



# 2022 ADVOCACY TRAINING

## ECASB ANNUAL ADVOCACY TRAINING

JANUARY 29, 2022

8:00 A.M. - 10:30 A.M.

355 HARLEM ROAD,

BUILDING B - ROOM B1

LIGHT CONTINENTAL BREAKFAST

REGISTER WITH

DISTRICT CLERK BY

THURSDAY

JANUARY 20, 2022

PROGRAM IS OPEN TO

ECASB MEMBERS

& The following individuals when accompanied

by an ECASB School

Board Member:

SCHOOL SUPERINTENDENT  
DISTRICT / BUILDING LEADERS  
PTO/PTA PRESIDENTS/LEADERS  
TEACHER UNION LEADERS  
STUDENT LEADER ADVOCATES  
COMMUNITY LEADERS

PLEASE NOTE:

SPACE MAY BE LIMITED DUE TO  
COVID RESTRICTIONS. IT IS BEST  
TO REGISTER EARLY.

### Why You Should Attend...

- Learn how to form an advocacy group in your district.
- Learn how to communicate with legislators.
- Practice your messaging techniques.
- Learn all the various ways to communicate your message.
- Craft your District's message for the 2022 legislative session.

### Who Should Attend...

- ECASB School Board Members, Legislative Team Reps., Legislative Alternate Team Reps., Board Presidents, Board Vice Presidents, and any Board Member interested in learning how to advocate for the school district.

- When a School Board Member registers, they may also register any of the following members of their school community: School Superintendent, District and Building level administrators, PTO/PTA officers or leaders, Teacher Union leaders, Student Leaders, Community Activists invited by the Board.

### Workshop Activities...

- Learn from a local school district that has designed a school district advocacy group that meets monthly to work collaboratively on behalf of the district.

- Determine what the Districts three main goals will be for the 2022 Legislative session.

- Craft your Districts message and practice and perfect the delivery of your message.

- Plan your Legislative activities for the legislative session: Determine when you will meet with your local legislator, plan your letter writing/post card campaign, craft materials that you can provide to your community to have more community members involved.

### **GOLD LEVEL Event Sponsors -**



HARRIS BEACH  
ATTORNEYS AT LAW

