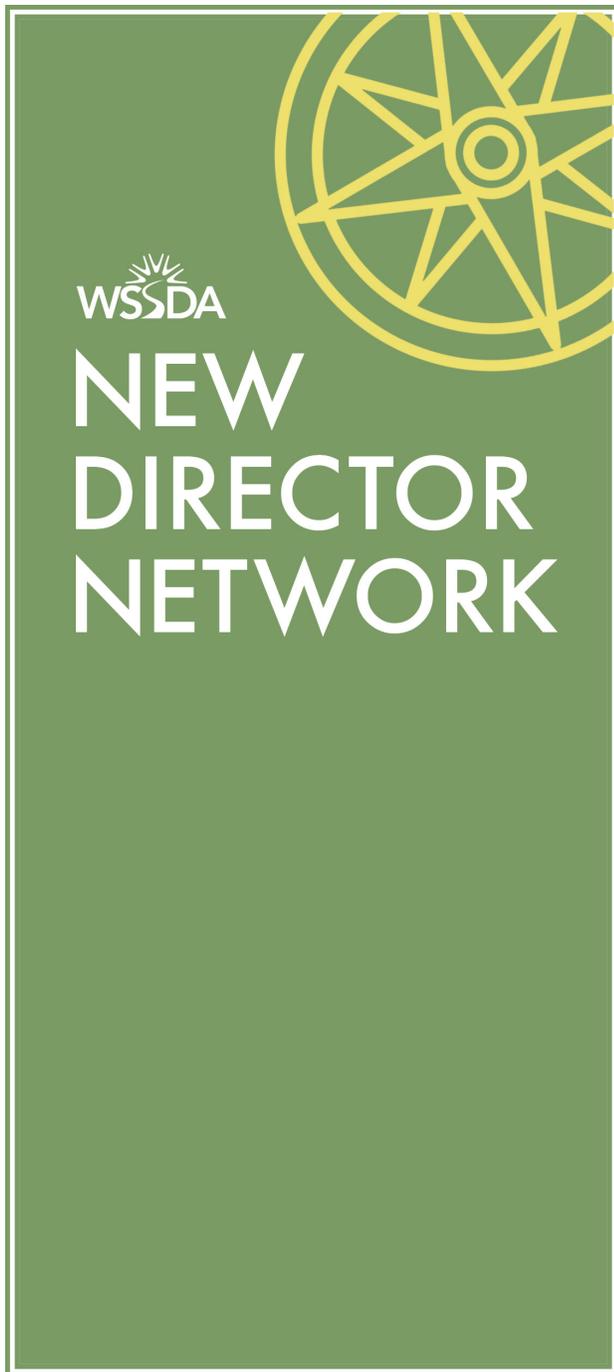


Christine Najarro
Leadership Development Coordinator

WSSDA

Here to support you in three ways:





Today's topics

- Year-Round Advocacy Calendar
- Advocacy Resources
- Looking Ahead
 - Platform Revision Window
 - General Assembly
 - 2025 Legislative Session

>> Please type questions in Q&A box

WSSDA

NEW DIRECTOR NETWORK

Tips for a great webinar



- **Please mute yourself**
- **Cameras on or off – your choice**
- **Type questions in Q&A box for later**
- **Webinar is being recorded**

Overview of School Board Responsibilities

Set Mission, Vision, Goals



Financial Oversight



Community Engagement



Policy



Hire & Evaluate Superintendent



Monitor District Performance



Your WSSDA Strategic Advocacy Team

WSSDA



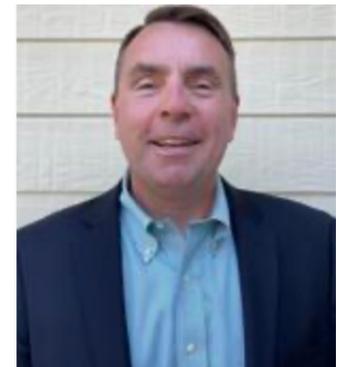
WELCOME TO WSSDA'S
NEW DIRECTOR NETWORK

WSSDA's strategic advocacy branch exists to:

- Equip all school board members with the knowledge, tools, and resources to engage in effective year-round legislative advocacy at the state and federal levels
- Support, initiate or oppose legislation in accordance with WSSDA's position platform



Marissa Rathbone
Director of Strategic Advocacy



Mike Hoover
Advocacy Consultant

The Legislative Advocacy Cycle

Interim



- The time between legislative sessions.
- Legislators are deciding their policy priorities.
- The most important advocacy occurs.
- Time to reflect and plan for next steps.
- Opportunity to build relationships and to engage your students, community, and legislators.

