MIOSM and State Advocacy Success
NAfME Quarterly Advocacy Webinar Series
March 13, 2019
Table of Contents

1. Introductions

2. New York State School Music Association
   • The history of state level advocacy

3. West Virginia Music Educators Association
   • First state advocacy day

4. Pennsylvania Music Educators Association
   • Making sense of federal opportunities locally

5. California Music Educators Association
   • Coalition building to support music education

6. Call to Action
   • President Trump's budget proposal and Title IV, Part A

7. Q&A
NAfME Public Policy Staff

Lynn Tuttle
Director of Public Policy, Research, & Professional Development

Tooshar Swain
Public Policy Advisor

Rob Edwards
Policy & Content Coordinator
MIOSM and State Advocacy Success
Joseph R. Sugar Day
NEW YORK STATE SCHOOL MUSIC ASSOCIATION
2019 Joseph R. Sugar Day

- March 4, 2019
- Student performances and visits
- NYSSMA tri-folds

THE SCHEDULE FOR MONDAY, MARCH 4, 2019 AS FOLLOWS

8:30am Arrive at the Empire State Plaza – Park in the visitor parking area
9:00am – 9:30am Orientation Meeting – Meeting Room 6
9:30am – 11:30am Visits with Legislators. Present your legislator with the NYSSMA tri-fold during your appointed visit. Remind the legislators of the 11am concert in the South Gallery of the Empire State Plaza and the evening reception in Meeting Room 6. Let each legislator know if any student constituents are performing and invite them to have a photo taken during the evening reception.
11:30am CONCERT: All-State Instrumental and Vocal Jazz Ensembles. Performances are held in the South Concourse of the Capitol’s Empire State Plaza.
1:00pm – 2:00pm Lunch, Meeting Room 6. NYSSMA members may invite their legislators to meet them in Room 6 for lunch and informal discussions. Please allow the legislators to get their lunch as quickly as possible as they have afternoon sessions. While only legislators may be invited to lunch, all legislators and staff are invited to the evening reception.
1:30pm – 3:00pm NYSCAME meeting in Meeting Room 7, behind the Egg
2:00pm – 5:00pm Continued legislative visits. Remind legislator of the evening reception.
3:00pm – 5:00pm County Presidents’ Meeting, Meeting Room 7 behind the Egg
CMA’s Tiffany Kerns: “You have to date before you get married.”
The Rules

What are the rules for “lobbying” in your state?

- Check your non-profit status
- Are there rules for displays?
- What paperwork must you complete?

Resources:

- [https://ethics.wv.gov/lobbyist/Pages/LobbyOpinions.aspx](https://ethics.wv.gov/lobbyist/Pages/LobbyOpinions.aspx)
Timeline

Deciding when to hold your hill day...

1. Legislative calendar - the earlier in the session the better
2. Can it coincide with another music event in the area of your Capitol?
3. When do the houses of government typically meet during the day? Committee meetings? Caucuses?
1. Set a budget and stick to it.
2. Factors to consider
   a. Sub days
   b. Hotels
   c. Mileage
   d. Food
   e. Media investment
   f. Leave behinds
   g. Follow-up communication
Your Team

People you trust.
Strong public speakers.
Long-time residents.

Are there specific delegates that need your attention?

Education Chairs
Speaker of House/President of Senate
Division of Arts, Culture, Humanities, etc.
What kind of day will it be?

What does the day look like?
Meetings
A reception
Special guests
Celebrations
Media
Stronger Together

Forming Partnerships

Partnerships:

- State and local offices
- Administrators
- Other arts organizations
Say THANKS!
What’s next for WVMEA?

1. Will this be annual?
2. What works best in the legislative calendar?
3. Maintaining partnerships with our connections.
4. The sprint vs. the marathon
Need help?

Andi Hasley

advocacy@wvmea.org
Advocacy and Public Policy in Pennsylvania
PMEA
Advocacy Focus Area
State Funding
Title IV Funding and Policy
Done Through Advocacy Council
Partnering With Others To Influence Policy
Advocating for State Funding

Advocating for more funding into our state’s Basic Education Funding pot

PA has one of the lowest percentage’s of state funding vs. local funding

Local taxpayers are left with a large burden which makes education unequitable across our 500 school districts

PA is local control so policy work comes through our connections with our Dept of Ed and at the local district level
Title IV Funding and Policy

Worked closely with our Department of Ed on state ESSA plan

Educated our members on how to access Title IV funds

Collected information from districts that used Title IV funds for music education

Process document and examples available at pmea.net – Focus Areas - Advocacy
Advocacy Council

Regionally based

Four industry members

Moving to make this group a sharing center for the good and the bad in their areas

Annually meet in person inside our state capitol
Partnering With Others To Influence Policy

