

WHAT IS ADVOCACY?

The Arts Education Navigator

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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?



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Who am I?



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Who are you?

What are our shared interests, work and ideas?



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What is advocacy?

Shout out your answers!



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How have you been an advocate in the past?

Share your story in 1-3 sentences.



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What should we be advocating for?

Shout out your answers!



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Next Steps

1. Commit to your power as an advocate.

5 Questions

PAIR SHARE

Group Work
Tools

Highlights from

The Arts Education Field Guide



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- White House • Congress • U.S. Department of Education • National School Board Association
- National PTA • National Association of State Boards of Education • Arts Education Partnership
- Americans for the Arts • National Associations for the Various Arts Disciplines • State Agencies of Education Directors of Arts Education • Kennedy Center Alliance for Arts Education Network
- American Association of School Administrators • National Endowment for the Arts
- National Education Association

Federal

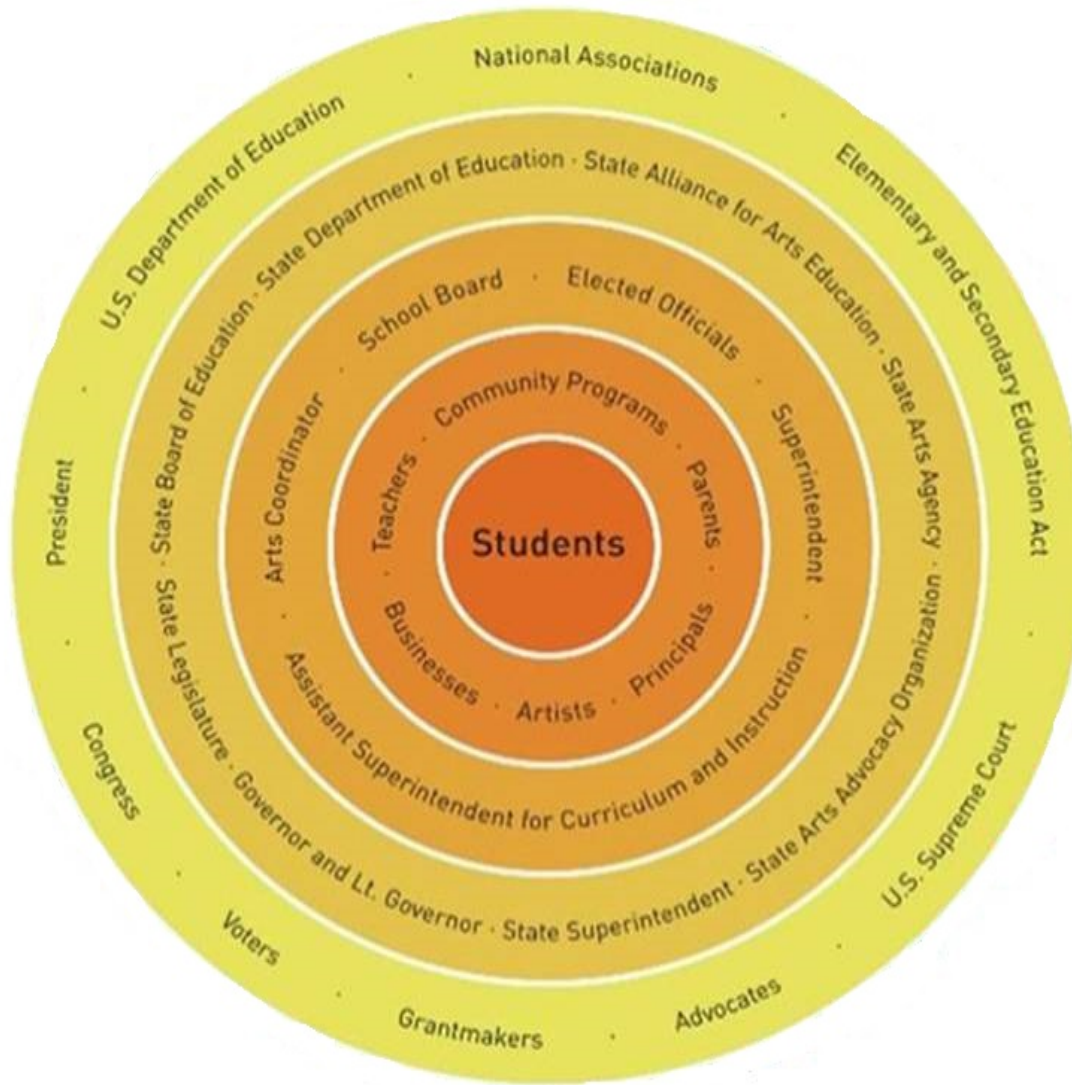
- State Legislatures • State Department of Education • State Board of Education • State Superintendent
- State Department of Education's Director of Arts Education • State Arts Agency • State Arts Advocacy Organization • State Alliance for Arts Education • Governor and Lt. Governor • Teachers Unions State Affiliates