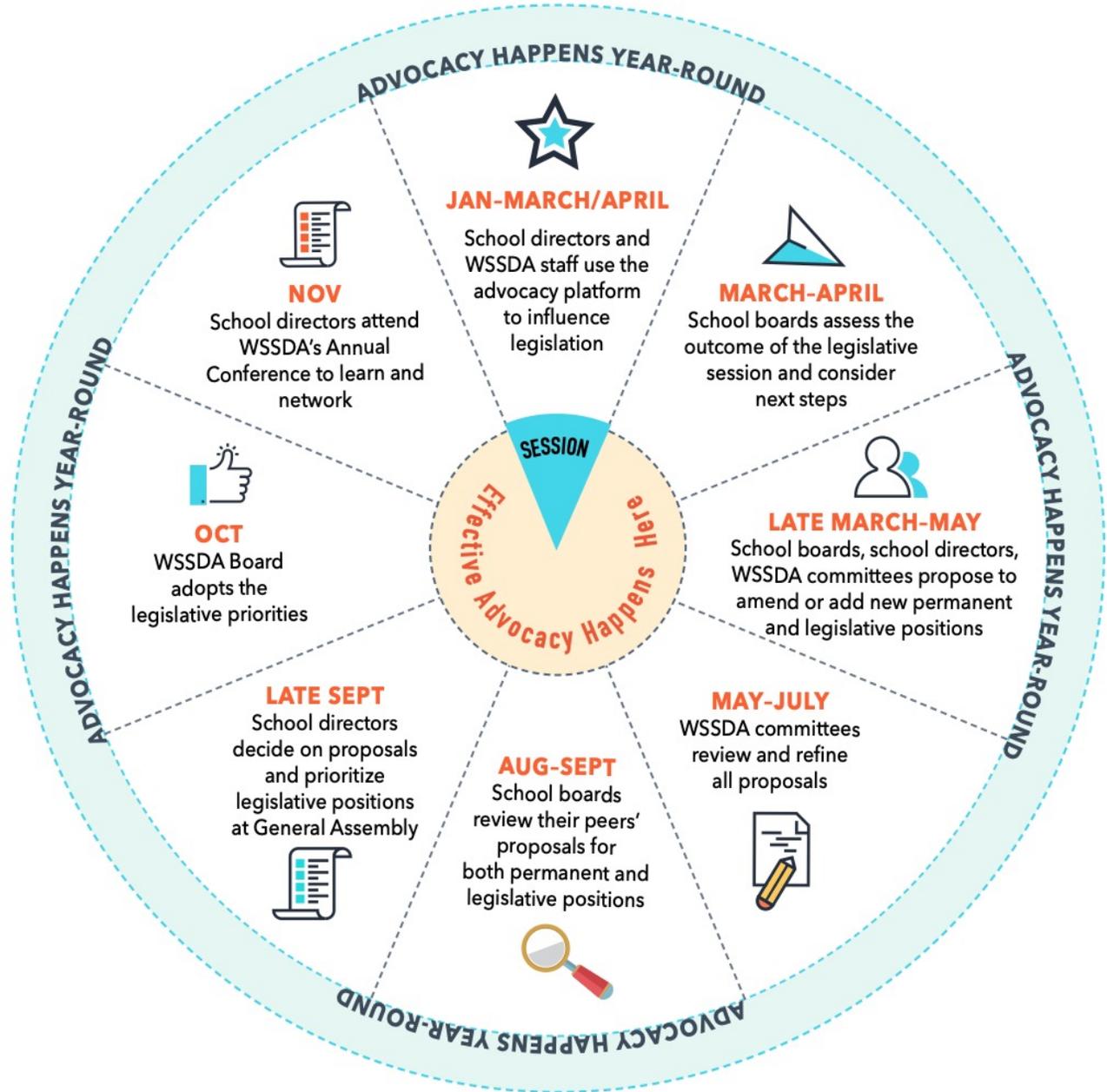
Session



- Starts the 2nd Monday of every year.
- Lasts 60 days in even years and 105 in odd years
- Odd years are when biennial budget is established and big policy issues are addressed (marathon)
- Even years are “supplemental” when policies and budgets are tweaked (sprint)
- Communications to legislators are concise and targeted.

The Year-Round Advocacy Cycle

www.wssda.org/positions



January-March/April (Session)

- Stay informed with WSSDA's InSession tools.
- Share information with your legislators and their staff.
- Respond to Legislative Committee questions.
- Ask Leg Rep to report out at each board meeting.
- Review the WSSDA advocacy platform.



March/April-June (Post-Session)

- Thank your legislators and invite them to visit.
- Identify your board priorities for the next session.
- Review WSSDA's position platform.
- Consider the WSSDA platform revision process
- Attend monthly Leg Rep Network (LRN) meetings (first Tuesdays at noon)



July - August

- Continue communicating and meeting with legislators.
- Review the General Assembly handbook.
- Determine pro or con for proposals (as a board).
- Identify your voting delegate(s).
- Attend LRN Meetings.



September - October

- Participate and vote in General Assembly.
- Participate in position prioritization process.
- Share your district and WSSDA legislative priorities.
- Share data and stories with legislators.
- Attend LRN Meetings

