

**Literacy Texas**

*Your link to literacy*

## ADVOCACY BASICS

Jason Land, Bryan Law, Robert Pinhero

August 8, 2011 2:15 - 3:45 PM

# ADVOCACY BASICS

Intimidated by the “A” word? Advocacy and lobbying for literacy education are critical to our success, but often misunderstood. Gain practical tools to becoming a literacy advocate, listen to experienced staffers tell you what works, and help in the process of building key messaging and legislative priorities for the next session.

## Presentation Schedule:

- **Advocacy & Lobbying Basics:** Robert Pinhero, Executive Director of the Literacy Council of Williamson County & the Vice Chair of Public Policy and Advocacy for TANO
  - Overview of the legal requirements and rights regarding advocacy and lobbying, sample documents, strategies for success, the Texas Legislature and How a Bill Becomes a Law
- **Texas Congress Insider’s Perspective:** Bryan Law, Committee Director for the House Committee on Public Health at the Texas House of Representatives
  - An interactive session with a Texas House staffer concerning effective strategies for advocacy and lobbying
- **Strategic Planning Workshop:** Jason Land, HP Global Market Intelligence & Advocacy Chair for Literacy Texas
  - A hands-on workshop that will begin building a targeted network to quickly share important information with constituents and set priorities and messaging for the upcoming legislative session



# WHO ARE THE KEY STAKEHOLDERS?



# BARRIERS TO ADVOCACY?



## Possible Barriers

- Lack of Knowledge
- Intimidated by Process
- Legal Concerns
- Elitist – Not Grass Roots
- Competing Issues
- Ineffective
- No Time
- Unclear Priorities
- No Central Organization
- Nonprofit Competition
- Reactive
- Lack of Urgency



# BUILDING A LITERACY TEXAS ADVOCACY NETWORK



## Organize

Expand Network of Literacy Allies

- Adult Learners
- Library
- University/College
- GED
- Workforce
- Healthcare
- TEA
- Pre-K
- Citizenship
- Corporations

## Target

Strategic Relationship Building

- Texas House and Senate Relationship Development
- Identify targeted committees and leaders
- Designate Geographical Plan for Advocacy Partners

## Alignment

Key Message Priorities

- Identify key priorities
- Agree on key messaging
- Research upcoming legislation
- Texas and national alignment
- Involve media and grass roots



# BUT HOW DO I FIT IN?



**Organize**

**Target**

**Alignment**

# BUILDING A NETWORK BEINGS WITH YOU



**MAKE A COMMITMENT TO ACT**

**Organize**

**Target**

**Alignment**



# LITERACY NETWORK RELATIONSHIP MATRIX

|                       | Amarillo | Austin | Brownsville | Corpus | Dallas                           | El Paso | Houston | Lubbock | Midland Odessa | San Antonio | Waco |
|-----------------------|----------|--------|-------------|--------|----------------------------------|---------|---------|---------|----------------|-------------|------|
| Texas House           |          |        |             |        | Rep. S. Carter                   |         |         |         |                |             |      |
| Texas Senate          |          |        |             |        | Sen. J. Carona                   |         |         |         |                |             |      |
| Mayor City Council    |          |        |             |        | Mike Rawling                     |         |         |         |                |             |      |
| Media                 |          |        |             |        | Jeff Crilley                     |         |         |         |                |             |      |
| US House<br>US Senate |          |        |             |        | Sen. J. Cornyn<br>Rep. S Johnson |         |         |         |                |             |      |
| Other                 |          |        |             |        |                                  |         |         |         |                |             |      |

## How to Build a Responsive Literacy Network

- Map existing relationships and targeted relationships
- Make quarterly contact – request face-to-face meeting initially
- Deliver key messages and build relationship – don't forget to smile!
- Invite them to your facility
- Ask what is important to them and offer support
- Get to know the staffers or administrative assistants



Organize

Target

Alignment

# KNOW YOUR LEGISLATOR WORKSHEET



Name of Legislator

District Represented

District Characteristics (Rural, Urban, Mixed, University, Business/Labor)

Political Party (Democrat, Republican, Other)

Political Philosophy (Conservative, Liberal, Moderate)

Key Supporters (Seniors, Labor, Business, Education, Other)

Date First Elected

Legislative Positions (Chairmanships, Committees, Other)

Key areas of concern

Known Allies

Key Staffers

Personal Connection to Literacy

Key Literacy Ask

Why does Literacy matter in specific district?

