



LEAP 1

Leadership Education in Action Program 1

Advocacy: Making the Case to Make a Difference!

May 1, 2020

8:30am – 2:30pm

ConferZoom

- I. **Ice Breaker Activity**..... 8:30 – 9:00
- *Facilitator: Ms. Leslie Carr, Director, Professional Development*
 - *In your breakout room, please answer the following questions:*
 - *The zombie apocalypse is coming, who are three people you want on your team?*
 - *If you could choose your age forever, what age would you choose and why?*
 - *Would you rather have invisibility or flight?*
 - *Would you rather live where it only snows or the temperature never falls below 100 degrees?*
 - *If you could bring back any fashion trend what would it be?*
 - *If you had 25 hours a day, how would you use your extra time?*
 - *Which actor would you want to play you in the movie about your life?*
 - *You have your own late night talk show, who do you invite as your first guest?*
- II. **What is Advocacy?**..... 9:00 – 9:30
- *Presenter: Mr. Eric Harnish, Vice President, Public Information, Advocacy and External Relations*

- III. **Present a Summary of a Bill and Its Potential Impact on COC**..... 9:30 – 10:30
- *Facilitator: Mr. Eric Harnish, Vice President, Public Information, Advocacy and External Relations*
 - *LEAPers were placed into 4 groups prior to this session and given a piece of legislation to review. At this session they will provide a summary of the legislation and their responses to questions provided.*
- IV. **Break**..... 10:30 – 10:45
- V. **Guest Panel of Successful Advocates**..... 10:45 – 11:30
Facilitator: Mr. John Milburn, Executive Director, Employee Training Institute
- **Ms. Renee Marshall , Education Consultant – (TEACH Program)**
 - **Mr. Teresa Ciardi, Faculty, Earth, Space and Environmental Science (NASA Hasp)**
 - **Mr. James Glapa-Grossklag, Dean, Educational Technology, Learning Resources, And Online Education (OER)**
 - *How do you define advocacy?*
 - *Based on your experiences with past advocacy efforts, what are the steps to effective advocacy? Please provide an example of a successful advocacy effort you made.*
 - *Please discuss your process for developing and maintaining relationships with key people and organizations when engaged in an advocacy effort and when not engaged in an advocacy effort.*
 - *What is one thing about advocacy that you know now that you wish you knew when you started?*
- VI. **Lunch Break**..... 11:30 – 12:15
- VII. **Advocacy at the City and County**..... 12:15 – 1:00
- *Facilitator: Mr. Eric Harnish, Vice President, Public Information, Advocacy and External Relations*
 - *Featured guest: Mr. Masis Hagobian, Intergovernmental Relations Analyst for the City of Santa Clarita*

1. *From your experience, what are the keys to being successful in advocacy?*
2. *How important are partnerships and collaboration to successful advocacy efforts?*
3. *Knowing that legislators are pressed for time, and not often subject-matter experts in the issues you're discussing, how do you help them to understand your issue and garner their support?*
4. *How do you respectfully disagree with a legislator?*

VIII. **Solution Team Projects** 1:00 – 2:00

- *Facilitators: Dr. Diane Fiero, Acting Deputy Chancellor (IEPI) and Asst. Superintendent/Vice President, Human Resources and Ms. Leslie Carr, Director, Professional Development*
- *Each person who submitted a proposal will provide a 3-minute “sales pitch” for their Solution Team project idea.*
- *Diane and Leslie will provide information on Solution Team ideas generated by the District.*
- *LEAPers will vote on the Solution Team project proposals to determine which ones to move forward.*
- *LEAP Coordinating Team will identify the final 5 - 6 projects to choose from*
- *LEAPers will select their 1st, 2nd, and 3rd choices via email to Leslie Carr.*
- *The LEAP Coordinating Team will place LEAPers into Solution Teams.*
- *A mentor will be assigned to your team to assist you.*
- *LEAPers will be notified by email by **Wednesday, May 6th**, which Solution Team they are on and who their mentor will be.*
- *Solution Teams will try to meet at least once before the next LEAP session*
- *LEAPers will work together with their Solution Team to write a business plan for their project and develop a 15-minute presentation for the July 10th LEAP session.*

IX. **Preview of May 15th Session and Homework Assignment**2:00 - 2:30

- *Facilitator: Ms. Leslie Carr, Director, Professional Development*
- *Session Topic: Leading Change: How to Get from Here to There*

Homework

- *Develop a name and slogan for your Solution Team and create a cheer, song, rap or poem that describes your team!*
- *Read article on change management and using data and research to influence change (this will be emailed to you)*
- *Read article on developing partnerships (this will be emailed to you)*

Learning Outcomes:

Participants will be able to:

- Describe what advocacy is;
- Know how to use effective strategies and techniques to successfully advocate for an initiative or program;
- Research the status of current legislation and understand how it may affect COC.