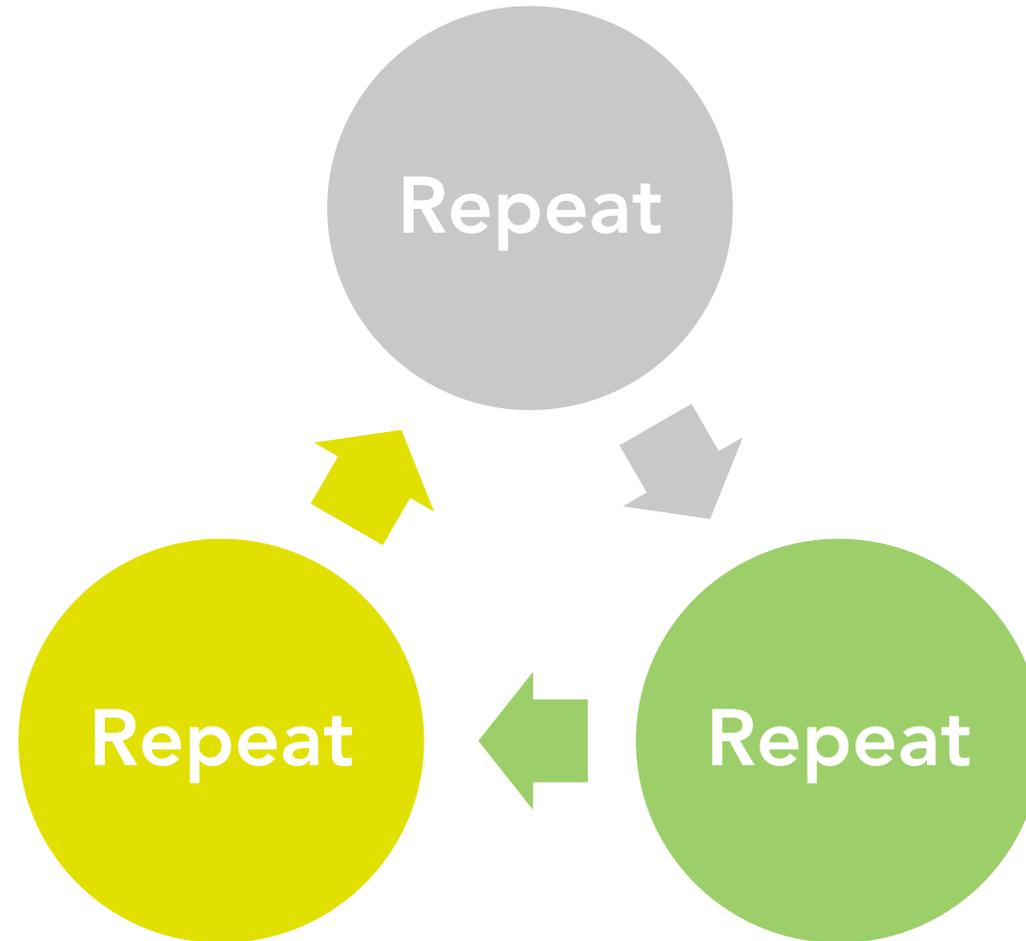


November - December

- Attend advocacy learning sessions at WSSDA's Annual Conference.
- Introduce yourself to new legislators.
- Schedule a time to connect with them before session begins.
- Continue to share data and stories.



Advocacy Cycle



Advocacy Resources

Legislature Home
House of Representatives
Senate
Find Your District
Laws & Agency Rules
Bill Information
Agendas, Schedules, & Calendars
Legislative Committees
Coming to the Legislature
Civic Education
Legislative Agencies
Legislative Information Center
Email Updates (GovDelivery)

Legislature Home

What's happening on the floor?

The 2023 1st Special Session adjourned sine die on May 16, 2023.

[House Floor Calendar](#) | [House Display Board](#) | [Senate Floor Calendar](#) | [Senate Display Board](#)

Please check the [Committee Schedules](#) website for the most up-to-date information concerning individual committee meeting dates and agendas.

Scheduled hearings and floor sessions: 10/31/2023

Committee	Agenda	Date/Time	Location	View Video	Last Updated
Citizen Commission for Performance Measurement of Tax Preferences (O)	Agenda	10/31/2023 10:00 AM	SHR 3 and Virtual	View Video	10/27/2023
Housing (S)	Agenda	10/31/2023 12:00 PM	Virtual	View Video	9/13/2023

Highlights

Legislative Hotline: 1.800.562.6000

[Employment Opportunities](#)

Public Records Requests

For information about submitting a public records request to either the House or the Senate, please follow the links below:

[House Public Records Request](#) | [Senate Public Records Request](#)

More Information

Get bills via web services: The Legislature makes bill, committee, and law information available via web services for developers using automated systems. For more information, see the [Legislative Web Services](#) page.

Budget Links:

- [Fiscal Reports \(LEAP site\)](#)

Reports to the Legislature: Find reports filed by state agencies and other organizations as requested by the Legislature.

Session Laws:

- [How to find session law information](#)
- [Historical list of session laws](#)

<https://leg.wa.gov>

Find Your State Legislators

- Legislature Home
- House of Representatives
- Senate
- Find Your District
- Laws & Agency Rules
- Bill Information
- Agendas, Schedules, and Calendars
- Legislative Committees
- Coming to the Legislature
- Civic Education
- Legislative Agencies
- Legislative Information Center
- Email Updates (GovDelivery)
- View All Links

District Finder

Enter your street address (all fields are required) to find your legislative or congressional district. Click to view a **statewide district map**.

Street * 841 NE 22nd Avenue

City * Camas

State WA

Zip * 98607

Find My District

Map District Type:

