

# NASSP Policy & Advocacy

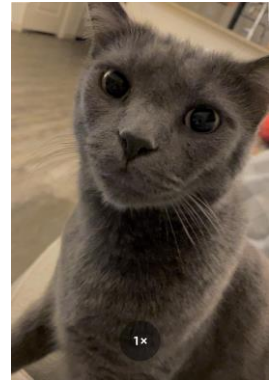
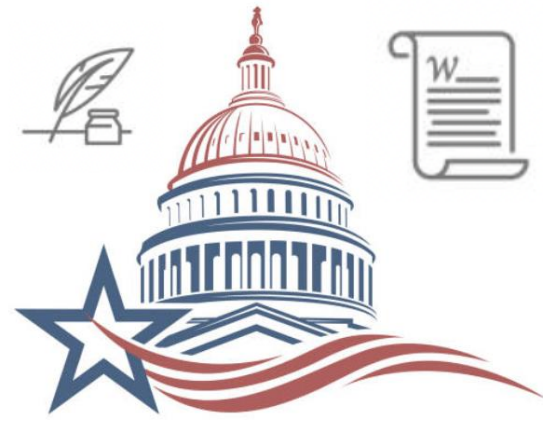
## How to Best Influence Legislators

Director, External Relations

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# Personal Background



# NASSP's Why, What & How...

- Engage school and student leaders and elevate authentic voices.
- Strengthen human capital supports and organizational sustainability.
- Make collective impact.
- Culture – Advancing diversity, equity, inclusion and collaboration.
- Values – Make it easier for school leaders, student leaders, and those we serve.
  - Empower school leaders and student leaders to lead.
  - Value and incorporate lived experience.
  - Courage to make mistakes, learn, and grow.
  - Learning mindset that is holistic and solution-oriented.
- **Advocacy - Eye on engagement.**

# What We Learned in 2022...



**Placing NASSP members at the top and first. Aligning organizational goals with what we hear from our members.**

- 1) Member Journey - improving operational efficiencies and organizational health
- 2) Movement - create a movement through advocacy, elevate school and student leader voices, establish our seat-at-the-table, and partner with other organizations with emphasis on NAESP, and
- 3) Professional Development Events - provide first rate professional learning opportunities.

# What We Learned in 2022...

- **Advocacy through engagement - state approach and collaboration.**
- **Mission-driven campaigns using strategies and tactics.**
- Key pillars included Membership, Advocacy, Recognition, Partnerships, Communications.
- Transparency on challenges and solutions.
- Using an annual survey of data to frame our work moving forward (advocacy priorities, key impact areas that drive our pillars).
- Policy positions now established through Program and Services Committee, BOD.

