

ADVOCACY INSIDER

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THE ELECTION IS OVER...NOW WHAT?

Now that the election is over, what can you be doing as an advocacy chair in your unit, council or district?

It's a great time to introduce yourself and PTA to your newly elected State Senator and Assembly member after the regular session convenes on December 7th. If you are unsure who your state legislators are, you can find them on [this web page](#).



Schedule a meeting with your legislator. Due to the pandemic, many legislators are holding virtual meetings with their constituents, so you can call either their local or their capitol office.

Establish your agenda and goals. Know what PTA issues you want to discuss. Don't overload, stick to no more than two or three issues. At this point, there are no introduced bills, but you can talk about PTA's priorities or our [Advocacy Goals](#).

Assign roles to facilitate the visit:

- **Team leader** – keeps the visit focused and moving forward.
- **Opener** – thanks the member for the meeting, introduces PTA and states your wish to discuss issues important to your PTA and community, and introduces the rest of the team.
- **Summarizer** – keeps track of the meeting timing, summarizes the issues discussed and thanks the legislator for the meeting.

Do your research. Know your legislator's areas of interest and try to find common ground.

Educate the legislator about PTA and our priorities. Personalize the issues when possible telling how they effect your children, their school or your community.

Develop a positive relationship with the legislator and their staff members. Communication should be ongoing.

Follow up with a thank-you note to the legislator and helpful staff members!

If you are nervous about taking this step, speak to your council or district legislation chair and see if you can join a meeting with other PTA members from your community.

CALIFORNIANS FAIL TO PASS PROP. 15

Californians failed to pass Proposition 15, which would have brought up to \$11.5 Billion to schools and local communities by changing the way that corporate and large industrial properties were taxed.

The defeat of this proposition provides no relief to already underfunded schools who are saddled with increased costs due to the pandemic for PPE, cleaning supplies, and devices and internet connectivity for low income students for distance learning.

Local governments who provide programs and services to children, adults, families and seniors will not get any relief either as they struggle with lost revenues due to business closures and loss of sales tax revenues.

Our hope is that the incoming administration in Washington DC will negotiate another COVID relief package that will include at least \$200 Billion for schools as well as money for state governments.



MORE WORK TO DO TO RESTORE EQUITY IN CALIFORNIA

California's children and families lost opportunities for improved equity and greater chances for educational success with the defeat of Proposition 16. This initiative would have allowed California to consider race sex, color, ethnicity, and national origin in public employment, public education, and public contracting.

"Unfortunately, racism and sexism still deny equal opportunities in California. Everyone deserves the opportunity to succeed – regardless of their gender, what they look like, or where they were born," said Celia Jaffe, President of California State PTA.

"This initiative promoted fairness, upward mobility and pay equity, and reduction of the racial wealth gap."

"California State PTA will continue our work to address the legacy of systemic racism, sexism and unequal treatment of underserved communities. We must provide opportunities for all our children and families."



SAVE THE DATE FOR LEGISLATION CONFERENCE 2021

California State PTA is excited to announce that we will be holding an **all-virtual** Legislation Conference on **February 8-9, 2021**. We hope you will join us for this new and exciting format!

During the conference, whose theme is "**A Path to Equity**," you'll hear from legislators and other leaders from around the state on matters that are important to the children and families of California. There will also be a strong focus on how to schedule, plan and execute a meeting with your legislators.

The cost will be \$50. Registration information is coming soon – keep an eye on your email, the California State PTA [website](#), and our social media accounts!



THE #DECLINETOSIGN CAMPAIGN AND SB 793

Big Tobacco continues its effort to overturn SB 793, which would outlaw flavored tobacco products in California. The bill was signed by the Governor and is set to take effect on January 1st, 2021.

Please remind parents and community members to **#DeclineToSign** if they are approached by paid signature gatherers (funded by large tobacco companies) who are trying to get a referendum on the next ballot in an attempt to overturn the new law.

