

# How to Advocate Effectively



Bowie High School PTSO

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Tommi Makila, School & Community Advocate



# Many Levels of Advocacy

- Federal government level
- State level
- County/PGCPS level
- School level
  
- All levels are important!

Note: PTAs/PTOs (and other nonprofits) **cannot** take sides in elections or do electioneering – but neutral candidate forums are fine



# Current “Hot Topics”

- Condition of school buildings
- PGCCPS Leadership Structure & Transparency
- Kirwan Commission report and recommendations
  - Funding and other recommendations for MD schools
- Whatever is going on at your school
  - This is where you are most likely to have advocacy success!



# How to Work with Policy Makers

## – Basics

- Let elected officials/decision makers know your views and concerns
  - Email or call – These contacts do matter!
- Build a relationship with decision makers
  - Attend events these officials organize, use other opportunities to talk with them
  - Get on email lists of elected officials, follow them on Facebook and/or Twitter
- Tone: Be courteous, reasonable, and constructive
- Substance: Be knowledgeable and informed about issues (educate yourself)



# How to Work with Policy Makers (cont'd)

- Don't just complain – seek solutions and offer them
- Be focused
  - Pick 1 or 2 top issues and focus on them
- Network with others
  - Join PTA/PTO, PGCABS, etc.
- Be persistent! – Change seldom happens quickly



# How to Stay Informed on Issues?

## ■ School

- Your own PTA/PTO, get to know your principal and other staff
- Once you get involved at local level, you will quickly find many other resources to help you stay informed

## ■ County

- Local media, local organizations and listservs

## ■ State

- Media, Maryland PTA communications

## ■ Federal

- Media, National PTA (“PTA Takes Action Network”)

# A Top Advocacy Target: Budget

- “Budget shows our priorities”
- PGCPS budget timeline
  - December: CEO introduces her budget
  - January/February: BOE public hearings
    - This is the time to advocate!
  - February: BOE adopts its requested budget
  - March-May: County Executive/County Council budget process
  - June: Reconciliation of BOE & County budgets



# Vote on November 6!

(Early voting Oct. 25 – Nov. 1)

- Do your own research!
  - Do not fall for “sample ballot” advertisements
- Ballot Question 1
  - Gambling revenue “lock box” for schools





# Questions/Comments?

- Contact: Tommi Makila, School and Community Advocate,  
[tomakila@hotmail.com](mailto:tomakila@hotmail.com)



# **ADDITIONAL RESOURCES**

[www.bowieptso.com](http://www.bowieptso.com)

# How to Address Concerns

| Type of Concern  | Step 1   | Step 2  | Step 3   | Step 4  |
|--|--|---|--|---|
| <b>Academic Concerns</b><br>- Curriculum<br>- Materials of Instruction<br>- Grading Policies                         | Classroom Teacher  | Professional School Counselor<br>Assistant Principal<br>Principal | Curriculum & Instruction                           | Chief Academic Officer                              |
| <b>Administration Concerns &amp; Policy/ Procedures</b>  | School Administration (Assistant Principal, Principal) & Support Team (Professional School Counselor, Professional School Nurse, Pupil Personnel Worker) | Instructional Director  | Associate Superintendent                           |   |
| <b>Guidance</b><br>- College Admissions<br>- Family Concerns<br>- Social/Emotional Concerns<br>- Student Transcripts | Professional School Counselor  | School Administration & Support Team                              | Division of Student Services and Special Education | Chief of Student Services and Special Education     |
| <b>Health and Medical Concerns</b>   | Professional School Nurse (School Based)   | Nurse Manager of School Area                                      | Health Services Specialist for School Area         | Supervisor of Health Services                       |
| <b>Homeless</b>  | Principal  | Homeless Office   | Office of Appeals                                  | Board of Education                                  |
| <b>Special Education Concerns</b>  | Classroom Teacher<br>Special Education Teacher<br>Special Education Chair<br>Professional School Counselor   | Assistant Principal<br>Principal                                  | Assistant Supervisor for Compliance                | Compliance Officer<br>Director of Special Education |
| <b>504 Concerns</b>  | School Counselor (504 Case Manager)  | 504 Building Facilitator (Designated Asst. Principal)             | School Principal                                   | 504 Coordinator                                     |
| <b>Transportation</b>  | Assistant Principal<br>Principal   | Transportation Office   |  |   |
| <b>Tuition Waivers/Kinship Care</b>  | Office of Pupil Accounting   | Office of Appeals   | Board of Education                                 |   |