Opportunities to Support Legislator's Initiatives

Invite them to Join You



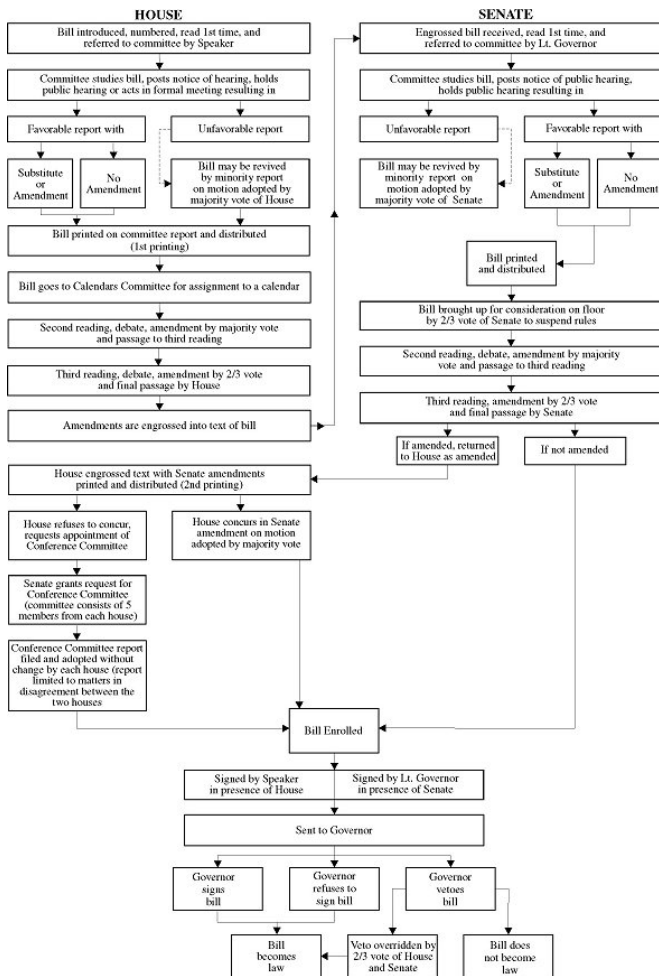
Organize

Target

Alignment

# STRATEGICALLY TARGETING LEGISLATION...

## Texas Legislature



## Out-of-Session

- 83<sup>rd</sup> Session Interim Committees
- Align Key Messaging/Priorities
- Propose Possible Bill Sponsorship
- Build Relationships
- Neutralize Threats
- Recruit Literacy Champions
- Elections, Elections, Elections...

## In-Session

- 83<sup>rd</sup> Session Committee Assignments
- Target Key Decision-Makers
- Community Involvement
- Monitor Legislation
- Obtain Support for Key Legislation

Organize

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# BEGINS WITH COMMITTEES

Agriculture & Livestock

Appropriations

Appropriations - S/C on Article II

Appropriations - S/C on Article III

Appropriations - S/C on Articles I, IV, & V

Appropriations - S/C on Articles VI, VII, & VIII

Appropriations - S/C on Current Fiscal Condition

Border & Intergovernmental Affairs

Business & Industry

Calendars

Corrections

County Affairs

Criminal Jurisprudence

Culture, Recreation & Tourism

Defense & Veterans' Affairs

Economic & Small Business Development

Election Contest, Select

Elections

Energy Resources

Environmental Regulation

General Investigating & Ethics

Government Efficiency & Reform

Higher Education

Homeland Security & Public Safety

House Administration

Human Services

Insurance

Judiciary & Civil Jurisprudence

Land & Resource Management

Licensing & Administrative Procedures

Local & Consent Calendars

Natural Resources

Pensions, Investments & Financial Services

Public Education

Public Health

Redistricting

Rules & Resolutions

State Affairs

State Sovereignty, Select

Technology

Transportation

Urban Affairs

Voter Identification & Voter Fraud, Select

Ways & Means

TX House Committees 82<sup>nd</sup> Session

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# AND PROACTIVELY DELIVER OUR MESSAGE

