




Parent & Community Leadership Alliance

Legislative Advocacy Forum
January 12, 2020



Welcome

Nichol Holm - Chair of PCLA

Stephanie Rose - Vice Chair & Moderator

Parent & Community Leadership Alliance
for North Clackamas Schools



AGENDA

- NCS D Superintendent Utterback
 - District Update
- Jena Benologa
 - Ways to Advocate
- Representative Bynum
 - What Advocacy Does
- Stephanie Rose
 - Staying Connected
- Monica Dipietrantonio
 - Wrap up and Q&A
- Closing Comments and Next Steps

What is the PCLA?

The Parent and Community Leadership Alliance is a Superintendent Advisory Committee and works to advocate for students and families in the North Clackamas School District.

Engaging our community in conversations and creating partnerships that enhance the quality of our North Clackamas schools.

www.facebook.com/pcla.ncs

What is the Legislative and Funding Committee?

The Legislative and Funding Committee is a sub-committee of the PCLA.

We organize and advocate for School Funding and other issues outlined in the North Clackamas School District Legislative Plan.

Monica Dipietrantonio - Chair of Legislative & Funding Committee

Kristen Lunceford - Technology/Facebook Communication

NC School District Update

Superintendent Matt Utterback



Address: North Clackamas Schools
District Office
12400 Freeman Way,
Milwaukie, OR 97222

Phone: 503-353-6002

Email: utterback@nclack.k12.or.us

Ways to Advocate

- Letter Writing/ Emails
- Phone Calls
- Town Halls
- Meeting with Legislators



- As a group the PCLA advocates for issues that affect our schools and are in line with the North Clackamas School District Legislative Agenda.
- The PCLA always provides example letters, phone scripts, talking points, and information on each topic, and we often advocate in groups, so you will never feel like you are on your own.

Writing Letters/Emails

Tips for writing letters/emails;

- Keep it short – Legislators and Legislative Aides have a lot of emails and letters to read. You want your full message to be read, the body of your letter should be no more than 300-500 words.
- Stay on topic – It is important to stick to one topic per letter, though feel free to state multiple solutions you find acceptable to address the issue.
- Personalize it – Always include your own personal story and why the issue is important to you. Legislators know statistics and see Oregon broadly already, they need to hear the stories of the people they are impacting.
- Mention why you are contacting them specifically – If you are a constituent address this at some point in your letter, if you are not a constituent but the Legislator is part of a committee or in a district that affects you mention that as well.
- Ask them to do something – Don't just state your issue, always start and end the letter with a direct ask for an action you want them to take.
- Say thank you

Writing Letters/Emails (sample letter from previous year)

Topic: Education Funding

Ask: Approve more funds to go to the education fund

Word Count: 240

I am writing to address the funding needs for Oregon's education system and asking you to not accept an inadequate budget. I have three children in school—5th grade, Freshman, and Junior—who have gone through their entire education with inadequate funding and unstable resources. I have been working to address education funding in Oregon since my oldest was in Kindergarten, and after 12 years it is just not getting any better. Even with the years the state has increased funds to education it has not been enough to make any real improvement nor has it been something we can rely on year after year.

The Governor's budget amount is just barely enough to keep our services running as they are. This means no improvements to our system, no school days back, and no smaller class sizes. The proposed budget goes below the Governor's however and will result in even more cuts to our schools. Our children cannot afford this, our future cannot afford this. My children have already lost out on so many opportunities for their education, and I do not want the same for their children.

You campaigned as a believer in improving and stabilizing Oregon's education systems, and as your constituent that made a difference in my faith in selecting you as my Representative. I am asking you to stand up for our children and our future and do not accept a budget which includes cuts to our schools.

Phone Calls

Tips for calls to your legislators;

- You are likely to get an aide or an answering machine when calling—always ask to speak directly with the legislator, but don't hesitate to leave a message with their aide either.
 - Remember to remain calm and friendly—legislators and their aides take hundreds of calls every day; be the person who makes their day brighter!
- Keep your message short—no more than 1 minute, be direct and focused on your point.
- State that you are a constituent.
- Give them a direct action; ask them to do something both in the beginning and end of your call/message.
- Remember to thank the aide and your Representative/Senator for their time.

Phone Calls (sample script from previous years)

Hello Representative/Senator _____ my name is _____ and I am a constituent in your district. I am calling you today as a parent/grandparent/guardian/etc. concerned about the quality of education in Oregon's schools, and want to ask you to not accept an inadequate budget for our schools.

Oregon's schools have faced budget inadequacies and cuts for too many years. Our children are in overcrowded classrooms, do not have a long enough school year, and are not able to keep pace with our changing job market needs. Oregon ranks 48th in graduation—we are failing our students.

