



# GRASSROOTS ADVOCACY: ENGAGING THE ACSA VOICE

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association of california  
school administrators

# Vice Presidents for Legislative Action | Purpose

- Develop, maintain, and leverage **relationships with local legislators**
- **Maintain legislative contact systems** for disseminating information: Legislative contacts, reliable legislative alert systems within your region, respond to action alerts from ACSA
- Oversee the **endorsement process** of legislative candidates
- **Foster and coordinate region participation** in the political process
- Coordinate region participation in **Legislative Action Day**



# Legislative Policy Committee | Purpose

- Assist in the establishment of **ACSA's Legislative Platform**
- LPC members will communicate with and **solicit feedback from their region or job-alike council/committee** regarding bill analysis
- During meetings LPC members will **review, provide guidance, and take positions on proposed legislation** to guide ACSA's advocacy efforts
- ACSA members, including LPC and VPLA members, may be asked to **testify on legislation** in hearings, **send letters, make phone calls**, and **meet with their legislators** to help pass or kill legislation





### **Legislative Policy Committee**

- 19 Region Representatives
- 13 Council Representatives
- 6 Committee Representatives
- 1 VPLA Liaison

#### **Roles**

- Reviews and votes to take positions on legislation after consulting with the region or group represented
- Updates ACSA's Legislative Platform based on priorities set by the Board/Leadership



### **One Voice For Students Legislative Platform**

- Reviewed/updated yearly with a new platform created bi-annually
- Based on priorities set by the Board/Leadership
- ACSA GR drives the process with a subcommittee from the Legislative Policy Committee
- The platform guides ACSA's advocacy and aligns with ACSA's Mission



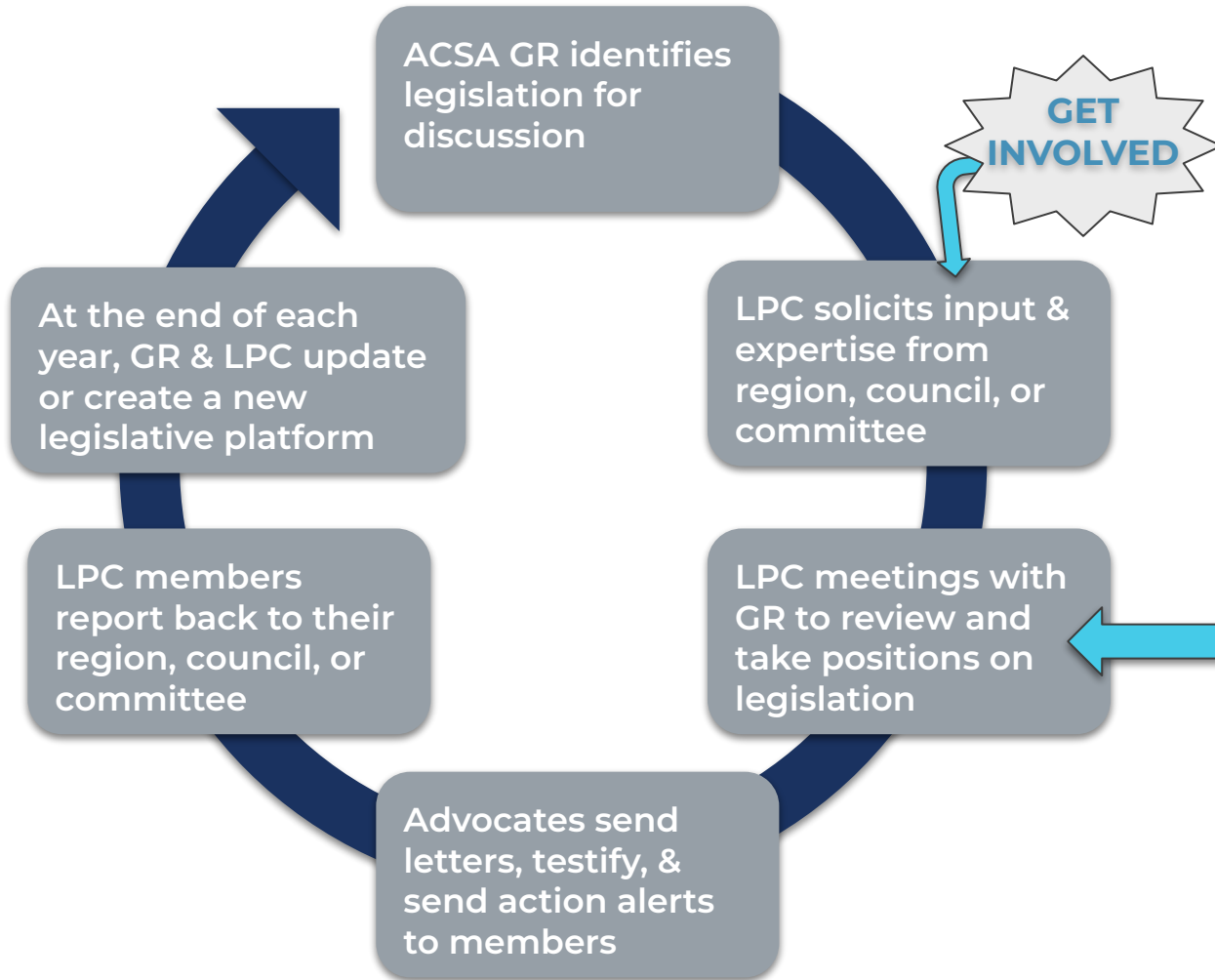
### **Vice Presidents for Legislative Action**