# Movement: Strategies for Advocacy

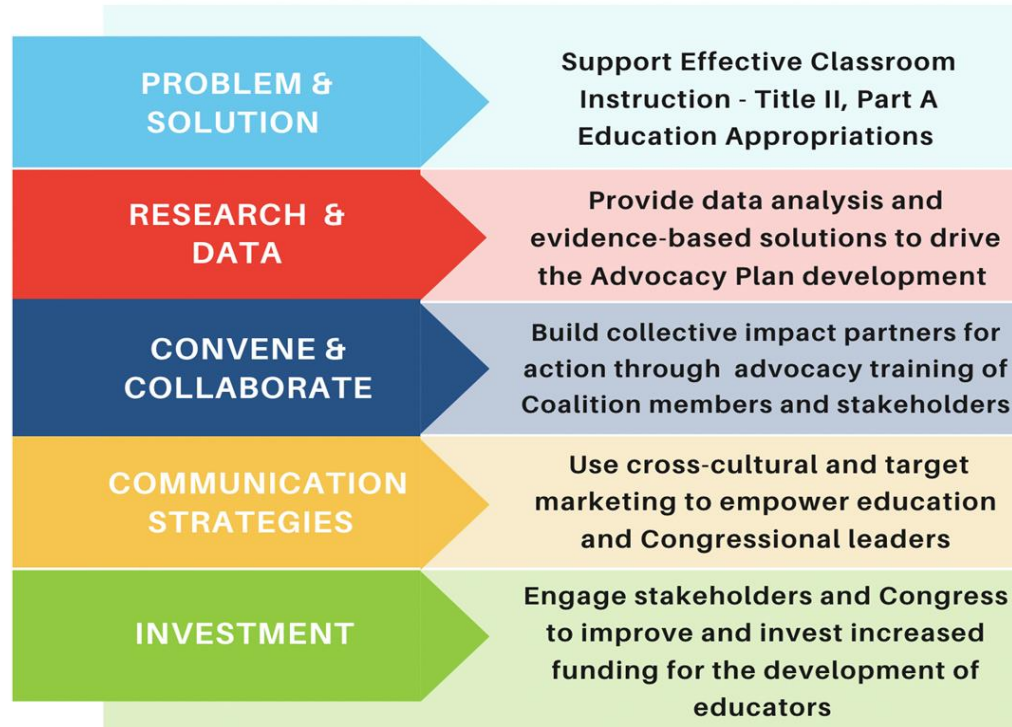
**Invest**



**Action**

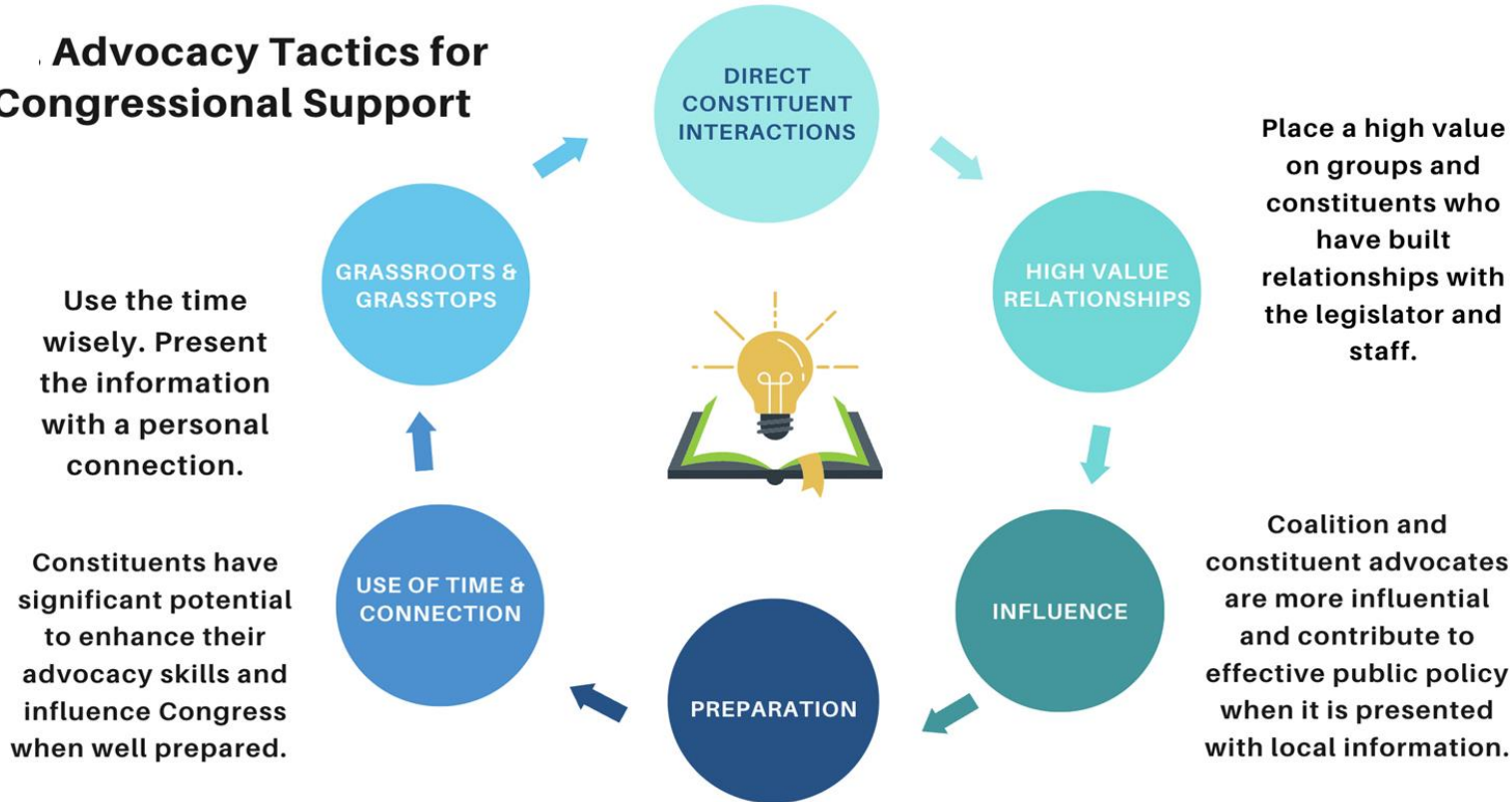


**Systemic  
Change**



# Tactics for Advocacy

## Advocacy Tactics for Congressional Support



# How to Influence Your Legislators for Impact

- Mobilize for change - strategies and tactics (local/state/fed) - remove fear, replace with influence.
- Use of media messaging
- Voice and collective impact through stories and quick facts.
- Quick facts on data and solutions.
  
- School leader, teacher, student voice - Ambassador Programs, building Networks, NHS, NJHS, Student Council.
  - Empowers and equips students with knowledge and skills to be transformative leaders - the bridge between students and school leaders.
  - Invest in robust, values-based leadership programs for students to build a culture of scholarship, service, leadership, and citizenship.



# How to Influence Your Legislators for Impact

- Connect to legislator priorities - find common ground.
- Build relationships with staff - keep them informed and invited.
  - Partnership on grant requests.
- Include in successes adds connection and responsiveness for challenges.
- Activate NASSP Campaigns - for state/regional approach.
- Never discount or underestimate the strength of employers and business partners.

# NASSP Survey of America's School Leaders and High School Students Informing Advocacy

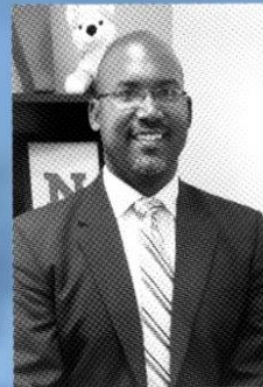
- Designed by 21 school leaders and student ambassadors.
- Nationally representative survey.
- Challenges of leading and learning, mental health and school safety.
- Interactive resource to share across platforms.

[survey.nassp.org/2022](https://survey.nassp.org/2022)

"Principals in every state are facing enormous challenges resulting in significant stress with no end in sight. The survey results make clear that while we love working with students and teachers, our conditions are unsustainable and if left unaddressed, could result in principal shortages that will be difficult to overcome."