State

- School Board • Superintendent • Assistant Superintendent for Curriculum and Instruction
- Arts Coordinator • Principal • Teachers Unions Local Affiliates • Arts Specialists • General Teachers
- Teaching Artists • Parents / PTA • Mayors • City Elected Officials • Local Arts Agencies
- Arts & Culture Organizations • Community Leaders • Community Programs • Grantmakers
- Colleges • Businesses • Voters

Local

Students



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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?

Share Out!

Turn to someone new to share your opinion and discuss where you have influence in your community.

Next Steps

1. Commit to your power as an advocate.
2. Download and read *The Arts Education Field Guide* (www.AmericansForTheArts.org/FieldGuide)

5 Questions
Pair Share
GROUP WORK
Tools

- HOME ➞
- 1 YOUR ROLE ➞
- 2 YOUR STATE ➞
- 3 YOUR INTEREST ➞
- 4 YOUR STRATEGY ➞
- 5 YOUR TARGET ➞
- 6 YOUR STORY ➞

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.

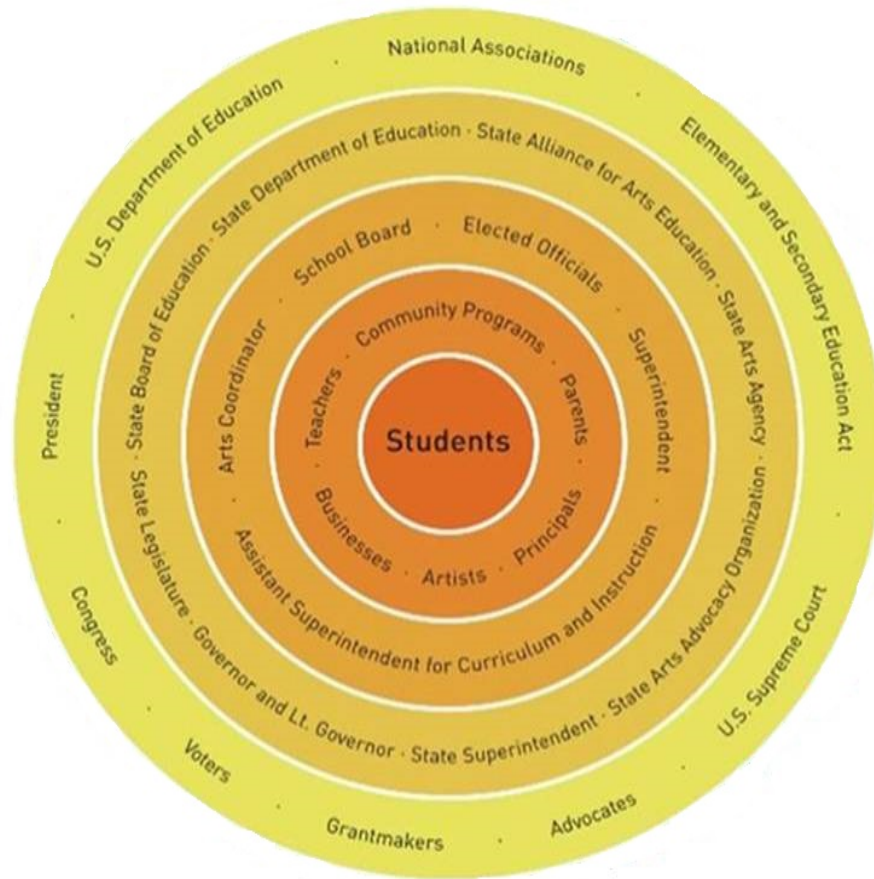
Your Strategy: Brush up on your casemaking skills and connect with the latest tools to start crafting your advocacy strategy.

