

AESA Legislative Conference



AESA

ASSOCIATION OF
EDUCATIONAL
SERVICE AGENCIES

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Overview

- Policy 101
- Advocacy 101
- AESA Priorities
- Q&A

Edu-Policy 101

- AESA's federal advocacy engages with all three branches of the federal government:
 - Legislative
 - Congress writes the laws and provides the funding, and drives the majority of our work
 - Judicial
 - Supreme Court Cases matter in public education.
 - Executive
 - This includes proposals from federal agencies, as well as executive orders and statements from the President

Edu-Policy 101

- ▶ From the federal level, there is a combination of federal policy that impacts the programs that are run and how they are implemented:
 - Statute
 - Authorizing Statute
 - Appropriations Statute
 - Regulations
 - Guidance
 - Supreme Court Cases

Edu-Policy 101

- Authorizing Statutes
 - Every Student Succeeds Act
 - Individuals with Disabilities Education Act
 - Higher Education Act
 - Carl D. Perkins Career & Technical Education Act
 - Head Start/Childcare Development Block Grants
 - Russell School Nutrition Program
 - Others that aren't necessarily 'education': Farm Bill, Affordable Care Act, Telecommunications Act, et.....

Edu-Policy 101

- Appropriations Statute: Labor Health Human Services Education & Other (LHHS)
- Regulations and guidance come from federal agencies:
 - US Education Department
 - Health & Human Services
 - US Department of Agriculture
 - Federal Communications Commission, and more

Edu-Policy 101

Supreme Court

- Fry:
 - Must a family exhaust provisions under IDEA before exercising protections under ADA? Yes, if the issue is directly related to the IEP
- Endrew:
 - Question of level of ‘benefit’ special education must provide - requires an IEP to be “reasonably calculated to enable a child to make progress in light of the child’s circumstances”
- Trinity Lutheran
 - Very limited decision, allows federal funds to go to religious institutions for non-religious activities
- Janus
 - Union fees cannot be mandated for individuals not in the union
- Wayfair
 - States can collect sales tax for online purchases

Edu-Advocacy 101

- Educational Service Administrator as advocate.
 - Leaders Matter
 - Advocacy Matters
 - Leader Advocacy Matters
 - Educators advocate every day. Leaders advocate every day.
 - AESA advocacy is focused on how education leaders can advocate to inform public policy, impacting legislation and proposals at the local, state, and federal levels.

Edu-Advocacy 101

- Know the value of your voice as an advocate.
 - Education administrators are a high-value constituency.
 - Your voice matters.
 - You are best positioned to tell your district's story.
 - If not you, who? If not now, when?
- Think of the AESA advocacy team as an extension of your team.
 - It is an explicit member benefit of belonging to AESA and your state affiliate to have access to our work.
 - Don't hesitate to reach out.

Edu-Advocacy Overview



Relationships



Endurance



Logistics



Knowledge



Communication



Relationships

- Advocacy is all about relationships
- Relationships matter; relationships take time.
- Congressional staffers range from experts to novices
- Be confident that you are an important constituent. You are an education expert; you know your schools and your community.



Endurance

- It's a marathon – not a sprint
- Reach out often – not just when you need something
- Can you commit to making regular content with your delegation? (ie, once per month)



Logistics

- When you have meetings, they may be with your member of Congress, but they may just be with their education staffer
- The education staffer often knows more about our issues than the member
- Congressional offices are crowded – your meeting may be in the reception or hallway – that doesn't mean they don't take you seriously, so don't be insulted



Knowledge

- YOU are the expert in the room
- Be sure to share information about your district, schools, and the great work being done
- Be honest in how a policy is or would affect your schools
- If you have questions, be sure to ask



Communication

- Advocacy is not a one-time thing – be sure to follow up often
- After your meeting, follow up with the staffer – promise them some information or a resource and send it along
- Don't just be in touch if they sky is falling. Constant communication keeps you on their mind.
- Invite your member of Congress to your district – have the photo op with your kids and school

What does advocacy look like?

- A call
- A meeting
- A presentation
- A letter to the editor
- A co-authored article in a newspaper or publication
- An email/letter to your representative
- Advocacy varies issue to issue, person to person. Do what works for YOU, for YOUR district, for YOUR purposes.

Advocacy In A Slide

- Policymakers have a keen interest in education, and you are the conduit for the realities of education in your community.
- Understand the reasons you advocate.
- Respect, but don't idolize, policy makers
- Your voice matters.
- Be informed.
- Don't advocate for unrealistic/unnecessary legislation.
- Have an ask.
- Follow up, and be an ongoing resource and colleague in the common effort to make sound education policy.

Advocacy vs. Direct Lobbying

- They overlap, but have important differences.
- Direct lobbying has three distinct elements:
 - A communication with an elected official or their staff;
 - The reflects a specific view, ask, or position;
 - On a specific piece of legislation or proposal

AESA Federal Advocacy

- ESSA
- School Nutrition
- Perkins Career/Tech
- IDEA
- Rural Education (REAP, Forest Counties, Impact Aid)
- School Vouchers
- E-Rate/Lifeline/EBS
- Student Data & Privacy
- Medicaid/CHIP
- Higher Education Act
- Early Education
- Affordable Care Act
- Regulations: DoL and EPA
- Immigration / DACA
- Taxes

Edu-Update Overview

- ▶ It was a busy spring and summer in terms of federal education policy!
 - Perkins Career and Technical Education Act was reauthorized
 - Janus and Wayfair Supreme Court Decisions
 - School Integration/Affirmative Action
 - IRS SALT Regulations
 - Annual appropriations: FY19
 - Transportation Rider
 - Anti-Integration Rider
 - Joint Purchasing language

Edu-Update Overview

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 - Federal School Safety Commission
 - Farm Bill (SNAP implications)
 - Higher Education Act (House)
 - Immigration/DACA
 - Student Data/Privacy
 - Rural Education: Forest Counties funding

Get Involved, Stay Engaged!

- AESA Legislative Team on Twitter
- Weekly & Monthly Updates
- Websites & Newsletters
 - EdWeek
 - [Politics K12](#)
 - [Morning Education](#) (Politico)
 - [Real Clear Education](#)
 - [Cabinet Report](#)

Questions?

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