— RYAN MERRIWETHER

Principal of North Junior High School in Evansville, IN



Ryan Merriwether

# Leading Advocacy through Networks and Partners

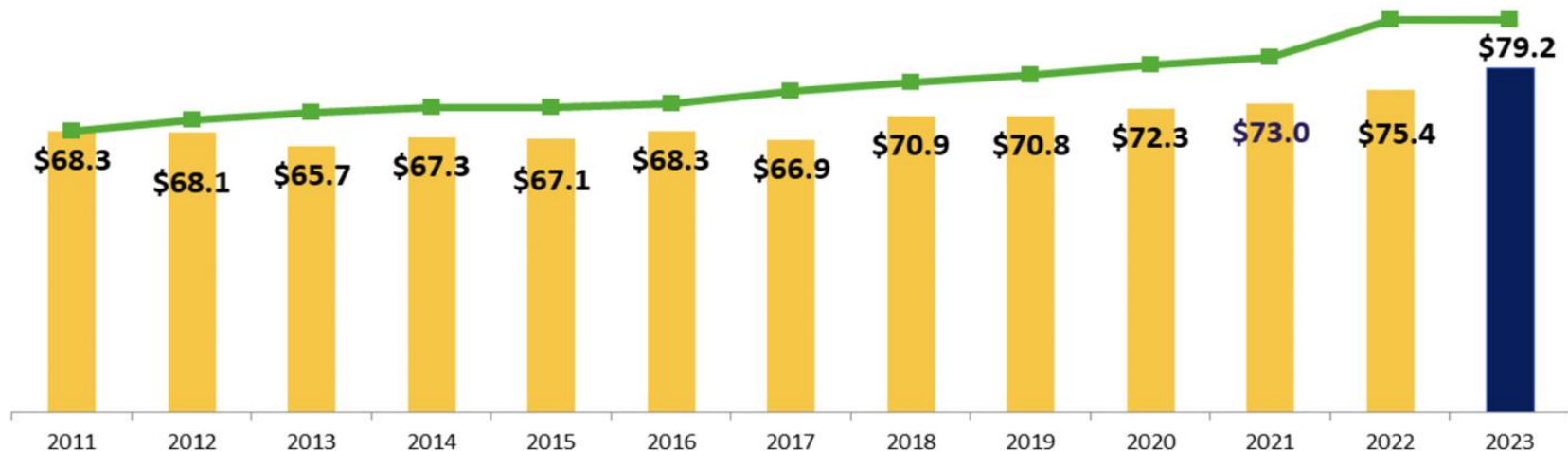
- Principal Recovery Network & Guide to Recovery.
  - School safety - improvements and prevention.
  - Congress to act now –Bipartisan Safer Communities Act to prevent gun violence.
  - Guide - critical resource for school leaders, school districts and policy makers: [nassp.org/prn](https://nassp.org/prn)
- Agency partners - Open grants available, ED and SAMHSA

## Five Core Themes of the Federal Budget

- 1) Supporting Students Through Pandemic Response and Recovery.
- 2) Addressing Opportunity and Achievement Gaps.
- 3) Supporting a Talented and Diverse Educator Workforce.
- 4) Making Higher Education Inclusive and Affordable.
- 5) Building Pathways Through Higher Education that Lead to Successful Careers.

# Education Gets Biggest Increase in Years but FY 2023 Funding is Still Below the 2011 Inflation-Adjusted Level

(Department of Education Discretionary Funding in Billions of Dollars)




ED funding

2011 Adjusted for Inflation (2022 Constant Dollars)

# FY23 Budget Increases

Increased funding for the Department of Education in the FY23 omnibus package (Dec, 2022) Even though it is the largest dollar increase in 21 years, non-emergency education funding is still below the 2011 level in inflation-adjusted terms. **Successes – education increases significantly and lays out the advocacy work for FY24.**



● <b>IDEA Grants to States</b> .....	14.2B.....	6.4%
● <b>Title I grants to local educational agencies...</b> .....	8.4B.....	4.8%
● <b>Title IV-A - Student support and academic enrichment grants</b> .....	1.4B.....	8%
● Full-service community schools .....	150M.....	100%
● <b>Title II - Supporting effective instruction state grants ...</b> .....	2.2B.....	.9%
● Supporting effective educator development (SEED) .....	90M .....	6%
● School-Based Mental Health Services Grants .....	56M	
● Mental Health Services Professional Demonstration Grants .....	55M	
● <b>Career and Technical Education (CTE) State Grants</b> .....	1.4.....	3.6%
● Pell Grants .....	\$7,400.....	\$500

# ESSER District Investment

- Tutoring and accelerated learning.
- Out-of-school or extended learning time.
- Recruitment/retention of school staff.
- High-quality curriculum and instruction.
- Technology and remote learning.
- Student/staff mental health & well-being
  - **\$2 billion - school psychologists, counselors, mental health professionals.**
  - **School social workers up 54% and school counselors up 22%**
- **Stories are very impactful.**
- NASSP working to extend the deadline from Sept '24 to Sept. '26.

**\$190  
billion**

to states and districts in  
Elementary and Secondary  
School Emergency Relief  
(ESSER) funds.