- Legislative**
- Congressional

State District 17 Legislators

Sen. Wilson, Lynda
Republican

Rep. Waters, Kevin
Republican

Rep. Harris, Paul
Republican

Congressional District 3 Legislators

U.S. Senator Maria Cantwell
Democrat

U.S. Senator Patty Murray
Democrat

U.S. Representative Marie Gluesenkamp Perez
Democrat



<https://app.leg.wa.gov/DistrictFinder/>

Impactful K-12 Committees

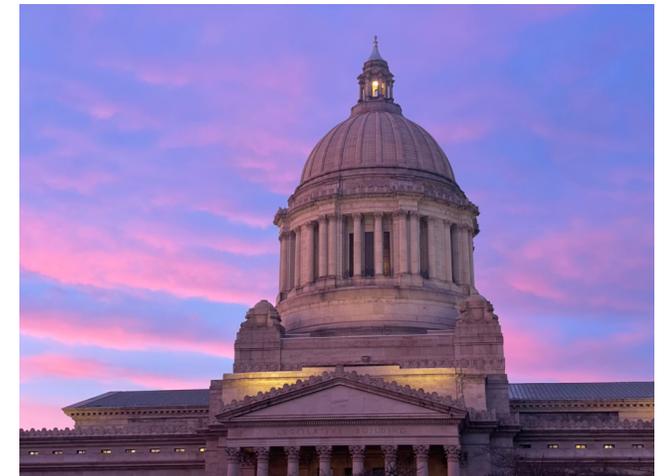


House

- Education
- Appropriations
- Capital Budget
- Rules

Senate

- Early Learning and K-12
- Ways and Means
- Rules



Engage with Legislators

- Seek them out
- Send thank you notes
- Invite them to your schools
- Attend their Town Halls
- **Meet with them in person**
 - Informal, ask questions, no agenda

You're Invited!

A graphic for a town hall meeting. It features a scenic view of a waterfront town with mountains in the background. Overlaid on the image is text detailing the event: "42ND LEGISLATIVE DISTRICT IN-PERSON TOWN HALL", "WEDNESDAY, MAY 31", "6-7:30 PM", "WHATCOM COMMUNITY COLLEGE, HEINER THEATER RM.", and "237 W KELLOGG RD, BELLINGHAM, WA 98226". Two photos of the legislators, Sen. Sharon Shewmake and Rep. Joe Timmons, are shown on the right side of the graphic. At the bottom, there are logos for "SENATE DEMOCRATS" and "HOUSE DEMOCRATS" along with the slogan "PUTTING PEOPLE FIRST".

**42ND LEGISLATIVE DISTRICT
IN-PERSON TOWN HALL**

WEDNESDAY, MAY 31
6-7:30 PM

WHATCOM COMMUNITY COLLEGE,
HEINER THEATER RM.
237 W KELLOGG RD, BELLINGHAM, WA 98226

Sen. Sharon Shewmake Rep. Joe Timmons

SENATE DEMOCRATS HOUSE DEMOCRATS PUTTING PEOPLE FIRST

Please join Sen. Sharon Shewmake and me for a town hall meeting at Whatcom Community College tomorrow, May 31, from 6-7:30 p.m. This is our chance to hear from you as well as update you on our work in Olympia on your behalf.

WHO: [Sen. Sharon Shewmake](#) and [Rep. Joe Timmons](#)

Tips for Setting Up a Meeting



- Email or call your legislator or their Legislative Assistant to schedule a meeting.
 - Identify the subject and timeframe.
 - Be flexible and patient.
- Arrange for another board member or superintendent to join you.
- Let the legislator or their staff know who will be in attendance.
- Call or email WSSDA Advocacy Team to let them know you have a meeting.