My children (state and quickly elaborate on an issue you see as detrimental to your children in school, be personal)

- Ideas;
 - Have never had a class under 30 students
 - Have text books and classroom technology more than X years old
 - Do not have access to extracurricular activities to keep them engaged and excited
 - Anything which has affected your child and their education in a negative way

The current proposed budget barely sustains services after years of cuts, the future of our state cannot afford an inadequate budget. I ask that you increase the budget to Oregon's schools so we can provide more for our students. We are relying on you to do the right thing for our children and their future, as well as Oregon's.

Thank you for taking the time to hear my concerns, and I hope together we can make a brighter future for Oregon's children.

Town Halls and Meeting with Legislators

Sign up for each legislators newsletter in the NC district

Especially note when there is a focus on education. The beginning of the legislative session is an important time for check-in.

Do your homework, prepare an ask and research the committee assignments

Attendance helps to build a personal relationship

What Advocacy Does



Representative Janelle Bynum

Democrat - District 51 - Clackamas

Capitol Phone: 503-986-1451

Capitol Address: 900 Court St. NE, H-276, Salem, Oregon 97301

Email: Rep.JanelleBynum@oregonlegislature.gov

Website: <http://www.oregonlegislature.gov/bynum>

Finding Your Representatives

Oregon State Legislature tool --
“Find Your Legislator”

<https://www.oregonlegislature.gov/findyourlegislator/leg-districts.html>

Sign up for your representative’s
newsletter by following the result
links.



Tracking Bills

Go to <https://olis.leg.state.or.us/liz/2021R1> to search for bills. You can search by keywords, a legislator sponsor's name, or the name of the bill directly.

Once you have located your bill, click the link to follow the bill in the upper right hand corner. You will be prompted to register or sign in if you have already registered.

More information --

https://www.oregonlegislature.gov/citizen_engagement/Pages/Find-a-Bill.aspx

How to Testify

[Information on How To Testify](#)

You can submit testimony both electronically, and by speaking at the capitol through one of the public access stations. You can also do both.

Verify meeting times, submit written testimony, check agendas, and sign up to testify in person at the committee page -- [House Interim Education Committee](#)

[\(regular session House Education Committee\)](#)

How to [Submit Electronic Testimony](#) -- submit to the committee exhibit email address. This address is listed on agendas and on each OLIS committee page. Email materials by noon of the business day before the scheduled committee meeting.

Creating your testimonial

- Be sure to introduce yourself -- name/city/county
- Speak from your knowledge and experience -- **personal stories make a difference!**
- Understand not only your position but also the position of others.
- Decide if you want to submit written or oral testimony, or both.
- Often oral testimony is limited to 2 minutes -- practice your testimony and try to keep it just a bit under 2 minutes so you can be sure to get it all in.
- If you have submitted written testimony and are still testifying in person, don't read your testimony word for word, instead speak about the highlights and basic concept.

Oregon Legislature Tools

Oregon gives us access to citizen engagement with a whole page set up for our use. Every link and tool I showed you tonight can be access from one page.

<https://www.oregonlegislature.gov/>

What was discussed tonight is just a brief overview of the information this page can give you. I encourage you to visit the page and spend some time looking through it. The more you read and discover the more comfortable you'll become navigating the process of citizen advocacy.

Wrap Up

There is power in our voices:

- We are speaking on behalf of children; We are not paid lobbyist. We are there because we care and believe in the value of public education.
- We have important personal stories to help advise legislators on their decisions
- Past experience has shown that PCLA has made a difference; some examples:
 - Student Success Act
 - Builders tax for schools
 - Liability Protections
 - Local bond & levy

Questions

Please submit your questions via chat. If you can send your questions directly to Monica that would be best. She will read the questions as they arrive to her and may be missed if they go to general chat. We may not have time to get to everyone's questions -- if we do not answer your question tonight or you do not want your question asked in a public forum, please feel free to email us at PCLA.NCS@gmail.com

Your Feedback is Important

We would love to hear from you! Please tell us what you thought of this forum.

[Survey](#)

Stay up to date by signing up for our Quarterly Newsletter by joining our mailing list!

[Mailing List](#)

Next Event

Advocacy with Salem Legislators

Monday, February 15th

If you sign up on the Google form you will be emailed when we have more information.

Potentially will be zoom and/or google meet calls.



How to Contact Us

Follow us on Facebook:

<https://www.facebook.com/PCLA.NCS>

Email:

PCLA.NCS@gmail.com

Website:

<https://www.nclack.k12.or.us/superintendent/page/parent-community-leadership-alliance-pcla-superintendent-advisory-committee>

