

# WASDA REGIONAL MEETINGS ON ADVOCACY

<b>October 28</b>	<b>Northwoods Supper Club - Fifield</b>
<b>October 29</b>	<b>NEW <a href="#">Holiday Inn - Eau Claire</a></b>
<b>November 12</b>	<b><a href="#">Tundra Lodge</a> - Green Bay</b>
<b>November 18</b>	<b><a href="#">Holiday Inn at the American Center</a> - Madison</b>

- 9:00–9:30 a.m.**      **Continental Breakfast**
- 9:30–9:45 a.m.**      **Welcome & Orientation to the Day**  
Why advocacy is a key initiative for WASDA and what the short and long term objectives of the strategy will be.  
*Kris Gilmore, WASDA President and Supt., D.C. Everest*
- 9:45–10:00 a.m.**      **WASDA Executive Director, Jon Bales**  
Jon will provide an overview of the WASDA Board of Directors perspective of the SAA Advocacy Plan and the expectations for member participation and engagement in the effort. Emphasis will be given to the value this initiative will add to achieving the priorities and fundamental purpose of WASDA on behalf of its member Superintendents.
- 10:00–10:15 a.m.**      **Break**
- 10:15–11:00 a.m.**      **Overview of the SAA New Advocacy Approach: Rationale and Value**  
*John Forester, Government Relations Director for SAA*
- Overview of the Communications Strategy and Local Advocacy Model**  
*Joe Donovan, Donovan Group and SAA/WASDA Advisor*
- 11:00–11:30 a.m.**      **Presentation of the 2014-2015 Evidence-Based Policy Agenda for SAA**
- 11:30–12:15 p.m.**      **Lunch**
- 12:15–1:00 p.m.**      **Review of tools to support the Local Advocacy Model in School Districts**
- Legislative Lobbying Skills
  - Media Communications Skills
  - Presenting a Briefing on the Evidence-Bases Policy Agenda
  - Promoting the Value of Public Education and the Local District
  - Understanding the Impact of Vouchers and Voucher Expansion
  - Strategies to Engage Your Community of Stakeholders
- 1:00–1:30 p.m.**      **Work Time to establish draft plan for local implementation of the Model with the District Leadership Team**
- 1:30–2:00 p.m.**      **Sharing of draft plans for group benefit and final Questions and Answers**
- 2:00 p.m.**              **Adjourn**