

Suggested Advocacy Strategies for Florida Alliance for Arts Education Coalitions

Action Step # -not in any priority order	Suggested Time Frames	Suggested Action Steps -- this is a working document that other action steps may be added
1	Immediate and ongoing to keep list updated	Identify community leaders (school board members; superintendent; key staff of school board; principals; PTA presidents; concerned parents of students enrolled in fine arts programs and classes; fine arts teachers; city, county, state, and federal politicians and their key staff members; civic and chamber leaders; local arts agency, arts, and cultural leaders; corporate leaders, Florida Department of Education key contacts, etc.) and secure contact information for each. Use the FAAE Excel format sent to you to complete this critical contact sheet.
2	Immediate and ongoing to keep list updated	Create e-groups of local, state, and federal officials for your county. This will save you time when you're asked to send a quick e-mail to specific members on key issues. Encourage all members of your local FAAE network to do the same.
3	Immediate and ongoing to develop strong local FAAE Network Group	If not already created, identify from your master contact sheet a core group of potential advocates who will comprise your local FAAE network of arts education advocates. Do your best to diversify the members of this core group - these are people who are committed to follow through when action is needed. Engage your local arts agency in this process if they are not already involved with arts education.
4	Immediate and ongoing as the list is updated and revised	Once your area contact sheet is completed, please send a copy of it to the susan@faae.org to help develop and build a strong master statewide contact sheet to help advance arts education. Also make it available to your core group.
5	Immediate and ongoing	Take some time to strengthen your own awareness of what the status of arts education is in your local area, the state, and the country. Links to helpful websites and key information/data is provided to you in the September FAAE e-newsletter. The first step to be an effective arts education advocate is to develop greater awareness and understanding about the status of arts education and what the local, state, and federal issues are relating to arts education.

Suggested Advocacy Strategies for Florida Alliance for Arts Education Coalitions

Action Step # -not in any priority order	Suggested Time Frames	Suggested Action Steps -- this is a working document that other action steps may be added
6	September and First Two Weeks of October 2009	Share what your local network group believes is important to pursue during the 2010 Florida Legislative Session. Send your suggested issues to info@flca.net and susan@faae.org.
7	End of October 2009 Through April 2010	Once the Florida Cultural Alliance works with the field to finalize its 2010 Top Arts, Arts Education, and Cultural Legislative Issues, please use this document in your local network's advocacy efforts and help advocate for state funding and other legislative issues, including arts education issues.
8	October 2009 and update as needed	Create a master calendar that incorporates local, state, and federal dates that impact education and arts education in your local area, e.g., school board meetings, PTA meetings, your own network meetings, 2010 Legislative Session, state and federal Arts Days, etc.
9	Immediate and ongoing	Research and arm yourself with information on the status of arts education in your local area.
10	October and November 2009	Divide the number of schools in your local area into working groups. Assign the most appropriate people from your core local FAAE Network Group to a working group. See how many schools have included arts education in their schools plans.
11	November and December 2009	Find out who sits on each local school planning group and what the process is to revise these school plans.
12	Develop during November and December 2009 -- update as new data and information is learned -- schedule presentations whenever possible throughout 2010	Develop a speech/Powerpoint presentation that incorporates local, state, and federal information; determine who are the most appropriate people to deliver these presentations and schedule these presentations to local principal-planning meetings, PTA meetings, school board meetings, chamber of commerce meetings, etc. Commit to getting updated, powerful, and accurate information out about arts education throughout your communities.
13	Immediate and ongoing	There exists some excellent research and talking points about the benefits of arts education. We encourage you to use this information and also develop your own local talking points and facts about arts education in your area schools.