## TX Senate Education Committee:

- Senator Florence Shapiro, (Chair) - Plano
- Senator Dan Patrick, (Vice-Chair)- Houston
- Senator John Carona Dallas
- Senator Wendy Davis Fort Worth
- Senator Mario Gellegos, Jr. Houston
- Senator Steve Ogden Bryan
- Senator Kel Seliger Amarillo
- Senator Leticia Van de Putte San Antonio
- Senator Royce West Dallas



## TX House Public Education Committee:

- Chairmen Rob Eissler, The Woodlands
- Vice-Chair Scott Hochberg, Houston
- Representative Alma Allen, Houston
- Representative Jimmie Aycock, Killeen
- Representative Harold Dutton, Houston
- Representative Ryan Guillen, Rio Grande City
- Representative Dan Huberty, Kingwood
- Representative Mark Shelton, Fort Worth
- Representative Todd Smith, Bedford
- Representative Mark Strama, Austin
- Representative Randy Weber, Pearland



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# UNDERSTANDING YOUR REPRESENTATIVE

**Occupation:** President, Association

**Education:** University of Texas; B.B.A. in Insurance; B.B.A. in Real Estate

**Legislative Experience:** House Member, 1990 - 1996; Senate Member, 1996 - present

**Hometown:** Dallas

**Party:** Republican



Senator John  
J. Carona  
District 16

First elected to the Texas Legislature in 1990, Senator John Carona is now in his fifth term in the Texas Senate, representing District 16 in Dallas County. Previously, Senator Carona was elected to three terms in the Texas House of Representatives. Senator Carona has distinguished himself in the Texas Legislature as an effective leader in addressing issues such as **education, health care, criminal justice, banking and finance, economic development, transportation and homeland security** - authoring or sponsoring more than 400 bills that have become law.

Through the years, Senator Carona has been honored by a variety of organizations for leadership in the Texas Legislature. With recognitions from business associations, animal advocates, child advocates, to teacher groups and law enforcement - John Carona has been named a "Hero," three times a "Crime Fighter of the Year," a "Trailblazer," the "Most Valuable Player - Texas Senate," a "Maverick Who Mattered" and two times one of the "Ten Best Legislators," just to name a few.

Senator Carona has been a resident of Dallas since early childhood. Raised in East Dallas, he graduated from Bryan Adams High School and then went on to earn a Bachelor of Business Administration degree in insurance and real estate from The University of Texas at Austin in 1978. He currently serves as president and CEO of a successful Dallas-based, national realty management firm. Senator Carona is married, a proud father of five children and grandfather to three - so far.

\* Senator Carona also serves on the following additional committees:

- Co-Chairman, Legislative Oversight Committee on Electric Utility Restructuring
- Co-Chairman, Legislative Oversight Committee on Property and Casualty Insurance
- Member, Legislative Oversight Committee on Telecommunications Competitiveness

## Committees

Business &  
Commerce (Chair)  
Criminal Justice  
Education  
Jurisprudence  
Redistricting

Organize

Target

Alignment

# PLAYING PARTY POLITICS: DEMOCRAT OR REPUBLICAN?

- It's tempting to favor the party in power, the party you most align with, or the party most closely aligned to your cause...
- But remember, elected officials can lose elections, be disgraced in scandal, or abandon support for literacy under pressure
- Literacy is a bi-partisan issue
- Literacy is more important than any single legislator or party



Organize

**Target**

Alignment



# LETS TALK PRIORITIES AND MESSAGING



Goal of the Campaign?

What are your Objectives

What are the Key Messages?

Who is the target audience?

Why is this important to them?

What do we want the audience to think? Feel? Do?

Three Supporting Points:

Examples, stories, and facts that support this message

How do we determine success?



