



ADVOCACY

Advocacy Clearinghouse and Toolkit

Advocating for public policies that support adult literacy

Sponsored by the National Coalition for Literacy

Advocacy Network Comparison Chart

Key Element	NCL	Pennsylvania	Massachusetts	Ohio
Leadership / Network Leaders	The Advocacy Chair collaborates with NCL Members to determine message, strategies, tactics, and Ask. Voting members decide on policy positions via a consensus model. Those positions that have consensus become NCL positions and are advanced through NCL's advocacy work. Members meet monthly via teleconference, and quarterly, in Washington, DC. See NCL's procedures for details.	The PAACE Legislative Committee is comprised of a chair, the second Vice-President of PAACE, three elected regional representatives to the PAACE Board, and any other board member or organizational member that would like to join. They decide on messages, strategies, Ask. New positions to be taken are approved by the Board and/or membership. PAACE Legislative Committee meets monthly via teleconference.	The MCAE Public Policy Committee is comprised of leaders across state, PPC co-chairs, President, Executive Director, and Public Policy Field Organizer. All ABE practitioners are welcome to attend. Meets monthly in three locations linked via videoconference. Regional coordinators help manage response to MCAE Alerts.	Public policy advocacy run by 2 state organizations: OAACE and OLN . Both have an advocacy committee in which the other organization plays a key part. Committees decide on messages, strategies, Ask.
E-Tools	Vehicle: Capwiz Discussion List for NCL Members.	Vehicle: Discussion list, open to PAACE members to advocate for adult education.	Vehicle: MCAE Grassroots Email Announcement List for MCAE point persons (1 per ABE program, 140	Vehicle: E-newsletter ; uses it to target different subgroups like practitioners, adult

	<p>E-newsletter, blog, Twitter @NCLAdvocacy, Facebook opt-in systems for broad reach.</p> <p>Uses main website and Advocacy Toolkit to post public policy information and resources.</p>	<p>Positions posted on website.</p> <p>PAACE News, available electronically on the website, includes Legislative Updates.</p> <p>Twitter @PAACE</p>	<p>individuals subscribed); e-newsletter, MCAE News for broad reach and general information (open to all, ~1300 subscribed).</p> <p>Uses MCAE Alerts for calls to action and high priority policy information (open to all, ~ 1300 subscribed).</p> <p>Uses website for public policy information, resources, and archives.</p> <p>The MCAE Blog "Making a Living (?) in Adult Education" focuses on the Working Conditions of ABE practitioners in MA.</p>	<p>learners, media, etc.</p> <p>Uses Facebook, Twitter @LiteracyOhio, YouTube channel to broaden reach.</p> <p>Uses website to post public policy information and alerts.</p>
Network Structure	<p>NCL sends alerts to Members who then distribute them to their constituents as appropriate.</p> <p>Over 20 national organizations contribute to policy</p>	<p>PAACE activates its network via a PAACE Discussion List. Members share the information with local staff, tutors, board members, and partners.</p> <p>Collects feedback:</p>	<p>MCAE activates the grassroots via their MCAE Alerts e-newsletter or just the Program Point Persons via the MCAE Grassroots e-newsletter.</p> <p>Collects feedback: MCAE once used email replies to</p>	<p>OAAACE 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>OAAACE disseminates</p>

	<p>development and disseminate the message, including:</p> <ul style="list-style-type: none"> • COABE • NCFL • ProLiteracy • TESOL <p>Coalition members also have their own committees, decide on message, strategies, Ask, etc.</p> <p>Collects feedback: Survey Monkey.</p> <p>Relies on NCL Members to ensure local response.</p>	<p>Advocates are asked to follow up with the Legislative Chair to let her know what actions they took and what response they received.</p> <p>Ensures Local Response: Regional representatives reinforce message with PAACE Members in their respective regions. Division chairs (e.g. ESL, ABE/GED, Workforce) also reinforce the message with their respective division membership.</p>	<p>gather feedback during alerts. Now MCAE uses an online database to collect this information. It works on the same principle as an online survey, but deposits the information into one searchable database. They also do an annual SurveyMonkey survey to get an overall report from local programs.</p> <p>Ensures Local Response: To improve local response MCAE staff and regional coordinators follow up with phone calls to local point people.</p> <p>During budget season, we set up meetings with key legislators or their aides, including the chairs of the Ways and Means Committee and the Education Committee. Attending the meeting are two representatives from MCAE leadership plus Local</p>	<p>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>Ensures Local Response: OAACE uses honor roll system.</p>
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			ABE Directors from the legislator's district.	
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 preconferences and online events such as webinars and guest 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>Periodic emails providing information are provided to members with follow-up activities outlined.</p> <p>Historically, PAACE has used the PAACE conference to provide an Advocacy 101 workshop and to encourage Members to sign petitions.</p> <p>Regional workshops are held periodically. The website provides needed background information for adult educators and administrators to share with their legislators.</p> <p>Links are provided to legislators.</p> <p>"Stand Up and Be Counted," a how-to manual on educating legislators is available on the website.</p>	<p>MCAE hosts an advocacy strand at the MCAE Annual Conference, sponsors a table at the MA program directors' meeting hosted by the state.</p> <p>Student leadership trainings which include visits to legislative offices in MA State House held 7-8 times a year both independently and in collaboration with MASS ALL, the statewide student leadership organization.</p> <p>MCAE conducts on-site trainings with students and programs to prepare for legislator visits in which the students interact with and take the legislator on a tour of the program.</p> <p>MCAE holds regional meetings in state to share</p>	<p>They educate supporters by providing an online advocacy training for beginners and veteran advocates. The online component includes forums, blogs and downloadable content that helps advocates organize and manage their local, state and federal efforts.</p> <p>The Ohio Literacy Network extends its advocacy efforts to community organizations. Faith based initiatives, city and state government agencies. As well as serving as a point of contact with members of the state legislature.</p>

		<p>Postcards are printed and provide4d to all programs for students, tutors, board members, and staff to send to legislators.</p> <p>Legislators invited to local events, such as graduations, and to visit classes.</p>	<p>public policy information, build advocacy skills, and motivate advocates.</p> <p>Adult Literacy Awareness Day at the State House: 800 - 1,000 convene at capitol, hold rally, visit legislator offices.</p> <p>Local programs invite Legislators to local events, such as GED graduations.</p>	
Partnerships	<p>NCL cultivates partnerships with many national organizations 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>MCAE partners with organizations like:</p> <ul style="list-style-type: none"> • Stop the Cuts Campaign • Workforce Solutions • Immigrant and refugee organizations 	<p>OAACE and OLN have a strong collaborative relationship and both use their strengths in tandem to advance adult literacy advocacy in Ohio.</p>

Future	Text messaging alerts.	PAACE is identifying more hands-on advocacy sessions for its Members and is planning regional sessions on what you can do in advocacy.		Moving to a blog to capture feedback on alerts; re-instituting online learning system for advocacy.
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