

Sample Advocacy Plan

Here's an example of an initial advocacy plan.

Step 1: Describe the Issue

I work with a veteran teaching staff that wants to improve the rigor of their instruction but continues to use teaching practices that are not aligned with the needs of their students or that were state-of-the-art decades ago but no longer get the needed results. When I talk with teachers, most of them identify a need for more professional development, including coaching to support refined instructional practices.

Step 2: Identify Current Strengths and Challenges

I will introduce the topic at the next school improvement team meeting, ask for their support, and work with a subcommittee to plan a staff meeting where we will work together to identify our strengths and challenges in this area. The key will be to be supportive and nonthreatening in the presentation at the school improvement team meeting and at the staff meeting.

Step 3: Identify Expected Allies and Opponents

I know that most teachers recognize the need for refining our instructional practices. They understand the changing demography of our school and community, as well as the increased pressure for improved scores on state achievement tests. Specifically, the chair and two other members of the School Improvement Team talk regularly about the issue and support changes. There is also support from the district office for strengthening and updating instructional practices. On the other hand, three of my most veteran teachers who work with the upper grades see no need to change. They overtly resist and are opposed to using resources for additional professional development.

Step 4: Be Clear About Goals and Objectives

The goal is to secure additional resources, both time and money, for professional development and to identify someone who will serve as an instructional coach to work directly with teachers on implementing the refined instructional practices.

Step 5: Develop and Implement Strategies

Once I have support from the School Improvement Team, we need to schedule a time to meet with the staff, introduce the topic, discuss current strengths and challenges, and select a planning team. I will ask the team to submit a plan, including a proposed budget, within two months for review by the School Improvement Team. I will alert my district office supervisor of our school-level work and plan to secure her support and to assist in locating resources to implement the plan.

Step 6: Monitor and Adjust

As part of the plan, I will ask that the subcommittee identify ways to monitor the implementation and success of the plan. I will also work with the School Improvement Team, once the plan is developed, to describe ways to collect data, both quantitative and qualitative, about our success and to examine that data to identify both our successes and ways to adjust and improve implementation.