# NEXT STEPS



- Recruit your staff, board members, students, colleagues, donors....
- Do your homework – submit by September 8
- Reach out to your 3 contacts and set-up a meeting
- Join our Conference Call September 30 from 12 – 1 pm
- Help build the advocacy toolkit

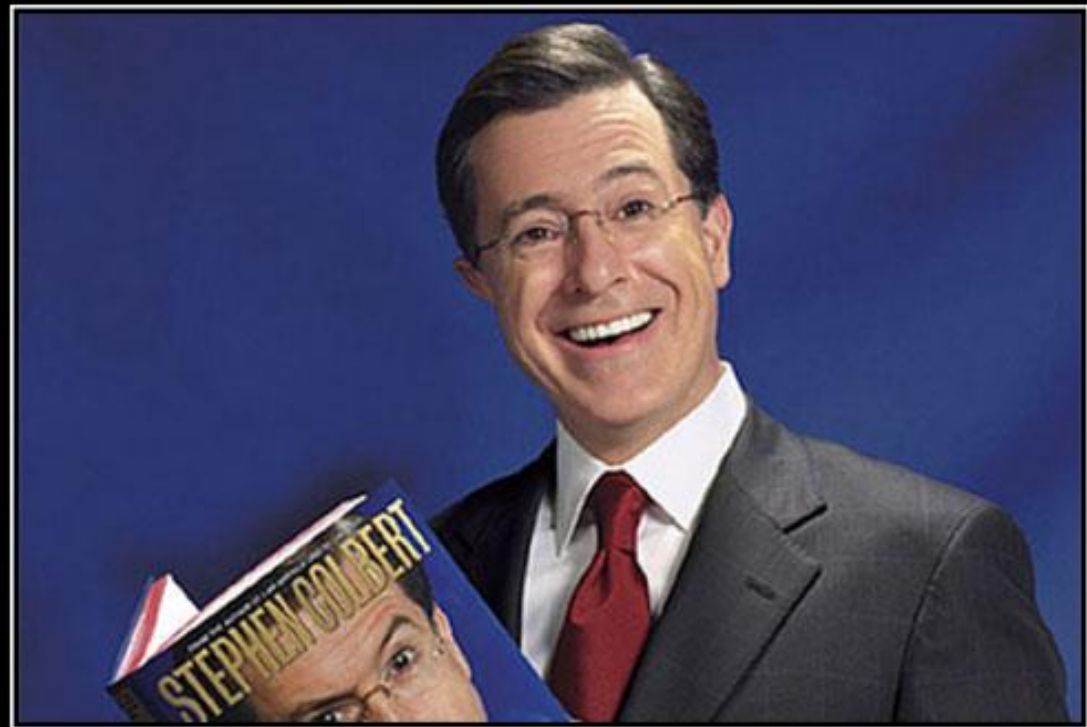


Organize

Target

**Alignment**

# APPENDIX




## LITERACY

"I don't trust books. They're all fact, no heart."

# ABOUT THE PRESENTERS...

## **Advocacy Basics: Monday, August 8 from 2:15 - 3:45**

- Jason Land: JasonScottLand@gmail.com
    - Jason works at HP in Global Market Intelligence and Business Strategy with an MBA from the University of Dallas. Jason serves on the boards of a number of organizations including the Dallas Bicycle Advisory Committee, Friends of White Rock Creek Trail Board, Greater Dallas Literacy Coalition, and is the Chair of the Advocacy Committee of Literacy Texas.
  - Bryan Law: Bryan.Law\_hc@house.state.tx.us
    - Bryan is the Committee Director for the House Committee on Public Health at the Texas House of Representatives. Bryan was instrumental in helping get HB 1965 (Relating to the expansion of faith- and community-based health and human services initiatives) passed which will benefit the nonprofit sector.
  - Robert Pinhero: Robert@robertpinhero.com
    - Robert serves as the Executive Director of the Literacy Council of Williamson County and the Vice Chair of Public Policy and Advocacy of the Texas Association of Nonprofit Organizations. He has over 30 years experience serving the literacy community across the full span of learning.
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# ADDITIONAL RESOURCES

National Coalition for Literacy Advocacy Toolkit - <http://www.ncladvocacy.org/>

Who Represents Me? - <http://www.fyi.legis.state.tx.us/>

Current Elected Officials - <http://www.fyi.legis.state.tx.us/>

How to contact legislators - <http://www.lrl.state.tx.us/citizenResources/ContactLeg.html>

Legislative Glossary - <http://www.tlc.state.tx.us/gtli/glossary/glossary.html>

Look up bills by subject, author, or committee - <http://www.legis.state.tx.us/Reports/BillsBy.aspx>

How to Monitor Committee Meeting Audio/Video:

(House) <http://www.house.state.tx.us/media/welcome.php>

(Senate) <http://www.senate.state.tx.us/bin/live.php>

Advocacy Tips - Strategies for Everyone <http://www.proliteracy.org/NetCommunity/Page.aspx?pid=283&srcid=344>

American Library Association (ALA) -Ways to Communicate

<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/workingwithgovernment/communicate.cfm>

Communicating with Elected Officials: Tips from TESOL - <http://capwiz.com/tesol/issues/basics/?style=comm>

Teachers of English to Speakers of Other Languages (TESOL) offers tips on telephoning, writing, and emailing legislators.