# Using Video Vignettes To Describe Impact



<https://www.youtube.com/watch?v=hGpPxlqlhlo>



# Mission-Driven Campaigns



## “Educator Pipelines are Student Lifelines”

Designed by NASSP and its School Leader Ambassadors, supports and elevates school leader and student voices – addresses educator shortages and the principal pipeline crisis. 3 main goals and solutions:

**Goal I: Funding for Professional Development and Educator Retention**

**Goal II: Funding for Student and Educator Mental Health and Well-Being**

**Goal III: Enact Incentives for Educators to Enter and Remain in the Education Profession**

# Goal I: Professional Development and Educator Retention



## What is Title II-A? Supporting Effective Instruction State Grants

accelerates student learning, provides professional learning and helps to recruit new educators (Every Student Success Act, ESSA). It funds high-retention preparation pathways, induction and mentoring support for new educators, and research-based professional development.

**Funding for preparation, training, recruitment, retention, and professional development** of teachers and school leaders based on student population and poverty counts.

- FY23 Title II Coalition requested \$3B; received \$2.2B
- FY24 request will continue to be \$3B

# Title II Example

Title II, Part A dollars can be used to support high-retention pathways into the profession like teacher and leader residency programs and Grow Your Own Programs.

Ex. Pennsylvania using Title II funds for the **Innovative Teacher and Principal Residency Grant Program**.

- Designed to seed and grow undergraduate and graduate level teacher and principal residency programs providing more supports.
- Educator preparation programs must apply in partnership with high-need local school districts educating underserved students or facing chronic shortages.

# Goal II: Funding for Student and Educator Mental Health and Well-Being



**What is Title IV-A? Student Support and Academic Enrichment Grants** provides students with access to a well-rounded education.

- Improves school conditions for student learnings to support safe and healthy students. Improves the use of technology in order to advance digital literacy of all students.

**Funding for comprehensive mental and behavioral health services** healthy school environments.

- As part of Title IV Coalition work, NASSP advocated for increases and we received \$1.4B
- FY24 request will continue to push for increases

## Goal III: Enact Incentives for Educators to Enter and Remain in the Education Profession



2022: S. 4867, **Loan Forgiveness for Educators Act**, Sen. Ben Ray Lujan (D-NM) H.R. 8856, Rep. Leger Fernandez (NM-03), Rep. Jahana Hayes (CT-05).

- **Expands the Teacher Loan Forgiveness (TLF) Program to develop/sustain a diversified school leader pipeline.**
- Pass via Higher Education Reauthorization.
- School leaders sacrifice loan forgiveness as they enter the principalship, despite continued service.
- Forgiveness of all student loan debts at the end of 5 years of service.

# HOW TO... Phone2Action



## 3 things Congress can do immediately to address the educator shortage crisis:

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Role

Send Email

Message your lawmakers

support future policies like the  
Loan Forgiveness for Educators

# Text

# NASSP to 52886

Join Capitol Canary with  
NASSP discount to promote  
additional campaigns.

Our country is experiencing an educator shortage—from substitute teachers to principals. Congress can do three things right now that would tackle this growing crisis by helping schools recruit and retain highly skilled educators:

- **Increase funding for Title II-A: Supporting Effective Instruction.** This will fund critical professional development programs to keep excellent teachers and principals in the profession.
- **Increase funding for Title IV-A: Student Support and Academic Enrichment.** This will provide crucial support for school health services, including comprehensive mental and behavioral health, that improve working conditions and support educator retention.
- **Pass the Loan Forgiveness for Educators Act.** This will expand student loan forgiveness to those educating our most underserved communities, creating a new incentive to enter the profession and ultimately addressing educator shortages for generations of students to come.

Use this form and urge your Members of Congress to support these three key initiatives. Our students and our schools cannot wait. We need action now!

# Powerful of Influence “Shadowing Visits”

- Show lawmakers the issues facing today’s schools.
- Educate lawmakers on the role of school leaders.
- Build relationships with lawmakers and staff.
- Support for federal/state funding.
- Provide students, teachers, staff an opportunity to be more engaged.



