



Advocacy on the State Level

2013 National Congress on Science
Education

Friday, July 19

San Juan, Puerto Rico

Jodi Peterson



Promoting Excellence and Innovation in Science Teaching and Learning for All

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Mead, Margaret

Why Should You be an Advocate for Science Education?

- Politics is all about “What you have that you don’t want to lose and what you don’t have but would like to gain.”
- If not you, who?
- Teachers have traditionally been underrepresented in the state decision-making process.

Association Leaders: What You Need to Know

- What is lobbying and how is it different from grassroots advocacy?
- What is a grassroots network?
- What can my state group do?
- What type of resources can we put into grassroots efforts and lobbying?

Create Your Agenda

- What are your issues?
- Learn about existing issues, legislation and funding resources.
- Tracking, monitoring, analyzing STEM initiatives and policy/legislation
- What is your message?
- Develop white paper/issue briefs.

Getting Started

- Get organized! Listservs, website, personal contacts.
- Motivate and educate your members.
- Join with others/use 3rd party endorsement.
- Develop a Legislative Handbook
- Tips for a successful grassroots advocacy

Advocacy and Lobbying at the State Level

- Know who your state policymakers are and identify key players.
- Know how the state legislature and state education agency work.
- Legislation vs. rulemaking.
- Things that influence policymakers.
- Develop champions/know the opposition.
- Who else is interested in these issues?
- Hiring a lobbyist.

Grassroots Advocacy

- Grassroots advocacy for STEM education is necessary. Constituents play a critical role in the legislative process by being a conduit of information between elected officials and their districts.

Making the Case for STEM Ed

- Real life experiences are key. Legislators they know the issues with STEM education. Many have the statistics and research. Constituents can make the statistics come alive and make sense.

Advocating for STEM

How do you prefer for Members of Congress and/or their staff to learn about policy issues? (Select all that apply)

- Constituent meetings (83.9%)
- Lobbyist meetings (75.6%)
- Roundtables/Briefings (58.2%)
- Organization's website(s) (27.7%)
- Research/Issue experts (51.8%)
- White papers (53%)
- E-updates, Newsletters (19.7%)
- CEO meetings (38.6%)
- On-site visits (60.7%)
- Survey, Poll results (11.7%)
- Podcasts (3%)
- Webcasts (4.6%)
- Blogs (6.3%)
- Facebook (4%)
- Other (4%)

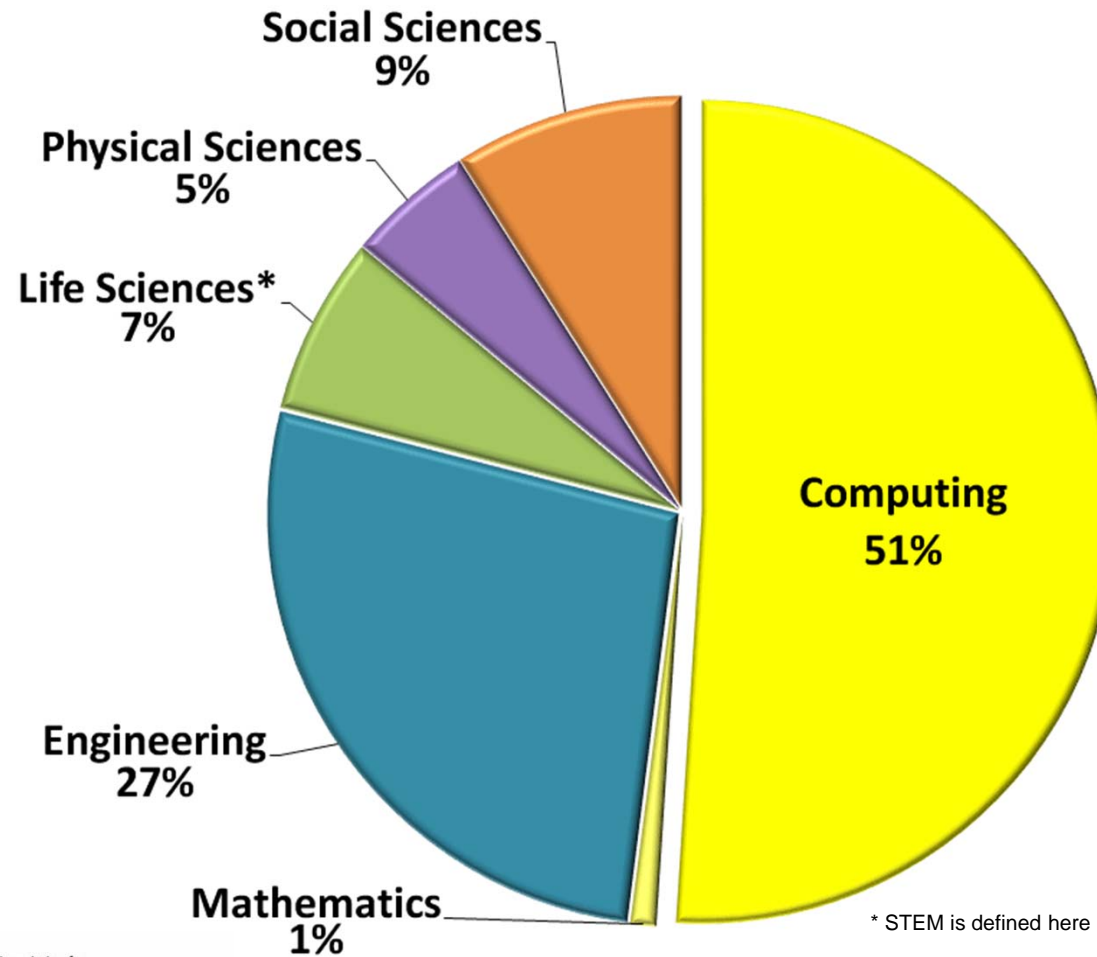
What Else Can You Do?

