

SCHOOL BOARD ADVOCACY

One of the School Board's important functions is to serve as an advocate for the District and all of its students, and, more generally, as an advocate for public education and educational excellence and equity. The Board's advocacy role encompasses intra-district and local community responsibilities, and it also extends beyond the District to include regional, state, and even national concerns.

Advocacy activities are attempts to engage and communicate effectively with others. Advocacy activities have varied purposes and include activities that aim to collaborate, promote, influence, persuade, listen, problem-solve, or simply inform.

All Board members are encouraged to engage in advocacy efforts. Any positions communicated should represent those approved by the Board. If not approved, Board members should clarify that the position is his/her own.

The Board authorizes and encourages the Superintendent and Board President to structure portions of Board meetings as advocacy opportunities, such as showcasing particular student accomplishments, District programs, and District partnerships, and by using meeting time to identify and address legislative and other advocacy opportunities. The Board may appoint a Legislative Liaison to facilitate this work.

Specifically related to legislative and public policy issues, the Board seeks to both proactively and reactively engage and advocate on behalf of the District and its students with lawmakers, agency personnel, and other government officials. On matters of common concern, the Board will leverage the resources and activities of interest-based collaborations and of regional and statewide associations that are pursuing shared interests and objectives.

In pursuing the Board's legislative and public policy advocacy goals, the Board may not

- (1) campaign for or against any particular candidate(s) in an election;
- (2) use District funds to make contributions to any candidate or partisan committee; or
- (3) use any public resources for any other political purpose that is prohibited by law.

Cross Reference: School Board Powers and Duties, 150
 Legislative Advocacy Communications and the Role of the Legislative Liaison, 154-Rule
 Board Member Authority and Responsibility, 161
 Board of Education Responsibility, 161.1
 School Board Meetings, 170
 Agenda Format, 171.2

Legal References: Wisconsin State Statutes: 13.61 to 13.65; Section 120.13

Adoption Date: April 22, 2019

SCHOOL BOARD ADVOCACY AND THE ROLE OF THE LEGISLATIVE LIAISON

Procedures

Role of an Appointed Legislative Liaison

Provided that a Board member is willing to accept the responsibilities, the Board may appoint a Board member to serve as a Legislative Liaison. The Legislative Liaison is authorized to do all of the following:

1. Work with the Superintendent and his/her designee(s) and the District's collaborative partners and associations to identify opportunities for legislative and public policy advocacy and to bring the relevant issues, opportunities, and available resources to the attention of the Board;
2. Work with the Superintendent and his/her designee(s) to prepare resolutions or position statements to present to the Board for possible adoption and/or further direction;
3. Serve as a spokesperson for the Board and the District with legislators, agency personnel, and other government officials for the purpose of communicating information, ideas, needs, and positions that the Board has approved; and
4. Work with the Superintendent and his/her designee(s) to plan and implement specific engagement activities, including extending invitations to state and community leaders to participate in meetings, visit District facilities, or attend and observe District activities.

Cross Reference: School Board Powers and Duties, 150
School Board Advocacy, 154
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