# Advocate through Leadership Networks!

- Assistant Principals Network
  - Assistant Principals of the Year Alumni Network
  - LGBTQ+ School Leaders Network
  - Middle School Network Leaders
  - New Principals Network
  - Principal of the Year Alumni Network
  - Rural School Leaders Network
  - School Leaders of Color Network
  - Principal Recovery Network
- \*Networks Launched Oct.11***
- Women in School Leadership
  - Urban School Leaders
  - Aspiring School Leaders



# Professional Development Events: Joint Advocacy Conference (NASSP/NAESP) March 26-29



# What Happens In Your School - Connection with Legislator

## What is the legislator's background and connection to education?

- Ex. Senator Jon Tester (D-MT) - worked as music teacher and served as chairman of the Big Sandy School Board of Trustees
- Rep. Ryan Zinke, Former Secretary of Interior (R-MT-01) - grandmother taught in a one-room schoolhouse, supports school choice with portable funding.
- Build relationships not tied to any ask
- Tell your personal story and that of your school
  - Tie this to an action that can be taken
- Develop an understanding of what the legislature can impact

# Senator Jon Tester D-MT

## 2022: S. 1811/H.R. 3572) **Increasing Access to Mental Health in Schools Act** introduced by Sen. Jon Tester (D-MT)

- Directs ED to establish a grant program and a student loan forgiveness program to:
  - Increase number of school-based mental health services providers in elementary and secondary schools.
  - Partnerships between educational agencies and graduate institutions mental health services providers employed by low-income local educational agencies.
  - Funds used to provide student loan forgiveness and tuition credits to support recruitment, hiring, and training.
  - Eligibility for individuals who (1) are not, and have never been, participants in the grant program established by the bill; and (2) have been employed for five or more consecutive school years as mental health services providers.

# What Happens In Your School - Connection with Legislation

## Understand what federal funding you use/could use:

- What does an increase mean to your school?
- What are you able to accomplish that wouldn't be possible without
  - Title I, II, IV, Perkins, etc.
- Invite contingent to your school
  - Great for community/school public relations and outreach
  - Tell your story through OpEds, blogs, videos, media, social media
- Follow action alerts from NASSP and share our social media
  - Tailor and add your story, then send (make sure to change the subject)
- Our voice is values, make sure you share it.

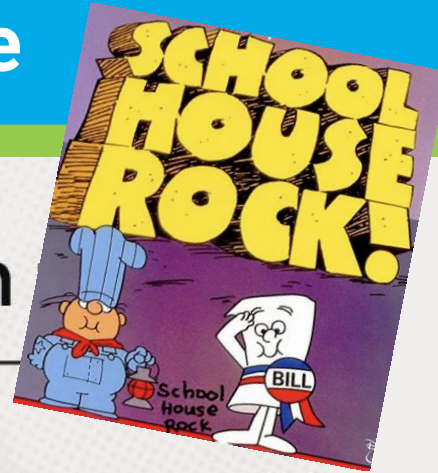
# What Happens In Your School - Connect with School Board

## Local support

- Assumption has been that our board is informed
- Legislative agendas
- National movements in Montana
- How often are board members in your school
  - Invite to assemblies, campus activities
  - Have a conversation on a regular basis
  - Ask them to walk the classrooms
  - Be open - the more they know, the better their decisions

# Tell Your Story in 1 Minute

## A foolproof elevator pitch



**01**  
Introduce  
yourself



**02**  
Present  
the problem



**03**  
Present  
your solution



**04**  
Share your value  
proposition



**05**  
Add a call  
to action

# Get Ready to Pitch

- Stay focused.
- Watch the overzealous energy.
- Be well prepared.
- Stay relevant, in context and remain to the point.
- Watch irrelevant information and too many details.
- Stay confident and certain.
- Have a strong close.



<https://www.youtube.com/watch?v=MzLtCn-c9sY>

# 5-minute Group Share





# Engage with NASSP

- Advocacy Action Alerts
- Follow @NASSP on Twitter, Instagram, LinkedIn and Facebook to stay up-to-date
- Like and share posts from @NASSP on social media
- Create posts while at @NASSP or other functions. Tag us on what's happening!
- Use hashtags: #PrincipalsLead.... #NASSPProud
- Create a "value of NASSP to me" video and share it.

Reach out to: External Relations **THANK YOU!** [j@nassp.org](mailto:j@nassp.org), Greg Waples  
[waplesg@nassp.org](mailto:waplesg@nassp.org)

Kristin Bogner, Social Media Manager, [bognerk@nassp.org](mailto:bognerk@nassp.org)