

Thirty-second District



LEGISLATIVE ADVOCACY COMMITTEE 2009-2011 Mission, Goals and Objectives

Mission: Empower and support councils, units and families in advocating on behalf of children and youth, as well as carry out the advocacy program of the California State PTA within 32nd District.

Goal 1: Provide advocacy training and mentorship of councils and units

Objectives:

1. Provide site training at council meetings and assist councils with site training at Units meetings as individually needed.
2. Identify the needs of councils through an annual survey (i.e. surveymonkey)
3. Provide annual Leadership training at 32nd District general meetings and at the Leadership Academy in June.
4. Provide training packets for the councils and committee members.
5. Provide continuing support to all councils (and units if requested) throughout the year.

Goal 2: Communicate PTA's legislative priorities and positions to all members through the district website, newsletter articles, email, programs, etc.

Objectives:

1. Include at least one article in each District newsletter
2. Create a monthly 32nd District Advocacy newsletter to be emailed out to all members for whom we have email addresses; presidents to forward to their members
3. Set up an Advocacy section of the 32nd District website with information for both members and advocacy leaders
4. Look into communicating through social networking sites such as Facebook and Twitter
5. Hold programs on legislative issues

Goal 3: Advocate with legislators on our key PTA issues and priorities and encourage councils and units to do the same.

Objectives:

1. Visit legislators and/or staff members in their district and Sacramento offices at least three times a year
2. Communicate with legislators and their staff members through letters, phone calls and email as needed on key issues and encourage councils and units to do the same
3. Encourage councils and units to organize letter-writing and phone campaigns to the Governor and key legislators on urgent issues as needed; sign up for leg alerts

Goal 4: Facilitate attendance by 32nd District board and committee members, and encourage each council and unit to send at least one person, to the annual California State PTA Legislation Conference and/or annual Council PTA Advocacy Day.

Objectives:

1. Communicate both events widely throughout the 32nd District
2. Reimburse expenses for two 32nd District board or committee members to attend the state legislation conference and up to five to attend Advocacy Day
3. Encourage councils and units to reimburse expenses for the two events