Voting for the Arts in 2020: local arts education advocacy
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State budget shows a 13% reduction for public education: from $81.1 billion to $70.5 billion

10% reduction in Local Control Funding Formula

About $323.5 million in cuts to K–12 Categorical Programs
The Timeline

• May 15: Gov. Newsom’s budget proposal was released
• July 15: Extended deadline for filing taxes
• Late August: Budget will be finalized in late summer
• December 15: Deadline for implementation of 2020 – 2023 Local Control and Accountability Plans (LCAPs)
The Process

District budgets are being affected now and it is possible for us to intervene:

- Proposed cuts can be found in the School Board Meeting Agenda at least 72 HOURS before the meeting at which they will be discussed.
The Case for Arts Ed in a Crisis

We need to make sure decision makers understand the arts as a solution.

The arts support the outcomes decision makers want to see in their districts.
The Case for Arts Ed in a Crisis

Students receiving arts instruction are:

5x less likely to drop out

4x more likely to be acknowledged for academic achievement

3x more likely to earn a bachelor's degree
The Case for Arts Ed in a Crisis

The arts are a powerful tool in addressing trauma. Recent, rigorous studies have shown the arts decrease biological stress & thus enable learning.
The Case for Arts Ed in a Crisis

The arts are CORE CURRICULA. School Boards are legally required to provide arts instruction to all students in their district.
The Plan

Be proactive. Be prepared. Be vigilant.

WHO is making the decisions.
School Board Members & Superintendents

WHEN the decisions are being made.
Timing of School Board Meetings & Budget Decisions

HOW we can influence these decisions.
Strategy & Tactics
Advocacy Dashboard

Rapid Response Plan
Advocacy Dashboard Part I: Tracking the "When"
Advocacy Dashboard Part II: Identifying the "Who"

Key Decision Makers

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<th>Name</th>
<th>Contact</th>
<th>FB / Twitter</th>
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[Diagram of two sections of the Key Decision Makers table]
Advocacy Dashboard Part III:
Creating a "Go Team" Speed Dial

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<thead>
<tr>
<th>The &quot;Go&quot; Team</th>
<th>Students</th>
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<tbody>
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<td>Name</td>
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[Table: The "Go" Team and Students with empty name and contact columns]
Advocacy Dashboard Part IV: Think Creatively About Allies & Press Contacts

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<tr>
<th>Press</th>
<th>Allies</th>
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Rapid Response Plan Part I:
The Checklist

1. ADVOCACY CHECKLIST! Before preparing your Rapid Response Plan, make sure you:

- [ ] Set up a Google news alert for your school district
- [ ] Set up a calendar reminder for regular release of school board meeting agenda
- [ ] Reach out to you school board members + their staff to meet
- [ ] Check your district’s CA Advocacy Dashboard
Rapid Response Plan Part II: The Strategy

RAPID RESPONSE PLAN

1. ADVOCACY CHECKLIST! Before preparing your Rapid Response Plan, make sure you:
   - Set up a Google news alert for your school district
   - Set up a calendar reminder for regular release of school board meeting agenda
   - Reach out to your school board members + their staff to meet
   - Check your district’s CA Advocacy Dashboard

2. CALL A MEETING W/ THE GO TEAM TO DECIDE:
   - GOAL: what outcome do you want?
   - TARGET: who has the power to affect that outcome?
   - STRATEGY: what is the best way to influence the target?
   - TACTICS: what actions will you take to influence the target?

   In order to [GOAL], we will influence [TARGET] by [STRATEGY] using [TACTICS].
Rapid Response Plan Part III – V: Taking Action

3. MOBILIZATION ASSIGNMENTS & TIMELINE

- Assignment 1:
- Assignment 2:
- Assignment 3:
- Assignment 4:
- Assignment 5:

Assignment 1 Deadline:
Assignment 2 Deadline:
Assignment 3 Deadline:
Assignment 4 Deadline:
Assignment 5 Deadline:

4. TAKE ACTION

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<th>Assignment 1</th>
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STATUS

5. ASSESSMENT & REFLECTION

What worked? What didn’t? Any feedback from community or advocacy targets? What could be done differently next time?
Local Advocacy Toolkit

- Letter to school board
- Talking points
- Tips for public comment
- Op-ed template
- Social media tips
- Student advocacy
Letter to School Board Members

Customizable letter template to send to your school board members and superintendent
Talking Points

Data points about social-emotional learning and the creative economy
Tips for Effective Public Comment

How to plan, prepare and present a 3-minute public comment
CAITLIN LAINOFF
Program and Communications Manager
California Alliance for Arts Education
Social Media Tips for Successful Advocacy
Amplify your message through social media
Connect with folx doing similar work

Don't worry about individual content

Reposting, retweeting, and sharing are all effective ways of creating an online presence.
STAY POSITIVE
PICK YOUR PLATFORM

Twitter

- Tag your school board members, Unified School District, Superintendent, Governor, anyone you can!
PICK YOUR PLATFORM

Twitter

• Tag your school board members, Unified School District, Superintendent, Governor, anyone you can!
• Retweet relevant content
PICK YOUR PLATFORM

Twitter

- Tag your school board members, Unified School District, Superintendent, Governor, anyone you can!
- Retweet relevant content
- Use trending hashtags
FACEBOOK CALLS TO ACTION

PICK YOUR PLATFORM

Facebook

• Calls to Action
PICK YOUR PLATFORM

Facebook

- Calls to Action
- Share other people's content
PICK YOUR PLATFORM

Facebook

- Calls to action
- Share other people's content
- Create online community
PICK YOUR PLATFORM

Instagram

• Share student art work or teacher's lessons
PICK YOUR PLATFORM

Instagram

- Share student art work or teacher's lessons
- Tag community members/orgs
PICK YOUR PLATFORM

Instagram

- Share student art work or teacher's lessons
- Tag community members/orgs
- Campaign visuals
01 Pick a platform that plays to your strengths

02 Stay positive when posting, especially when you're tagging someone

03 Amplify your advocacy by friending, tagging and sharing similar messaging
STUDENT VOICE IS CRITICAL WHEN THINKING ABOUT SYSTEMATIC CHANGE
REACH OUT:
Identify groups of students already engaging in civic action
PROMISING PRACTICES

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BE SOLUTION-ORIENTATED:
Creative approaches to problem solving
Raise awareness and educate community
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BE SOLUTION-ORIENTATED:
Creative approaches to problem solving
Raise awareness and educate community

STUDENTS ARE EXPERTS
Develop trust through respect
Equal partnerships are essential
In short, don't be this guy

“We want to include you in this decision without letting you affect it.”
OTHER RESOURCES

01 CreateCA.org
02 ed100.org
03 artsed411.org/blog
NEXT STEPS

01 Sign up to take action + join this coalition!

02 Download the Advocacy Dashboard + Rapid Response Plan: artsforla.org/resources

03 Download the Advocacy Toolkit: artsed411.org/toolkit