


May 5, 2015: Beginning a  
new page in the history of  
Alberta


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# FOR SCHOOL TRUSTEES

The message is clear. Recognize the need to tailor your language and emphasis around the NDP philosophy which includes:

- Sustainable economic development and job creation
- Higher taxes for corporations and the wealthy.
- Respecting labour and listening to the groups that are integral to the public service .. Teachers and administrative support staff are among these

# FOR SCHOOL TRUSTEES

- The greater good of the province, manifested by policies such as improving the track record of Albertans on emissions (CO2)
  - Groups that require safety nets in order to survive will receive special attention .. Special needs children for example. The NDP are not socialists, rather they are a party that is willing to work with people to advance harmony of groups that have been best defined as marginalized.
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# THREE ELEMENTS TO ADVOCACY EXCELLENCE

- Know thyself
  - Build Relationships
  - Keep learning and challenging yourself to grow
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# THYSELF ... AS AN ADVOCATOR ...

**Your success as an ADVOCATOR** .. Who are you? What are your values? What do you want to accomplish?

**Your Board .. Advocacy policies** – Who is the team and whom do they represent? What are the values of your team?

**Your Schools and Your District** – How are you advocating and servicing their needs?

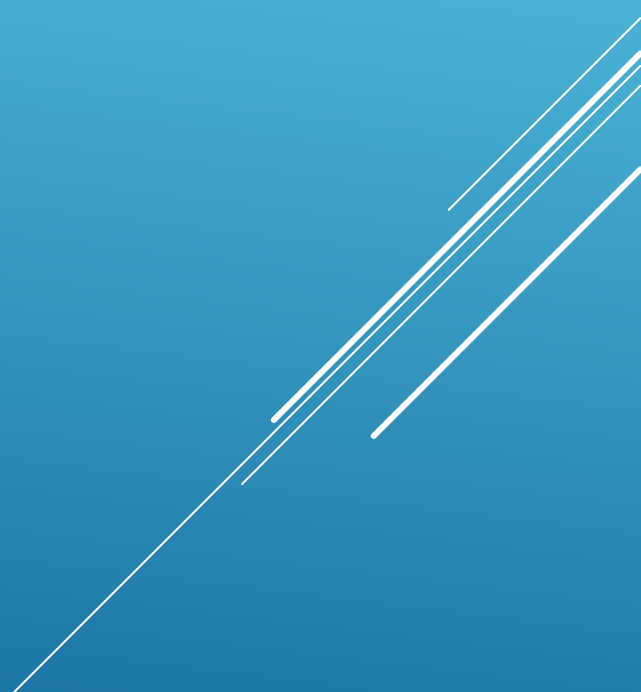
**Your Community** – What impact does your Advocacy have on the community as a whole?

**Your Key Stakeholders** – How are you managing the relationships with others and how do you advocate to others (local businesses)?

**Your Media** – What are the perceptions of the media about your effectiveness in the advocacy role

# KNOW THYSELF

Are you a champion advocate?



BUILD RELATIONSHIPS AND GROW THE  
INFLUENCE OF YOUR ADVOCACY



# LOCAL

Board

Staff

School Community, Parents and Students, Special Interest Groups  
Community

Chamber of Commerce, Agriculture Service Board, Local Industry





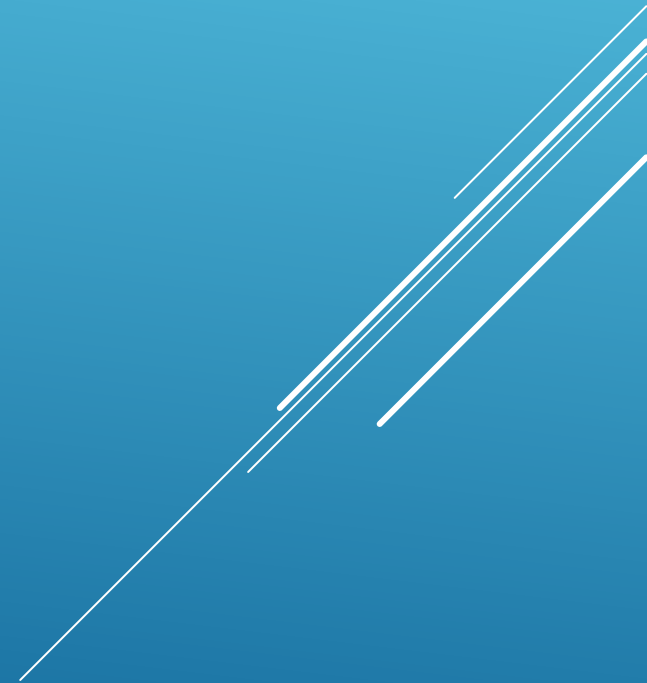
# PROVINCIAL

Premier and Government of Alberta

Minister of Education

Local MLAs

PSBA, ACSTA, the Francophone Association



# KNOW THYSELF ....

Honesty

Language

Professional

- Coalitions
- Doing the right thing
- Polite, Kind
- Respectful
- Listener




# ADVOCACY

1. What does the government think?
2. Use government's toolkit?
3. Build political capital
4. Be strategic and use your best opportunities
5. Find your champions

Five Good Ideas Alan B


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# CONSIDERATIONS FOR MEETING THE MINISTER

- How do you arrange the meeting?
  - Who attends the meeting?
  - Who speaks for the Board?
  - What materials do you bring?
  - How could you tailor your presentation to make it more interesting?
  - What happens after the meeting?
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# DO'S