Guidelines for Advocacy from the National Council of State Directors of Adult Education (NCSDAE)

[http://www.ncsdae.org/myweb/Guidelines\\_for\\_Advocacy.htm#3](http://www.ncsdae.org/myweb/Guidelines_for_Advocacy.htm#3). Telephoning your Legislator

The state directors provide lobby guidelines for public employees and nonprofits, including tips for meeting, writing, and calling your legislator.

Stand Up and Be Counted - <http://www.paacesite.org/web-content/PDFs/paace3.pdf>



# TEXAS COUNCIL FOR DEVELOPMENTAL DISABILITIES

## PUBLIC POLICY PRIORITIES FOR 2011

### ***Adopted November 2010***

**Appropriations** - *Maintain publicly-funded services and supports for people with disabilities and ensure that critical services and supports for Children and Families, Education, Employment, Housing, Long Term Care, Mental Health, and Transportation are not reduced or limited in order to balance the state's budget.*

The state of Texas faces a budget shortfall that is estimated to be as high as \$18 billion for the upcoming 2012-2013 biennium. Due to the budgetary outlook, the state could reduce existing services or programs to balance budgets, look for alternative ways of providing services in order to reduce spending, or consider additional sources of revenue. The Legislature is encouraged to exercise considerable caution when exploring alternative ways of providing services recognizing that some options may also have serious negative consequences to those most needing assistance.

**Children and Families** - *Increase the availability of family and community supports that assist children with developmental disabilities to live and remain in their home communities.*

The absence of community resources results in children being placed outside their home and community, separation from family, lack of educational continuity and a fractured social support system. Many children are placed in facilities such as residential treatment centers, foster care settings, nursing facilities, hospitals, juvenile detention, state supported living centers, HCS homes and state hospitals due to the lack of resources in their home communities. All children belong in families that provide love, caring, nurturing, bonding and a sense of belonging and permanence that best enables them to grow, develop and thrive.

**Education** - *Protect the right of students with disabilities to appropriate, inclusive, publicly-funded education that supports opportunities for full participation and eliminates the use of inappropriate disciplinary alternatives throughout the educational spectrum- from early education programs to post-secondary schooling.*

Students with disabilities require individualized supports tailored to meet their needs in order to be educated along side their peers without disabilities. An appropriate public school education for students with disabilities should include the necessary array and intensity of services for children with all levels of need, beginning in early education programs and should lead to employment, enrollment in postsecondary education, or both within one year of leaving high school. Education supports for students with disabilities must also address the behavioral health needs of students in order to prevent inappropriate disciplinary referrals in lieu of proper behavior management.

# TEXAS COUNCIL FOR DEVELOPMENTAL DISABILITIES

## PUBLIC POLICY PRIORITIES FOR 2011

**Employment** - *Improve the system of employment services and income supports for individuals with developmental disabilities, including programs that help individuals develop assets and resources and help students with disabilities transition from school to work.*

People with disabilities want the same opportunities to have meaningful jobs and careers as do all other working age individuals. In June 2010, 21.7% of working age people with disabilities were in the labor force compared to 70.5% of working age people with no disability. Employment services and preparation for work needs to begin in public education. A sound foundation from school will help students transition to post secondary education and a career path after graduation.

**Housing** - *Expand dedicated funds for housing assistance for people with disabilities and increase the availability of affordable, accessible housing.*

A shortage of affordable housing is one of the most significant obstacles facing people with disabilities. The primary barrier to acquiring safe and adequate housing is income - people with disabilities have lower incomes on average compared with the general population. Housing that is defined as "affordable" in state policy is not priced at a level that people living on Supplemental Security Income (SSI) can afford. Texans with developmental disabilities also face barriers to housing because of a lack of physical accessibility, lack of public transportation options and inability to access supportive services that are often critical to living independently in the community.