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

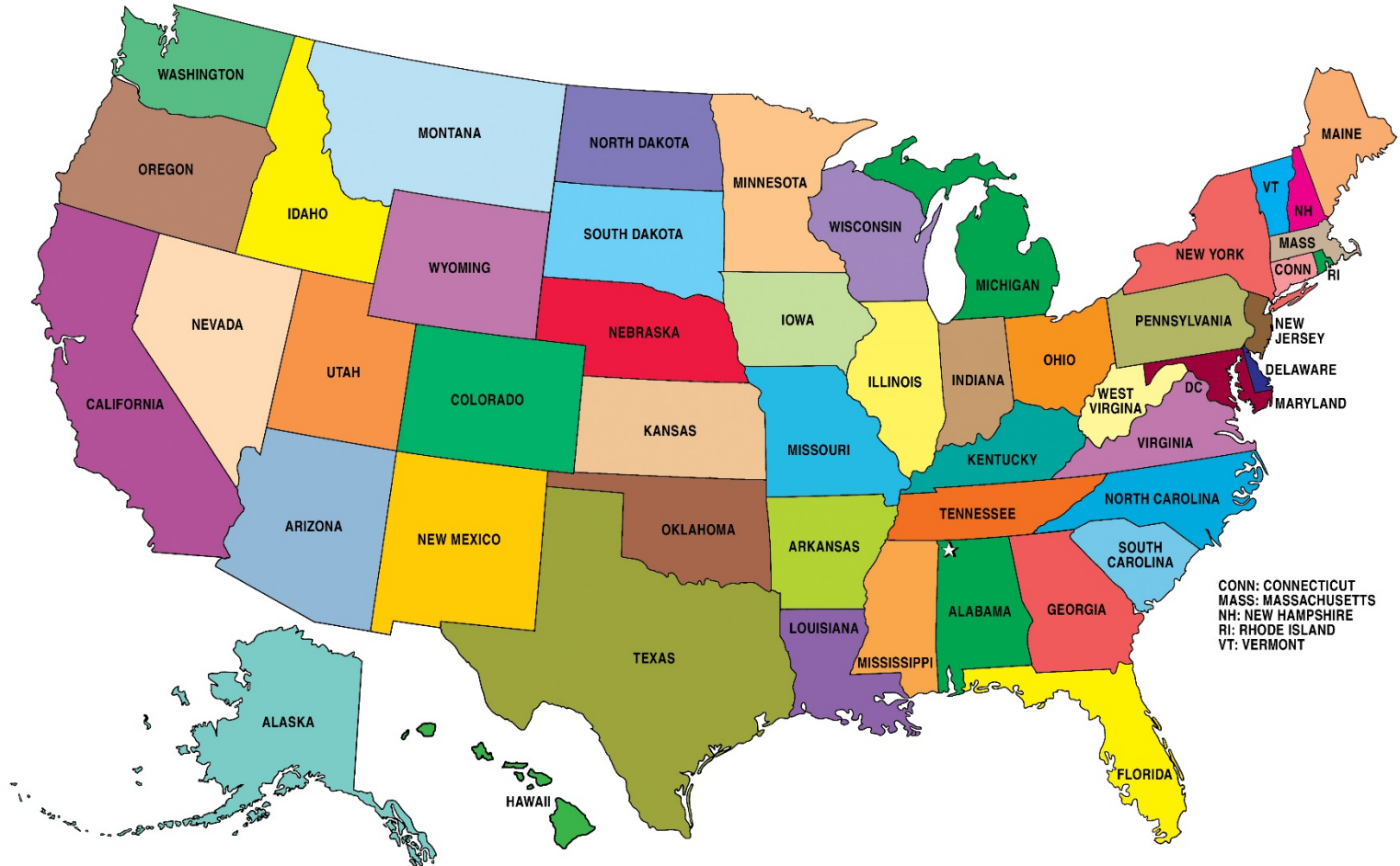
Your Story: Share your story with others and learn about what else is happening around the country.

