

Advocacy Network Comparison Chart

Key Element	NCL	Tennessee	Massachusetts	Ohio
Leadership / Network Leaders	<p>The NCL Public Policy Committee, a committee of the whole, decides on message, strategies, tactics, and Ask. Voting membership and Board decide on policy positions via a consensus model. Meets monthly via teleconference, and quarterly, in Washington, DC.</p>	<p>The TAACE Advocacy Committee is comprised of two co-chairs, the President, and District Contacts. They decide on messages, strategies, Ask.</p> <p>TAACE uses the NCSDAE and NCL alerts for federal-level advocacy.</p> <p>TAACE meets quarterly in-person and regularly via teleconference.</p>	<p>The MCAE Public Policy Committee is comprised of leaders across state, PPC co-chairs, President, Vice-President. Meets monthly via videoconference.</p> <p>Regional contacts occasionally provide input into public policy / advocacy direction.</p>	<p>Public policy advocacy run by 2 state organizations: OAACE and OLN.</p> <p>Both have an advocacy committee in which the other organization plays a key part. Committees decide on messages, strategies, Ask.</p>
E-Tools	<p>Vehicle: Discussion List for NCL members.</p> <p>E-newsletter, blog, Twitter opt-in systems for broad reach.</p> <p>Uses main website and Advocacy Toolkit to post public policy information and resources.</p>	<p>Vehicle: Discussion list for 99 Local and 9 District Contacts, open to anyone in TN who wants to advocate for adult education: practitioners from federal/state funded programs, the Tennessee Literacy Coalition, and now some adult learners.</p>	<p>Vehicle: Discussion List for MCAE point persons (140 individuals subscribed); e-newsletter for broad reach (~1200 subscribed).</p> <p>Uses a second discussion list for <i>district</i> point persons.</p> <p>Uses website for public policy information and</p>	<p>Vehicle: E-newsletter; uses it to target different subgroups like practitioners, adult learners, media, etc.</p> <p>Uses Facebook, Twitter, YouTube channel to broaden reach.</p> <p>Uses website to post public policy information</p>

	Instituting CapWiz in 2009.	Uses email for communiqués w/District Contacts. Redesigning website to include an active public policy section.	resources.	and alerts.
Network Structure	<p>NCL sends alerts to Members who then distribute them to their constituents as appropriate.</p> <p>24 national organizations contribute to policy development and disseminate the message, including:</p> <ul style="list-style-type: none"> • COABE • NCFL • NCSDAE • ProLiteracy • TESOL <p>Coalition members also have their own committees, decide on message, strategies, Ask, etc.</p>	<p>Local Contact: Local contacts commit each year to generating a local response. State contact sends alerts directly to local contacts via discussion list.</p> <p>District Contacts (DCs): Mobilized when either it takes one person to make the Ask, or when such a large local response is needed the DCs are motivators to garner a large local response.</p> <p>Collects feedback: While Survey Monkey has been tried, replies to emails have worked best. TAACE responds best with direct messages.</p>	<p>MCAE activates the grassroots via their e-newsletter or just the District Point Persons via discussion list.</p> <p>Collects feedback: MCAE once used email replies to gather feedback during alerts. Now MCAE has developed, through contract, a database to collect this information. It works on the same principle as an online survey, but deposits the information into one searchable database.</p> <p>Ensures local response: MCAE follows up with phone calls to those who do not open or respond to the</p>	<p>OAACE advocacy chair is State Contact. He sends alerts to OLN for repurposing and to include what else may be needed to set context, provide broader picture.</p> <p>OAACE disseminates alerts to regions; regions send to local areas. OLN has a broader community reach. OAACE focuses on practitioners in federal/state funded programs.</p> <p>Collects feedback: Both organizations have used a survey link to collect feedback; OLN is moving to a blog.</p>

	<p>Collects feedback: Survey Monkey.</p> <p>Relies on NCL Members to ensure local response.</p>	<p>Ensures Local Response: Use discussion list: TAACE compiles list of email responses during campaign and keeps everyone encouraged and apprised of which counties have participated thus far. Engenders friendly competition - everyone wants to be on the list to show they are doing their part.</p> <p>Follow up occurs via phone call to those not responding.</p>	<p>action alerts.</p>	<p>Ensures Local Response: OAACE uses honor roll system.</p>
Educate Supporters	<p>NCL hosts NCL / Dollar General Grassroots Advocacy symposia in states, awards Advocacy Grants to expand impact, offers public policy strand at national conferences, hosts pre-conferences and online events such as webinars and guest</p>	<p>TAACE holds regional meetings within state to share public policy information, build advocacy skills, motivate advocates.</p> <p>President's reception features advocates, updates on public policy and advocacy.</p>	<p>MCAE hosts an advocacy strand at the MCAE Annual Conference, sponsors a table at program directors' meeting hosted by the state.</p> <p>Student leadership trainings held 7-8 times a year in collaboration with MASS ALL, the statewide</p>	<p>"Educate Supporters" activities not specified at this time.</p>

	<p>blog discussions.</p> <p>Legislators and supporters are invited to national event - Literacy Leadership Awards, which are given to individuals for their extraordinary contributions to improving literacy in the U.S.</p>	<p>Presentations and updates given at TAACE board meetings.</p> <p>TAACE sponsors a table at state conference.</p> <p>Legislators invited to local events, such as GED graduations.</p>	<p>student leadership organization.</p> <p>MCAE conducts on-site trainings with students and programs to prepare for legislator visits in which the students take the legislator on a tour of the program.</p> <p>MCAE holds regional meetings in state to share public policy information, build advocacy skills, motivate advocates.</p> <p>Literacy Awareness Day at the Capitol: 800 - 1,000 convene at capitol, hold rally, visit legislator offices.</p> <p>Legislators invited to local events, such as GED graduations.</p>	
Partnerships	NCL cultivates partnerships with many national organizations	TAACE's strength in partnerships lies at the local level, where adult	<p>MCAE partners with organizations like:</p> <ul style="list-style-type: none"> • Stop the Cuts 	OAACE and OLN have a strong collaborative relationship and both

	<p>and supports their messages where there is mutual interest. Collaborators include immigration and integration proponents like the Migration Policy Institute, Even Start and family literacy supporters, health literacy advocates, legislators and their staffs.</p>	<p>education advocates garner strong support from community partnerships in local, state, and federal level advocacy.</p>	<p>Campaign</p> <ul style="list-style-type: none"> • Workforce Solutions • Immigrant and refugee organizations 	<p>use their strengths in tandem to advance adult literacy advocacy in Ohio.</p>
<p>Future</p>	<p>Moving into social media research and developing social media campaigns.</p> <p>Implementing CapWiz.</p>	<p>Hosting COABE Regional Institute and holding an advocacy strand for the region.</p>		<p>Moving to a blog to capture feedback on alerts; re-instituting online learning system for advocacy.</p>