**Long Term Services and Supports** - *Improve the system of long-term services and supports to ensure the availability of quality community-based services and supports for individuals with developmental disabilities and emphasize providing services in integrated, community settings thereby reducing reliance on institutional services.*

People with disabilities continue to wait years for the community-based long term services and supports they need. Services for both adults and children are not adequate to meet the growing demand. Simultaneously, programs struggle to provide quality services to individuals with complex medical and behavioral health needs. As a result, people with disabilities are forced to either forego care or receive it in a more restrictive, institutional setting. The state has struggled to expand community based services while continuing to fund costly institutional services and their needed improvements.



# TEXAS COUNCIL FOR DEVELOPMENTAL DISABILITIES

## PUBLIC POLICY PRIORITIES FOR 2011

**Mental Health** - *Expand community-based behavioral, mental health and substance abuse services and supports for children and adults that are recovery-oriented and consumer-based and link mental and physical health needs.*

Access to care is one of the most critical issues affecting the public mental health system in Texas. Due to the system's lack of capacity, individuals with mental illnesses cannot easily access needed mental health services in a timely manner. Some Texans with severe and persistent mental illnesses who experience a mental health crisis cannot or will not engage in ongoing care. These individuals cycle through crisis services, hospitals, jails, and prisons and may never get linked into clinics or other outpatient treatment. A severe shortage of specialists creates a significant barrier to accessing mental health care. Children with disabilities or behavioral challenges need positive behavior supports to be successful at school and in the community. Some children need professional mental health care, but in Texas, less than 1 in 5 Texas children with a serious behavioral problem that puts them at risk of removal from their home or school receives the treatment they need.

**Transportation** - *Expand and ensure full accessibility of public transportation in suburban, urban, rural and unincorporated areas to connect the places people live with the places they work, shop, socialize, worship, attend school, and have access to health care.*

Without access to transportation, people with disabilities are isolated from gainful employment, schools, doctors, shopping, friends and community. Texas transportation systems need to be accessible in all areas of the state, particularly in rural parts of Texas. As economic pressures build and federal funding remains static, communities have not been able to expand or develop the transportation services to adequately meet the needs of individuals with disabilities. State funding for transportation services (bus systems, paratransit services, commuter rail services, etc.) is a critical element needed to support the growth of transportation systems throughout the state. Where transportation services do exist, they often struggle to be responsive to consumer needs.



# TEXAS HOUSE APPROPRIATIONS

|  |  |  |  |   |  |   |   |   |  |
|--|--|--|--|---|--|---|---|---|--|
| <p><b>Chair</b></p>  <p>Rep. Pitts, Jim</p> | <p><b>Vice Chair</b></p>  <p>Rep. Turner, Sylvester</p> |  <p>Rep. Aycock, Jimmie Don</p> |  <p>Rep. Button, Angie Chen</p> |  <p>Rep. Chisum, Warren</p>  |  <p>Rep. Martinez, Armando "Mando"</p> |  <p>Rep. McClendon, Ruth Jones</p> |  <p>Rep. Miller, Doug</p>        |  <p>Rep. Morrison, Geanie W.</p> |  <p>Rep. Otto, John</p>   |
|  <p>Rep. Crownover, Myra</p>                |  <p>Rep. Darby, Drew</p>                                |  <p>Rep. Dukes, Dawna</p>       |  <p>Rep. Elland, Craig</p>      |  <p>Rep. Giddings, Helen</p> |  <p>Rep. Patrick, Diane</p>            |  <p>Rep. Riddle, Debbie</p>        |  <p>Rep. Schwertner, Charles</p> |  <p>Rep. Shelton, Mark</p>       |  <p>Rep. Torres, Raul</p> |
|  <p>Rep. Gooden, Lance</p>                 |  <p>Rep. Hochberg, Scott</p>                           |  <p>Rep. Johnson, Eric</p>     |  <p>Rep. King, Susan</p>       |  <p>Rep. Margo, Dee</p>     |  <p>Rep. Villarreal, Mike</p>         |  <p>Rep. Zerwas, John</p>         |   |   |  |