- Get Involved with elections.
- Contribute to candidates who support your cause.
- Work with the news media to gain visibility for your issues.

STEM and Jobs



STEM and Jobs



* STEM is defined here to include non-medical occupations.

Source: Jobs data are calculated from the Bureau of Labor Statistics (BLS), Employment Projections 2010-2020, available at <http://www.bls.gov/emp/>.



Association for
Computing Machinery

Advancing Computing as a Science & Profession



Promoting Excellence and Innovation in Science Teaching and Learning for All

STEM and Jobs

STEM	9.2 million
Architecture/Engineering	2.8 million
Computing	4.6 million
Mathematics	0.1 million
Life Sciences	0.6 million
Physical Sciences	0.4 million
Social Sciences	0.6 million

* Subtotals do not equal 9.2 million due to rounding.



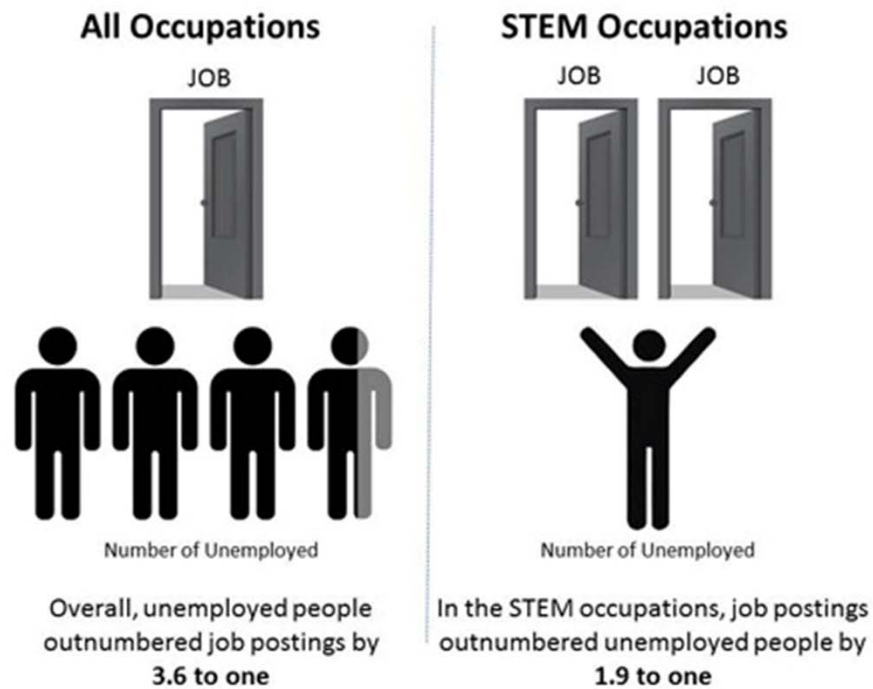
Advancing Computing as a Science & Profession

Source: Jobs data are calculated from the Bureau of Labor Statistics (BLS), Employment Projections 2010-2020, available at <http://www.bls.gov/emp/>. STEM is defined here to include non-medical occupations.



Promoting Excellence and Innovation in Science Teaching and Learning for All

STEM and Jobs

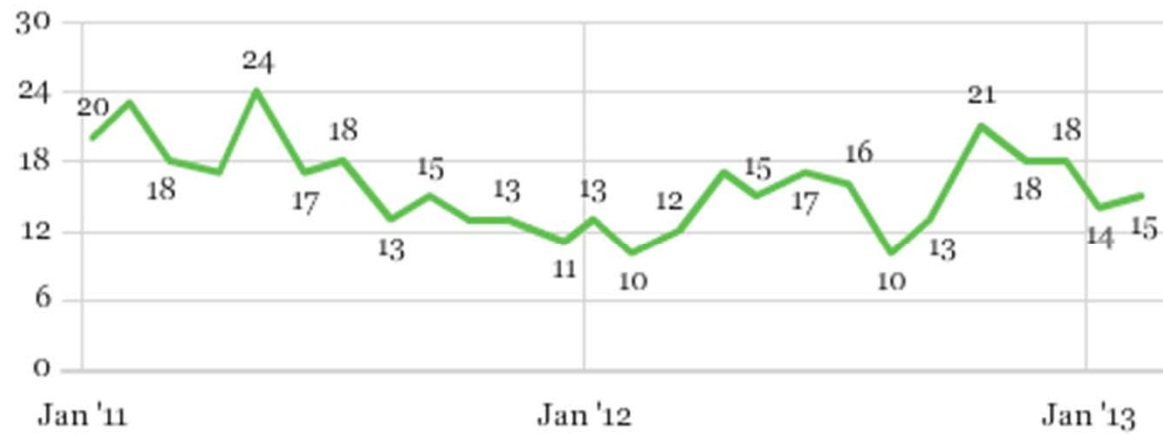


{ CHANGE THE EQUATION }TM

Advocating for STEM

Do you approve or disapprove of the way Congress is handling its job?

■ % Approve



Recent trend: January 2011–February 2013

GALLUP®

Jodi Peterson
Asst. Executive Director
National Science Teachers
Association
jpeterson@nsta.org