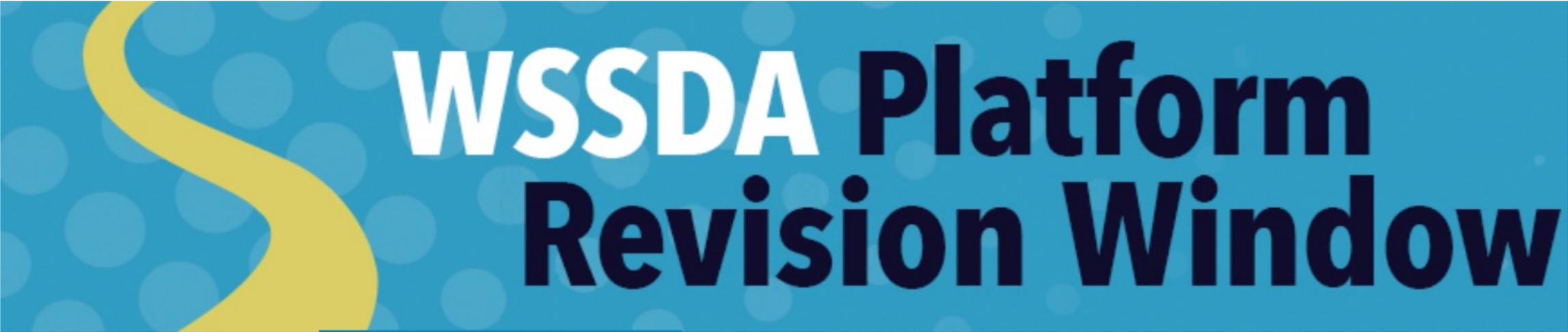
WSSDA Advocacy Resources



- [Leg Reps Webpage](#)
- [Student Rep Network](#)
- [WSSDA Advocacy Instagram](#)
- [Leg Session - InSession \(action alerts\)](#)
- [Leg Session - InSession Live \(Thursdays\)](#)
- [Bill Tracker and Legislative Calendar](#)
- m.rathbone@wssda.org or 360-481-5842



Look Ahead

The banner features a blue background with a pattern of light blue circles and a yellow wavy shape on the left side. The text 'WSSDA Platform Revision Window' is displayed in large, bold, white and dark blue letters.

WSSDA Platform Revision Window

- March 11 – April 8
 - Amended, New, Consolidated, Retired Positions
 - Board approved
 - For potential adoption at General Assembly

<https://wssda.org/about-us/permanent-and-legislative-positions/>

2024 General Assembly



- September 20-21
 - Attend in person (Spokane) or virtually
 - Identify your board member voting delegate
 - Watch "Getting Ready" [video](#)

<https://wssda.org/events/general-assembly/>

2025 Legislative Session



- Starts January 13, 2025 (in 299 days)
- 105 days ("long session")
- Major policy and budget considerations
- New legislators in House and Senate
- Significant leadership and committee changes

Leading as the Leg Rep



The Role of a Legislative Representative

Length of service

Each school board can designate the length of time for a member to serve as a legislative representative (leg rep). It is suggested that a member serve no less than two years in order to grow within the role.

Time commitment

The amount of time needed to effectively serve as a legislative representative is variable depending on the expectations of the board and the interest of the representative. Based on discussions with current legislative representatives, the estimated time commitment is up to 20 hours/month.

Responsibilities

As outlined in WSSDA's Operating Policy 2051, the suggested responsibilities of a legislative representative are to:

- Review WSSDA position proposals with their board prior to the annual General Assembly. (It may be appropriate to schedule a special meeting for reviewing proposals to allow sufficient time for discussion of the issues.)
- Provide legislative updates periodically at their board meetings. Some boards establish a standing legislative representative update on their board meeting agendas.
- Share information from WSSDA publications and communications.
- Coordinate their board's efforts to propose new WSSDA positions or amendments to existing positions. This discussion can happen as October the preceding year.
- Represent their board at state level meetings (e.g., the General Assembly, the Olympia Legislative Conference, and any area or regional workshops).
- Contact and communicate with legislators when legislative issues require it.
- Monitor legislative developments at both the state and federal levels.
- Engage in year-round advocacy efforts.

Board Level

- Prioritize legislative positions
- Represent your board at General Assembly
- Propose new positions or amendments

State Level

- Get involved in the legislative session
- Write and deliver testimony
- Build relationships with legislators

Federal Level

- Get involved with the Federal Relations Network
- Build relationships with congressional delegation
- Write and send emails

- Read and share this one-pager
- Review the WSSDA Leg Rep Advocacy webpage
- Submit your board's updated Leg Rep contact info to WSSDA
- Attend monthly webinars
- Subscribe to InSession/Interim
- Schedule time on regular agendas

For questions about WSSDA's Advocacy, contact strategicadvocacy@wssda.org.

