



A+ Advocacy Basics

Created by North Carolina A+ Principals, A+ Coordinators and A+ Fellows at Fall 2005 Retreats and Re-visited at Spring 2006 Retreats

Why Advocate for A+?

- ◆ For children – It’s right for kids; helps them learn in different ways; it reaches all of them and builds self-esteem
- ◆ It’s right/good for teachers
- ◆ It has value; it’s valuable for kids *and* teachers
- ◆ A+ “fits” with what makes a good/effective school
- ◆ It’s fun
- ◆ Quality of life
- ◆ It’s efficient (integration)
- ◆ It’s real *learning*
- ◆ It’s experiential (hands-on learning, field trips, learning by doing.)
- ◆ It elicits *growth*
- ◆ It gives good results
- ◆ Exposure to the arts is important
- ◆ It creates well-rounded individuals
- ◆ It prepares students for the workplace
- ◆ “It builds better brains”
- ◆ It gives students (and teachers) choices
- ◆ It demonstrates respect for teachers as professionals
- ◆ It can be sustained
- ◆ It provides schools/teachers/Fellows with a *foundation*
- ◆ Creativity!
- ◆ Belief; unity; wholeness; HOPE; sanity; connectedness; giving; strength; light; service; love; mystery; revolt!
- ◆ It’s research-based/supported
- ◆ For validation
- ◆ To spread the word, encourage others to adopt the practice
- ◆ To let the public know there are other ways of teaching (without sacrificing good test scores)
- ◆ To change policy (state and federal); NCLB
- ◆ To find funding \$\$/general support
- ◆ To affect the pre-service training of teachers

A+ Advocacy Basics (continued)

**Who are the ‘others’ when we ask the question,
“How do others know we are an A+ School?”**

Government

Legislators	Political parties	George Bush
Arts Councils (state)	National “voices”	Federal government
Federal Dept. of Education	Other states	

Schools

Superintendents	Parents (of students in our school)	
School Board members	Students	
Dept. of Public Instruction (DPI)	After-school programs	
Central Office staff	District-wide professional development	
Student teachers/interns	Prospective teachers	Business partners
Artists-in-residence/performers	Teachers	Volunteers

Community

Realtors	Teachers (other schools)	Arts Councils (local)
Arts organizations	Local and large foundations	Community colleges
Churches	Rich people [philanthropists]	Artists
Rotary Clubs	Prospective students/families	Artists-in-residence/performers
Community advisors	Volunteers	
Local business/industry	Parents (of students outside our school)	
Community agencies/clubs	After-school programs (other schools)	

Educators

Professional organizations	Universities	
Other/all Fellows	London (Creative Schools Partnership)	
Developing/pre-service teachers	Other statewide A+ Networks	
College students/professors	Other educators	
Other schools (competitions/grants)	Community Colleges	

Media

UNC-TV	Newspapers	Local television
National “voices”	Publications	Websites

A+ Advocacy Basics (continued)

How do we show “others”/ensure that “others” know about A+?

Bulletin boards	Informances	Community prof. dev.
Media (newspaper/TV)	School performances	A+ faculty meetings
Letterhead	Clothing/uniforms	Competitions
Brochures, etc.	Physical environment	Exhibits
Display boards	Curriculum mapping boards	Outreach
Website	Sights, sounds, signs	Info/visitors packets
Conversations	Presentations (local, state, national)	Invitations to events
Artifacts	Establish PR contact at school	Formal invitations to events
“Ask me About A+” merchandise	Classroom observation (“walks the talk”)	
Make A+ logo visible everywhere	Volunteer talks in community (Kiwanis, Rotary, etc.)	
“A+ Children’s Day” at local museum	Guest lecture at community colleges/universities (pre-service teachers)	

What does A+ advocacy look like?

Pitching A+ on UNC-TV and other media	Talking to people with money	Educating local arts councils
Inviting ‘groups’ to meet at your school	Highlighting schools/Fellows on newsletters, website	
Giving A+ brochures to realtors	Having business cards that say “A+ School” or “A+ Fellow,” etc.	
Maintaining an active website	Parents speaking at school board meetings (not just during crisis!)	
Targeting both sides of the political aisle	Writing letters to the editor, writing articles in support	
Establishing a phone tree for last minute lobbying		
Attending Arts Day in Raleigh, talking with local legislators		
Guest lecturing to undergraduate education and arts majors		
Having booths at street festivals (“Is your school healthy for your child?”)		
Presenting to NC Teaching Fellows during summer enrichment programs at UNCG		
Making A+ logo/info prominent on students’ handbooks, teacher handbooks, brochures, websites, etc.		