START FROM THE BEGINNING ➞

Your Role



Your State



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.



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Your Target



Your Story



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?

Share out!

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

Next Steps

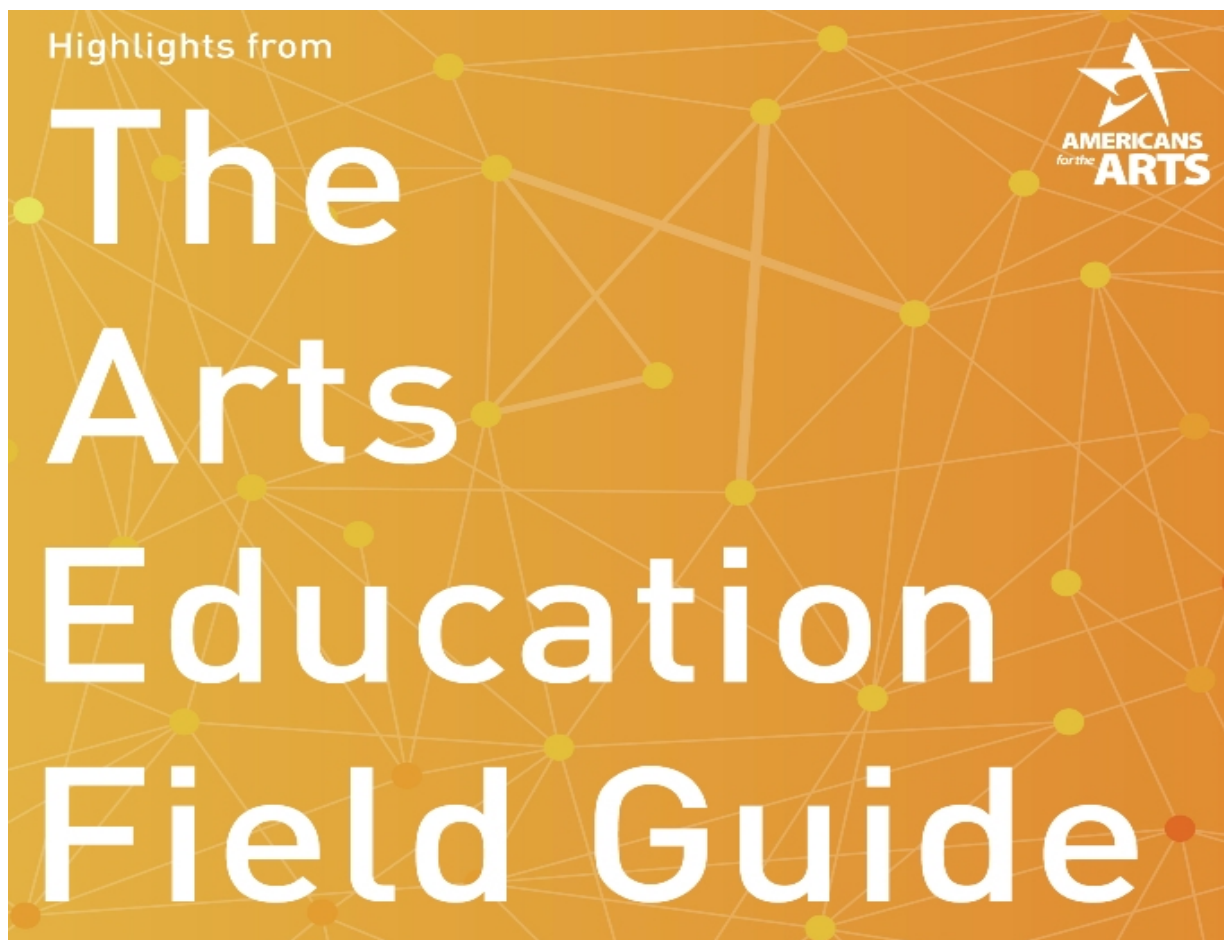
1. Commit to your power as an advocate.
2. Download and read *The Arts Education Field Guide* (www.AmericansForTheArts.org/FieldGuide)
3. Download and read the Navigator E-Book Series (www.AmericansForTheArts.org/Navigator)