WSSDA's Advocacy Team

Marissa Rathbone, Director

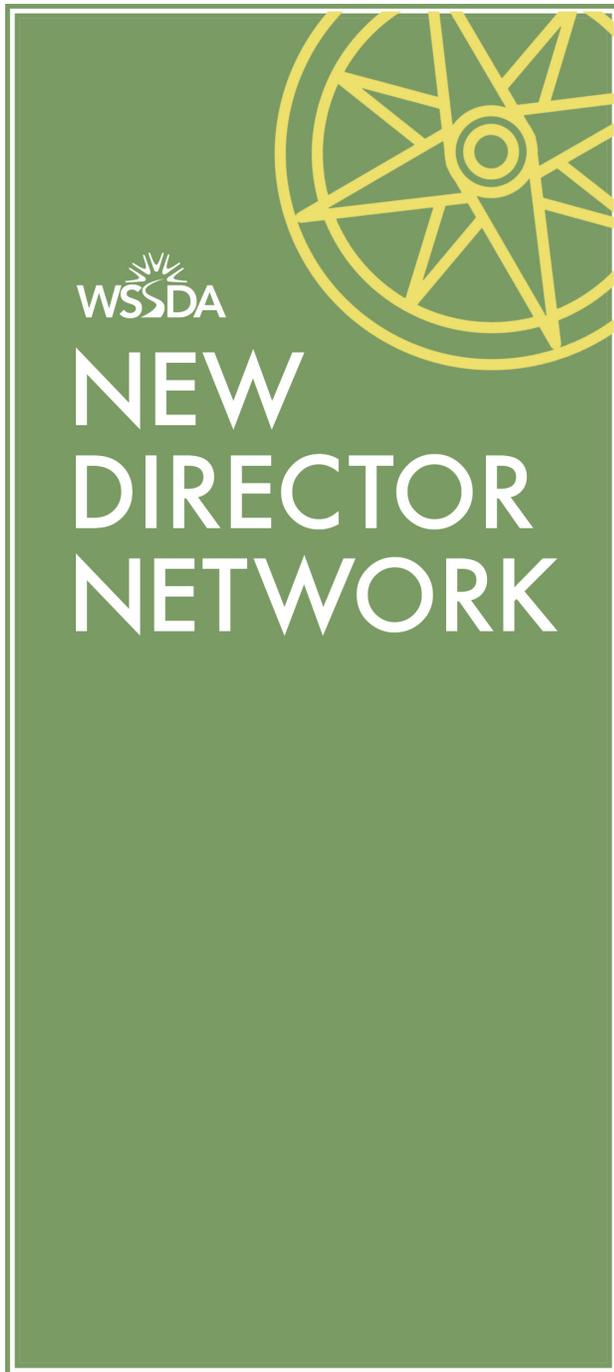
m.rathbone@wssda.org

360.481.5842

Mike Hoover, Consultant

mike@hooverpa.com





Time for your questions

>> Please type questions in Q&A box

Other learning opportunities at wssda.org/events/



◀ ▶ FEBRUARY 2024 🖨️ 📄 Subscribe

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1 5:30p Vision-Aligned Budgeting	2	3
4	5	6 5:30p Committing to Educational Equity	7	8	9	10
11	12	13	14	15 5:30p Foundations of State Funding	16	17
18	19	20 12p New Director Network 5:30p Deciphering District Budgets	21 5:30p Foundations of Cultural Proficiency	22	23	24 9a Board Boot Camp - Prosser, WA
25	26	27	28	29 5:30p Advancing Inclusion Through Belonging	1	2

◀ ▶ MARCH 2024 🖨️ 📄 Subscribe

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29 5:30p Advancing Inclusion Through Belonging	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 9a Board Boot Camp - Spokane, WA 2p Advancing Inclusion Through Belonging - Spokane, WA
17	18	19 12p New Director Network	20	21	22	23
24	25	26	27	28 5:30p Foundations of Cultural Proficiency - In Person	29	30
31	1	2	3	4	5	6

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**NEW
DIRECTOR
NETWORK**

**Join us for the next webinar
Tuesday, April 16th**

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NEW DIRECTOR NETWORK

Future webinar topics:

- Engaging with your community
- The value of student voice
- Deciphering student achievement data
- Understanding the curriculum adoption process

What topics would you like us to cover this year?