Suggested Advocacy Strategies for Florida Alliance for Arts Education Coalitions

Action Step # -not in any priority order	Suggested Time Frames	Suggested Action Steps -- this is a working document that other action steps may be added
14	October 2009 and update as needed	Once your local master calendar is developed, decide the most appropriate people from your network group to attend the school board meetings to represent the interests of arts education and report on the issues discussed by the school board to the other network members and FAAE and the FCA.
15	November and December 2009 and January and February 2010	Schedule face-to-face meetings with state legislators to discuss the importance of arts education in your area schools and promote the FCA 2010 Top Arts, Arts Education, and Cultural Legislative Issues. Leave behind both already-developed materials and local materials aligned with local facts and issues.
16	10-Jan	Cast a few appropriate and diverse representatives from your core FAAE Network and schedule a face-to-face meeting with the superintendent and other key school board staff to discuss your concerns about arts education opportunities in your area's local schools. Do your best to recruit some powerful and recognizable voices in the community to go with you. Demonstrate the strong support local leaders have to ensure arts education for students in K-12 in your local schools. The more up-to-date information you have compiled about the status of arts education in your area schools, the better.
17	November and December 2009 and ongoing as articles and issues are identified and developed	Develop a master local media list that includes names, titles, e-mail addresses, mailing addresses, and telephone numbers. Coordinate and develop press releases with the FAAE office and see if anyone within your core FAAE Network Group can help get these articles printed and placed in the appropriate sections of the publication/newspaper.
18	Immediate and ongoing	Make sure all officials, along with their staff members, on your master list are invited by local schools to performances and exhibits. See if you can match someone in the school (teacher/parent/school official) who knows the official. Personal contacts with people they know will always get better results than just sending out an invitation from someone they don't know.

Suggested Advocacy Strategies for Florida Alliance for Arts Education Coalitions

Action Step # -not in any priority order	Suggested Time Frames	Suggested Action Steps -- this is a working document that other action steps may be added
19	October 2009 through May 2010	Read your e-mails on a daily basis once legislative committee meetings and the legislative session begin. You must stay alert to changes in key pieces of legislation and be ready to act when called upon to take specific actions on certain legislative issues.
20	10-Mar	Plan to attend Arts Day in Tallahassee on March 24, 2009. You should have already met with your local state senators and representatives and going to Tallahassee will help reinforce the unified and strong voices throughout the state for arts education.
21	Ongoing	Make sure you know what the budgetary issues are for your local school board and how to get involved in this process at school board and other high-level meetings to ensure there is equitable distribution of funds and that arts education courses and programs are maintained and not cut disproportionately from area schools.
22	Ongoing	Anytime you meet with any official concerning arts education, follow up with a thank you.
23	Ongoing	Keep all officials updated on arts education programs, invitations, and issues throughout the year.
24	January 2010 through November 2010	Know who the candidates are during the election cycle. Use both local, state, and federal candidates' surveys as tools to engage the candidates. It's a great opportunity to teach yourself and the candidates about the top issues and the vital role arts education plays in our students' academic and personal lives. Volunteer for candidates and incumbents who are supportive of arts education. Building partnerships with policy makers is critical when it comes to helping them understand the power of your schools' and communities' arts education resources.
25	Ongoing	Coordinate, when appropriate and possible, K - 12 art exhibits at local city, county, and federal offices with receptions - invitations to community and school board members.
26	Ongoing	Identify fine arts students in your local area and ask them to speak at school board meetings about the impact of the arts on their education.

Suggested Advocacy Strategies for Florida Alliance for Arts Education Coalitions

Action Step # -not in any priority order	Suggested Time Frames	Suggested Action Steps -- this is a working document that other action steps may be added
27	Ongoing	When possible, have students perform at monthly school board and other key city or county meetings.
28	Ongoing	Develop a Speaker's Bureau to meet with civic groups throughout county to advocate for the arts and arts education in all aspects of the community's life.
29	Specific to each area	Create an annual appreciation breakfast for principals and other key education leaders to discuss and demonstrate the importance of arts education to positively transform students and the schools as a whole.
30	Ongoing	Plan and schedule pre-school board meeting performances where parents are invited -- demonstrates strong parent support for these programs to school board members.
31	1-Jan-10	Contact your local arts agency/league of women voters/chambers to see if candidates' forums (local, state, school board, federal) during election cycles are planned. Make sure arts education is a major component during candidates' forums.
32	Immediate and ongoing as needed	Identify as many parents of students engaged in fine arts courses/programming throughout your county. Plan an event to attract these parents and plan to share with them what the status of arts education is in your local district, the challenges, and how they can be effective advocates. Secure their e-mail addresses and organize them into a powerful local force for arts education. Former fine arts students who have already graduated are also great advocates for arts education.
33	January 2010 and ongoing to keep it updated	Develop a local FAAE Network Facebook page and invite students, parents, and others to join. Involve students in advocacy campaigns through this and other social networking sites.
34	Ongoing	Help plan for and participate in FAAE and other helpful conference calls and webinars