<https://www.pgcps.org/guide-to-addressing-concerns/>

# Pasos para Responder a Preguntas e Inquietudes

| Tipos de preocupaciones  | Paso 1  | Paso 2   | Paso 3  | Paso 4   |
|--|---|--|---|--|
| <b>Preocupaciones Académicas</b><br>- Currículo<br>- Materiales de Instrucción<br>- Pólizas de Calificaciones  | Maestro/a de Aula   | Consejero/a Escolar<br>Subdirector<br>Director Escolar           | Curricula y Instrucción                                 | Directora ejecutiva  |
| <b>Preocupaciones sobre Pólizas y Procedimientos Administrativos</b>   | Administración Escolar (Subdirector, Director) y equipo de apoyo (Consejero/a Escolar, Personal de la Enfermería, Personal de asistencia al alumno) | Director de Instrucción  | Asistente Superintendente                               |  |
| <b>Orientación Estudiantil</b><br>- Ingreso a la universidad<br>- Asuntos familiares<br>- Preocupaciones soliaes/emocionales<br>- Expedientes Académicas | Consejero/a Escolar   | Administración Escolar (Subdirector, Director) y equipo de apoyo | División de Servicios para Alumnos y Educación Especial | Directora ejecutiva de Servicios para Alumnos y Educación Especial |
| <b>Asuntos Médicos y de Salud</b>  | Personal de la Enfermería   | Gerente de Enfermería del Area Escolar                           | Espelicista de Servicios de Salud del Area Escolar      | Supervisor de Servicios de Salud                                   |
| <b>Personas sin Hogar</b>  | Director Escolar  | Oficina de Personas sin Hogar                                    | Oficina de Apelaciones                                  | Junta Educativa  |
| <b>Asuntos de Educación Especial</b>   | Maestro/a de Aula<br>Maestro/a de Educación Especial<br>Jefe Escolar del Departamento de Educación Especial<br>Consejero/a Escolar                  | Subdirector<br>Director Escolar                                  | Asistente Supervisor de Cumplimiento                    | Oficial de Cumplimiento<br>Director de Educación Especial          |
| <b>Asuntos de 504</b>  | Consejero/a Escolar   |  | Director Escolar  |  |
| <b>Transporte</b>  | Subdirector<br>Director Escolar   | Oficina de Transporte  |   |  |

# Bowie Contacts

- Ms. Prince, Principal



- [robynne.prince@pgcps.org](mailto:robynne.prince@pgcps.org)

- Ms. Mintz, Parent Engagement Liaison



- [nicole.mintz@pgcps.org](mailto:nicole.mintz@pgcps.org)

- Ms. Ahmed, School Board Member



- [raaheela.ahmed@pgcps.org](mailto:raaheela.ahmed@pgcps.org)

- Dr. Coleman, Instructional Director



- [Charosc.Coleman@pgcps.org](mailto:Charosc.Coleman@pgcps.org)

- Mr. Turner, Vice-Chair, County Council



- [District4@co.pg.md.us](mailto:District4@co.pg.md.us)



# Area Offices

The Area Administrative Offices serve to supervise and support schools. Each school is assigned to an Administrative Office, which is overseen by an Associate Superintendent of Schools. Within each Area, Instructional Directors supervise schools, so that each school receives differentiated support in accordance with the Board of Education's Theory of Action. To find out which Area your school is in, please consult the [Schools Search Page](#) or the [Administrative Office Chart](#).

Need help? View our guide on [How to address questions and concerns](#)

## **Area 1 – Elementary Schools**

Kassandra Lassiter, Ed.D.

*Associate Superintendent*

John E. Howard: 4400 Shell Street, Capitol Heights, MD 20743 (p) 301-952-6583 (f) 301-669-6063

## **Area 2 – Middle Schools**

David Curry, Ed.D.

*Associate Superintendent*

John E. Howard: 4400 Shell Street, Capitol Heights, MD 20743 (p) 301-952-6584 (f) 301-669-6063

## **Area 3 – High Schools**

Carletta Marrow, Ed.D.

*Associate Superintendent*

John E. Howard: 4400 Shell Street, Capitol Heights, MD 20743 (p) 301-952-6585 (f) 301-669-6063

## **Charter Schools**

Elizabeth Saunders

*Acting Instructional Director*

John E. Howard: 4400 Shell Street, Capitol Heights, MD 20743 (p) 301-952-6586 (f) 301-669-6063



# **EXTRA INFO ON CAPITAL BUDGET**



# FY2019 Budget Reconciliation

| FY CIP | State Request | State Approved | County Request | County Approved | Total Capital Funding |
|--------|---------------|----------------|----------------|-----------------|-----------------------|
| FY2014 | \$94,601      | \$35,317       | \$161,144      | \$88,201        | \$123,518             |
| FY2015 | \$109,470     | \$38,539       | \$210,773      | \$110,589       | \$149,128             |
| FY2016 | \$71,355      | \$36,978       | \$177,963      | \$105,827       | \$142,805             |
| FY2017 | \$62,203      | \$40,496       | \$232,219      | \$111,321       | \$151,817             |
| FY2018 | \$96,200      | \$52,300       | \$237,000      | \$114,000       | \$166,300             |
| FY2019 | \$78,169      | \$47,524       | \$232,293      | \$113,563       | \$161,087             |