- 19 Region Representatives
- 1 State VPLA (Elected)
- LPC Chair Liaison

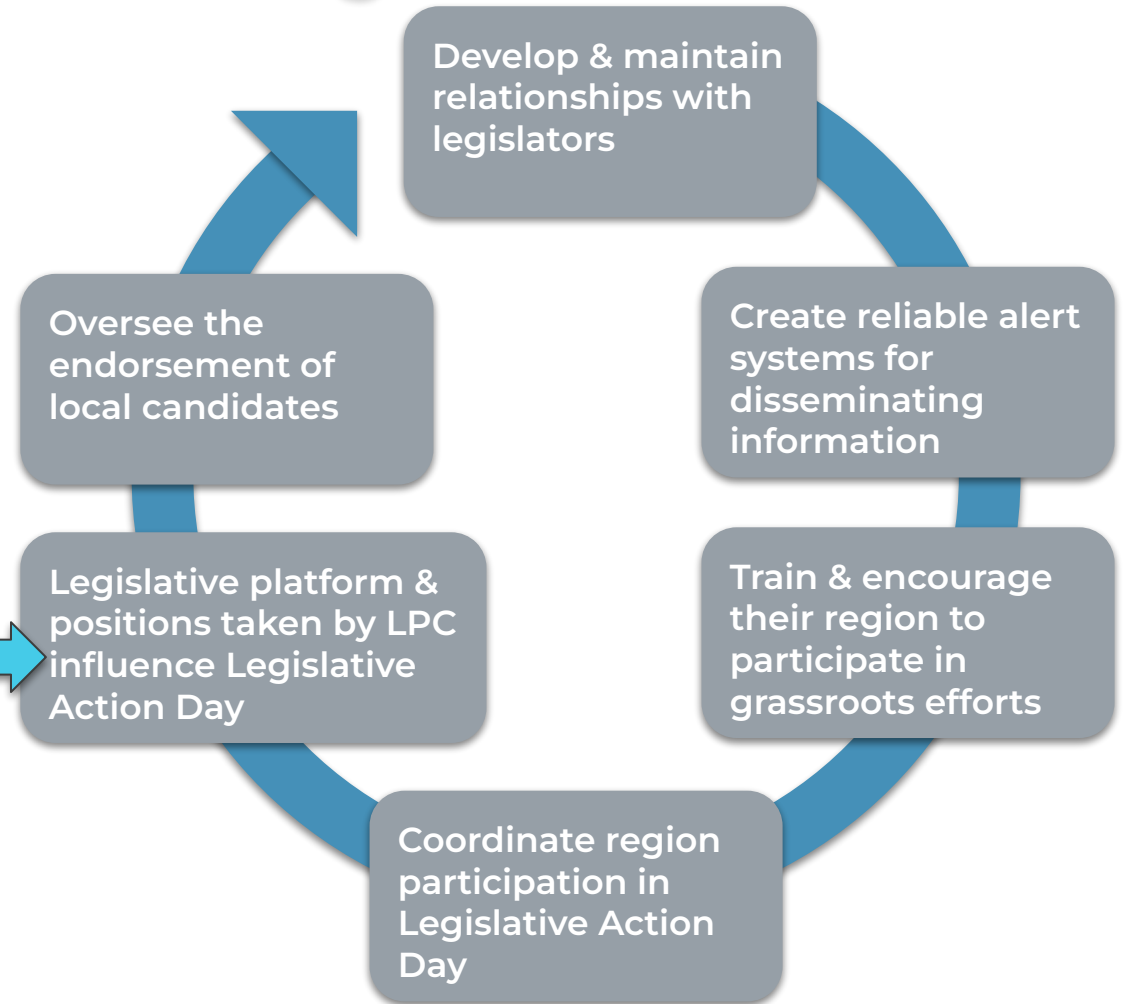
#### **Roles**

- Advocate on behalf of ACSA
- Recommend candidate endorsements
- Plan Legislative Action Day
- Build relationships with legislators

# Legislative Policy Committee



# Vice Presidents for Legislative Action



# Region Roles

- **Get involved** with Legislative Policy Committee and Vice President for Legislative Action advocacy efforts in your region
  - **Develop relationships** with your region VPLA and LPC member and know who they are!
  - Help your region develop a **contact system**
- Respond to **Call to Action** requests from State ACSA
- Ensure your region, job-alike council or committee is **represented** on LPC and VPLA



# Grassroots Advocacy Resources

- [WWW.ACSA.ORG/ADVOCACY](http://WWW.ACSA.ORG/ADVOCACY)
- [WWW.ACSA.ORG/ADVOCACY-IN-ACTION](http://WWW.ACSA.ORG/ADVOCACY-IN-ACTION)
- GRASSROOTS ADVOCACY TOOLKIT & LEGISLATIVE PLATFORM ON ACSA'S WEBSITE
- FIND YOUR LEGISLATOR ON ACSA'S ADVOCACY IN ACTION WEBSITE
- ACSA GOVERNMENTAL RELATIONS STAFF
- VISIT [WWW.ACSA.ORG/REGIONS-AND-CHARTERS](http://WWW.ACSA.ORG/REGIONS-AND-CHARTERS) FOR MORE INFORMATION FROM YOUR REGION





# Questions?



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