Prepare briefing materials .. The BN .. Issue

- Background
  - Action taken thus far
  - Preferred Solution
  - Summary
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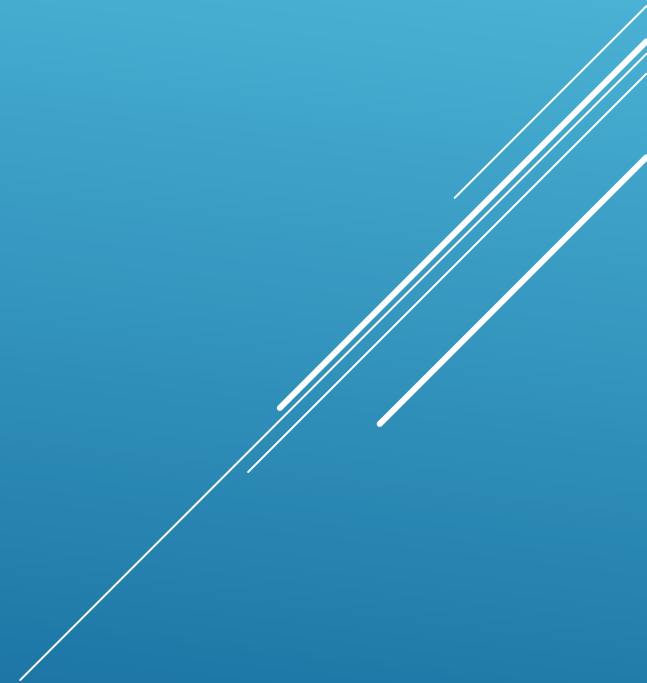
# PROGRESSIVES

Stronger (America) Alberta

Broad Prosperity


Better Future

Mutual Responsibility






# FRAMING YOUR IDEAS


1. Always start with your values
  2. Be prepared
  3. Be calm
  4. Be good humoured
  5. Demonstrate an ability to reason
  6. Establish a position of respect and dignity and KEEP IT
  7. Don't put down other's ideas, reframe them
  8. Once people respect your ideas as common sense, you are and become a part of the conversation
  9. Always frame the question from your point of view
  10. Be sincere
  11. Rhetorically ask "Wouldn't it be better if .."
  12. Tell a story
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# EXECUTING THE PERFECT MEETING WITH THE MINISTER

- Establishing the groundwork for the Request to the Minister
  - Gathering the letters of support and evidence in support of the need to meet
  - Assuring that the Board has completed the necessary assessments to support the financial and the pedagogical rationale that will be presented to the Minister
  - Confirmation with Regional Staff or Departmental officials that the project aligns with the values and mission of the Ministry. Identification of any gaps in the logic being presented for possible further review
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# EXECUTING THE PERFECT MEETING WITH THE MINISTER

- Contacting the Minister's Office to arrange a meeting
  - The Dress Rehearsal for the meeting! Yes practice your delivery of key messages
  - Confirming the meeting a least a week before the meeting is scheduled
  - Arriving on time and ready to present your case under any conditions
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# EXECUTING THE PERFECT MEETING WITH THE MINISTER

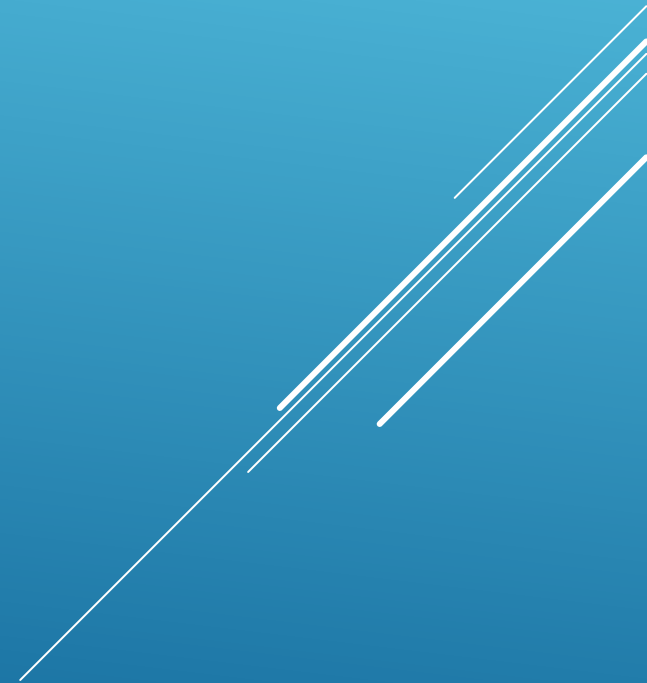
- Meeting the Minister and providing a succinct and logical presentation
  - Thanking the Minister for the meeting and the Executive Assistance and any other staff assisting
  - Sending a letter clarifying the results of the meeting and thanking the Minister for the opportunity
  - Following up as agreed upon in the meeting, or perhaps later, depending on the Minister's response
  - Reporting to the community stakeholders the results of the action agreed upon with the Minister
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# COMMUNICATION PLAN


Inform your MLA (if not present at the meeting)

Inform Media

Evaluate Effectiveness



# OBSERVATIONS

1. What did not work? Why?
  2. How could the meeting have been improved?
  3. Who was responsible?
  4. What follow up should occur?
  5. What should the Board hear about? Who should tell the Board?
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# PARTICIPANT'S EXERCISE

Now it is your turn

- Each table should have 5 – 7 members
- There is an envelope for the Minister, the Chair the Vice Chair and the Executive Assistant

Select on this basis:

1. The Minister, where possible, should be an appointed official
2. The Chair should be an elected official
3. The Vice Chair should also be an elected official
4. Executive Assistant (your choice)