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

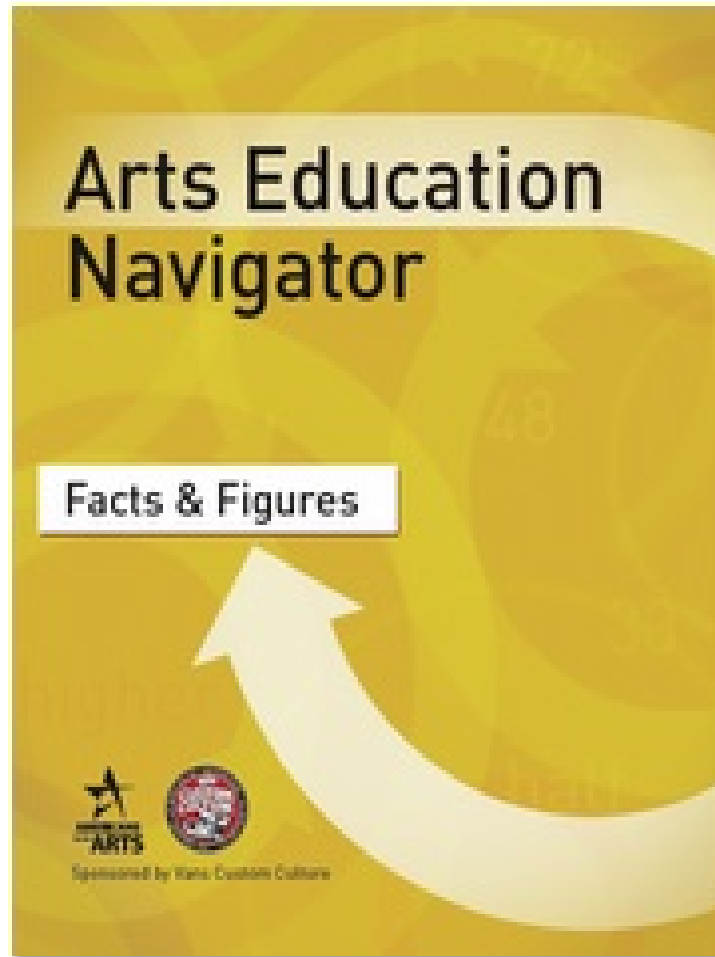
The Arts Education Field Guide



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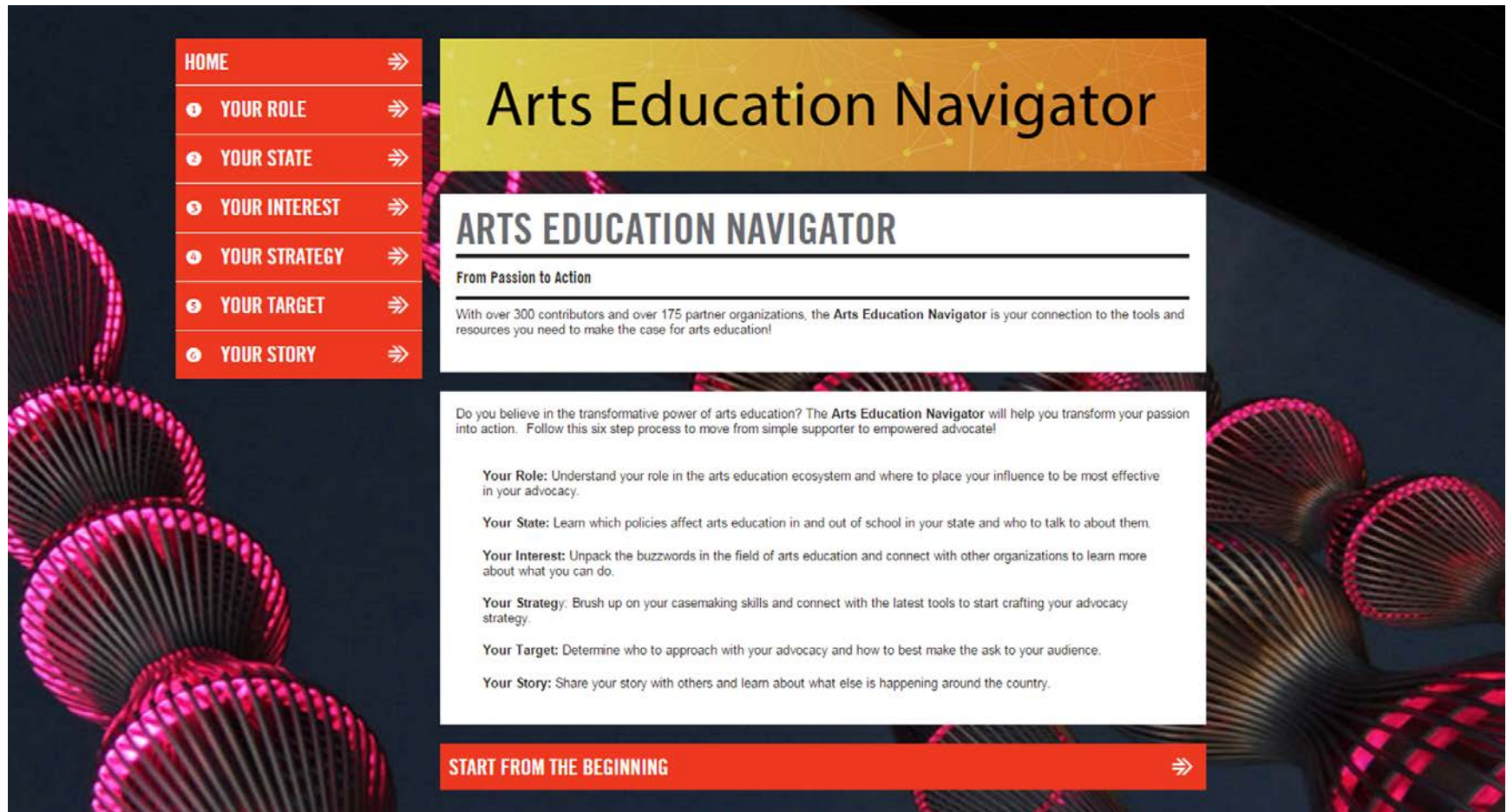
E-Books



Encourage Creativity Toolkit



The Arts Education Navigator



National Arts in Education Week



www.NationalArtsInEducationWeek.org



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Next Steps

1. Commit to your power as an Advocate.
2. Download and read *The Arts Education Field Guide*
(www.AmericansForTheArts.org/FieldGuide)
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!

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