WHAT IS ADVOCACY?

The Arts Education Navigator

Jeff M. Poulin
Arts Education Program Manager
Goals:

• **LEARN:** What is effective advocacy?

• **EXPLORE:** What are the cases to be made?

• **PRACTICE:** What next steps can I take next?
Ground Rules:

• **You Do You**: Whatever helps you learn the best

• **We Don’t Play The Victim**: We are agents of change

• **Humor Me!**: We will move quick, but it’s not impossible

• **Others?**
5 QUESTIONS

Pair Share

Group Work

Tools
Who am I?
Who am I?
Who am I?
Who are you?

What are our shared interests, work and ideas?
What is advocacy?

*Shout out your answers!*
How have you been an advocate in the past?

Share your story in 1-3 sentences.
What should we be advocating for?

Shout out your answers!
Next Steps

1. Commit to your power as an advocate.
5 Questions
PAIR SHARE
Group Work
Tools
Highlights from
The Arts
Education Field Guide
WWW.AMERICANSFORTHEARTS.ORG
FOLLOW US @AMERICANS4ARTS
AND @JEFFMPOULIN
Where do we have the most influence?

Turn to someone new in the room and discuss where you have influence in your community.
Where do we have the most influence?
Next Steps

1. Commit to your power as an advocate.
5 Questions
Pair Share
GROUP WORK
Tools
Arts Education Navigator

ARTS EDUCATION NAVIGATOR
From Passion to Action

With over 300 contributors and over 175 partner organizations, the Arts Education Navigator is your connection to the tools and resources you need to make the case for arts education.

Do you believe in the transformative power of arts education? The Arts Education Navigator will help you transform your passion into action. Follow this six step process to move from simple supporter to empowered advocate!

Your Role: Understand your role in the arts education ecosystem and where to place your influence to be most effective in your advocacy.

Your State: Learn which policies affect arts education in and out of school in your state and who to talk to about them.

Your Interest: Unpack the buzzwords in the field of arts education and connect with other organizations to learn more about what you can do.

Your Strategy: Brush up on your casemaking skills and connect with the latest tools to start crafting your advocacy strategy.

Your Target: Determine who to approach with your advocacy and how to best make the ask to your audience.

Your Story: Share your story with others and learn about what else is happening around the country.

START FROM THE BEGINNING

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Your Role
Your Interest
Your Strategy

**Advocacy Spectrum**

- **Education**
  Explaining a fact sheet to a decision maker.

- **Research**
  Producing or disseminating data that makes your case.

- **Coalition & Relationship Building**
  Hosting a community forum.

- **Media Outreach & P.R.**
  Inviting leaders to a student performance or writing a letter to the editor.

- **Organizing**
  Nonpartisan voter engagement.

- **Lobbying**
  Requesting that a decision maker takes a particular stand on an issue via legislation.
Your Target
Your Story

Compelling Data + Effective Storytelling = Advocacy for Policy Change
What can you do?

In a small group, brainstorm a strategy to use in your community and determine what you can do **today**, what you can do **Monday**, and what you can do **someday** to achieve your goal.
What can you do?

In a small group, brainstorm strategies to use as business leaders and choose a top 3 to share.

Share out!
Next Steps

1. Commit to your power as an advocate.
3. Download and read the Navigator E-Book Series ([www.AmericansForTheArts.org/Navigator](http://www.AmericansForTheArts.org/Navigator))
4 Questions
Pair Share
Group Work
TOOLS
Tools to Use

• The Arts Education Field Guide
• E-Books
  – *Getting Started*
  – *Facts & Figures*
  – *Making the Case*
  – *Mobilizing Support*
• Encourage Creativity Toolkit
• The Arts Education Navigator
• National Arts in Education Week
E-Books

Arts Education Navigator

Facts & Figures
The Arts Education Navigator

**Arts Education Navigator**

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**START FROM THE BEGINNING**
National Arts in Education Week

www.NationalArtsInEducationWeek.org
Next Steps

1. Commit to your power as an Advocate.
3. Learn more through the Arts Education Navigator (www.AmericansForTheArts.org/Navigator)
4. Check out more available tools to aid your work (www.AmericansForTheArts.org/ArtsEducation)
Questions?
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Thank you!