We also encourage you to spread the word about #DeclineToSign via social media. [Click here](#) to find a template with suggested wording and images for your newsletters, Facebook posts, Instagram posts, and tweets.



RACIAL EQUITY BOOK CLUB

As part of California State PTA's commitment to equity, the Legislation Team is learning more about systemic racism and its effect on children and families. Our first step is a monthly book club that focuses on public policy decisions and how these decisions can perpetuate racial injustice. This knowledge can guide and expand PTA advocacy efforts to support opportunity for all.

You might want to host a book group in your PTA in order to increase awareness in your community about the issues around systemic racism. For some ideas on how you can use *The Color of Law* by Richard Rothstein to help students understand one cause of racial injustice and how it affects their lives, read [One Way Your School Can Address Racism](#).

Our monthly book list includes:

- *How To Be an Antiracist*, Ibram Kendi
- *The Color of Law*, Richard Rothstein
- *The New Jim Crow*, Michelle Alexander
- *White Fragility*, Robin DiAngelo
- *Ghosts in the Schoolyard*, Eve Ewing
- *So You Want to Talk About Race*, Ijeoma Oluo



- *White Rage: The Unspoken Truth of Our Racial Divide*, Carol Anderson
- *My Grandmother's Hands*, Resmaa Menakem
- *We Gon Be Alright*, Jeff Chang
- *A More Beautiful and Terrible History*, Jeanne Theoharis
- *We Want to Do More than Survive*, Bettina Love
- *Dying of Whiteness*, Jonathan Metz
- *Stamped from the Beginning*, Ibram X. Kendi
- *Caste*, Isabel Wilkerson

Here is what we have learned so far:

How To Be an Antiracist by Ibram Kendi: “Structural racism is the problem – not people.”

The Color of Law by Richard Rothstein: This is a forgotten history of how our government segregated America. It includes details on redlining, bank refusals to provide housing loans, and local discriminatory decision making.

The New Jim Crow by Michelle Alexander: Mass incarceration spurred by the war on drugs has created a caste system for people of color both in jail and in our communities. Read a review of this book by a member of the Leg Team [here](#).

DON'T MISS THE NEXT ADVOCACY WEBINAR

Join California State PTA Director of Legislation Shereen Walter and members of the Legislation Team on **Wednesday, December 2** from 7:00-8:00 p.m. for the monthly webinar in which they discuss the latest legislation affecting families and children and their recent advocacy efforts.

Registration link: <https://attendee.gotowebinar.com/rt/31940121174953740>

If your computer does not have speakers or you otherwise have trouble hearing the audio once you've logged in, mute your speakers and call (631) 992-3221 to hear the discussion. Use attendee PIN number 300-067-555. (**Note:** you cannot use this phone number to hear the webinar unless you are registered and logged in.)



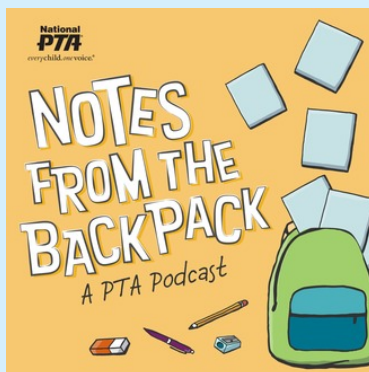
TAKE ACTION!

**PTA Leaders: Attend
the SkyOne Webinar**



Join PTA and SkyOne Federal Credit Union for a webinar on Dec. 8 where

**Raising Kids who
Embrace Race**



Do you want to talk to your kids about race and racism, but not sure where to

**Annual Insurance
Webinar – Nov. 30**



Join PTA and AIM on for a discussion of insurance coverage, changes in

we'll discuss how SkyOne's newest perk can help your unit raise money and recruit new members!

REGISTER NOW

start? Get expert tips in the latest episode of the National PTA podcast *Notes from the Backpack*.

LISTEN NOW

benefits, the renewal process, the new worker's compensation form, incident reporting forms, deadlines, and more.

LEARN MORE

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