

LEGISLATIVE ADVOCACY COMMUNICATIONS AND THE ROLE OF THE LEGISLATIVE LIAISON

Waunakee Community School District

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Role of an Appointed Legislative Liaison

In terms of legislative and public policy issues, the Board of Education seeks to both proactively and reactively engage and advocate on behalf of the District and its students with lawmakers, agency personnel, and other government officials.

Provided that a Board member is willing to accept the responsibilities, the Board may also appoint a Board member to serve as a legislative liaison. If appointed by the Board, the legislative liaison is authorized to do all of the following:

1. Work with the Superintendent and the District's collaborative partners and associations to identify opportunities for legislative and public policy advocacy and to bring the relevant issues, opportunities, and available resources to the attention of the Board;
2. Work with the Superintendent and his/her designee(s) to prepare resolutions or position statements to present to the Board for possible adoption and/or further direction;
3. Serve as a spokesperson for the Board and the District with legislators, agency personnel, and other government officials for the purpose of communicating information, ideas, needs, and positions that the Board or an authorized agent of the Board has determined are in the best interest of the District; and
4. Work with the Superintendent and his/her designee(s) to plan and implement specific engagement activities, including extending invitations to state and community leaders to participate in meetings, visit District facilities, or attend and observe District activities.

Authorized Spokespersons Engaging in Legislative and Public Policy Advocacy

The Superintendent, the Board President, and any Board member appointed to serve as a legislative liaison are authorized to act as spokespersons for the Board and District on legislative/public policy advocacy communications that are intended to inform and influence lawmakers, agency personnel, and other government officials. The Superintendent may also designate other District employees to communicate specific messages on behalf of the Board or District or to attend particular meetings or advocacy functions if such designees are given clear direction regarding their role and the relevant Board/District positions.

To the extent reasonable and practical, the Board's authorized spokespersons are expected to seek direction from the Board regarding positions taken and communicated on behalf of the Board and District. Further, such advocacy-related communications in their official capacity shall be consistent with any specific or general direction that the Board has provided through official action taken at a Board meeting. Where the Board has not provided any such direction, or where circumstances have materially changed since the Board provided such direction, the spokespersons are expected to use their best judgment to determine if it would be reasonable and practical to seek further direction from the Board prior to communicating a District position

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on a particular issue. If impractical, the spokespersons may consider communicating (1) specific data and reasonable projections as to how a given issue would be likely to affect the District, and (2) if believed to be necessary, a position that they determine is consistent with the Board's policies and any applicable Board-approved goals and that otherwise reflects the best interests of the District, while also expressly clarifying that the Board itself has not yet been able to meet to consider the adoption of a specific position. Further, such spokespersons shall keep the full Board informed of issue-based positions that they communicate in their official capacity to legislators, government agencies, and other government officials. At its discretion, the Board may direct the submission of clarifying communications.

Adoption/Revision Dates:

May 2020

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