Leading the Transformation: Finding our Voice to Guide Teacher Preparation Policy

Spring CAEP Conference
March 24, 2016

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Does this session have anything to do with accreditation?

- Where were you in 1965?
- Do you remember 1983?
- What about 1986?
- How did we get to 2002?
- And don’t forget 2015!

- How did these impact us?
Point 1: Policy impacts our work

Question for conversation…

How did the content of Higher Education Act of 2008 OR No Child Left Behind and the subsequent events of history impact the way we hold education preparation programs accountable?
Point 2: We can impact Policy

Question for conversation...

What is an example of a time when you (or others that you know) actually influenced the content of some important state or federal policy?
Guess Who’s talking

The first thing to know when you plan to speak with policy makers:

• Are you speaking as an individual?
• Are you speaking for an institution?
• What difference does it make? (discuss and report out)
Keys to having a voice...

- Relationship
- Reliability
- Story
Relationship
Resources for Contacts...

Government Agencies and Elected Officials

How to Contact Your Elected Officials

Learn how to get in touch with your federal, state, and local elected leaders.

Contact Federal Elected Officials

- President Barack Obama, Vice President Joe Biden and the White House - Contact the White House by submitting your comments or questions online or by phone or fax.
- Members of the U.S. Congress
  - U.S. Senators - Get contact information for your senators in the U.S. Senate.
  - U.S. Representatives - Find the website and contact information for your representative in the U.S. House of Representatives.

Contact State Elected Officials

- State Governors - Learn how to get in touch with your state governor.
- State Legislators - Find the names and current activities of your state legislators.
And resources such as CapWiz...
Tools of the trade...

- Electronic
- Snail Mail
- Personal visits
Discuss the tools of the trade…

What advice do you have for using email, snail mail, or personal visits effectively?
Writing & Emailing Tips

• Brief
• ID yourself
• Focus
• To the point
• Use facts

• Relate to home
• Background
• Specific action
• Be positive
Probably goes unspoken…

• Proper format
• Proper etiquette
• Return contact info
• Specific reference to item
• No informal language
• If handwritten, legible
• Cordial
• Proper grammar, usage, spelling
• Don’t give up
Messaging:
Nine lessons from George Lakoff

• Recognize what (the adversary) has done right and where (your allies) have missed the boat.

• If you just argue against (their rhetoric), you lose because you are reinforcing their frame

• The truth alone will not set you free…

• Speak from your moral perspective at all times

• Understand (the framework) of the opposition
Messaging (part 2):  
*Nine lessons from George Lakoff*

- Think strategically across issues… in terms of large moral goals, not in terms of programs for their own sake.
- Think about the consequence of proposals (Slippery slope)
- Voters vote their identity... Which need not coincide with their self-interest
- Unite! Cooperate!
A story has:

• Protagonist (that we can identify with)
• Inciting Incident (the setup)
• Challenge/Barrier
• Surprising, unusual, unexpected along the way
• Reaches the goal
Data & Research or “Story”

Important conclusions:

• It isn’t either/or!

• Story that illuminates, data that demonstrates

• From Lakoff – think big picture, your cause, your passion, the possibilities and the perils

Sign up for resources, workshops, etc. with Andy Goodman & the Goodman Center online.
What Next?

• Issues don’t stand alone
• Just because you think “they are out to get you…”
• Never waste a good crisis
• Our paid lobbyists can’t do this
• Your voice matters!!!
Resources

- https://www.usa.gov/elected-officials
- http://aacte.org/policy-and-advocacy
- http://caepnet.org/about/news-room
- http://www.thegoodmancenter.com/
More Resources

• *Don’t Think of an Elephant.* (2004), George Lakoff. Chelsea Green Publishing.


• *Dealing Effectively with the Media.* (1992). John Wade. Course Technology

More Resources

- https://www.alec.org/
- http://www.alecexposed.org/wiki/ALEC_Exposed
- http://www.sourcewatch.org
- http://www.newyorker.com/magazine/2016/01/25/new-koch
- Think Tanks of all flavors
Q and A

Contact Blake: bwest@nea.org