PA Arts Education Network
School Boards Association
NAMM

Who are our influential champions around the state and how do we use them?
Find Out More

www.pmea.net

Focus Areas – Advocacy

Advocacy Day Info

Title IV Toolkit
CMEA Advocacy Update

NAFME ADVOCACY WEBINAR
MARCH 13, 2019
CMEA and Advocacy

CMEA Advocacy Leadership Team
Stand Up 4 Music Coalition
Annual Stand Up 4 Music Day in Sacramento
4 Arts Ed Orgs
CMEA and Advocacy

- CMEA Advocacy Leadership Team:
  - President, President-elect
  - Immediate Past President
  - State Council Advocacy Lead
  - Legislative Advocate (lobbyist)
  - Weekly phone calls (Tuesdays from 7:15-7:45am)
Stand Up 4 Music

SU4M is the Advocacy Coalition wing of CMEA

Membership includes 12 Music Education organizations

www.standup4music.org

- Annual Convening in conjunction with NAMM Show in Anaheim
- SU4M Policy Priorities
- SU4M Legislative Priorities
- Annual Advocacy Day in Sacramento
- Legislative Visits
- Noontime Press Conference
- Concerts at the Capitol
2019 SU4M Policy Priorities

- LCFF/LCAP
- CREDENTIALED ARTS EDUCATORS
- ELEMENTARY ARTS EDUCATION
- PROFESSIONAL DEVELOPMENT ON NEW STANDARDS (CAS)
- ED CODE COMPLIANCE

Another high ranking Priority was to establish a “STATE SEAL OF ARTS EDUCATION”
This could be a priority or possible Legislation for CMEA and the 4ArtsEdOrgs
Stand Up 4 Music Day

The Day

- 7:00 am: Legislative Visitation Team Orientation Meeting and Breakfast hosted by CTA.

- 9:00 am to 3:00 pm Legislative Visits at the State Capitol.

- 9:00 am to 12:00 pm Concerts on the Capitol: Seven school music ensembles have been selected to perform on the North Capitol Steps (Jeremiah Jacks, SU4M Performance Coordinator)

- 9:00 am to 12:00pm Guest Speakers: Invited Legislative Speakers scheduled throughout the morning

- 12:00 pm Press Conference Event: speakers include: President Burn, selected legislators, and special guests, with a finale performance provided by an outstanding student ensemble.

- 12:45 pm Legislative Visitation Team Debrief and Video Interviews; Thank You to Mario Sebastian, Advocacy Day Public Relations Coordinator
4 Arts Ed Orgs

Presidents of:
CMEA - California Music Educators Association
CDEA - California Dance Education Association
CETA - California Educational Theater Association
CAEA - California Art Education Association
Monthly Zoom Meetings to coordinate State Arts Ed Efforts
CMEA Advocacy Update

Introducing Martha Zaragoza Diaz, CMEA Legislative Advocate

- Founder, Zaragoza Diaz and Associates
- 30+ years experience as registered lobbyist in Sacramento
- Masters from UC Berkeley, Bachelors from Mills College
- Accomplishments: EL Standards & State Seal of Biliteracy
- Daughter is an emerging professional musician
Other State “Hill” Days during MIOSM

• Illinois MEA – TODAY!
• Massachusetts MEA
• Florida MEA
• Missouri MEA
• Michigan MEA
• Nebraska MEA
• Kansas MEA
• North Carolina MEA
• Indiana MEA – Indiana Arts Education Network
• Wisconsin MEA

Read more of the 2018 state advocacy days - [https://nafme.org/miosm-and-music-education-state-advocacy/](https://nafme.org/miosm-and-music-education-state-advocacy/)
Questions for our State Advocate Leaders
Federal Update and Call to Action
President’s FY20 Budget Summary

• The budget requests $62 billion for the Education Department, a 12 percent decrease from what was enacted for 2019.

• Proposal to pull out $2 billion from the reserves for the Pell Grant program, the primary source of federal grant aid for millions of students whose families typically earn less than $60,000 a year.

• Suggests eliminating 29 programs, including after-school and summer programs for students in high-poverty areas and well-rounded funding.

• Includes school choice platform by asking for an increase in $60 million for the Charters Schools Program.

• Requests $700 million for school safety measures from multiple agencies, including the Education Department, the Justice Department and Health and Human Services.
With the implementation of the Every Student Succeeds Act (ESSA)...

**APPROPRIATE and FULL FUNDING FOR ALL ‘WELL-ROUNDED’ PROGRAMS:** The inclusion of “music” within the definition of a “Well-Rounded Education” in ESSA provides a number of opportunities for supporting access to music education at the state and local levels if appropriately funded.

The specific enumeration of music in statute further articulates music’s eligibility for **Title IV, Title I, and Title II funding.**
## Well-Rounded Funding

<table>
<thead>
<tr>
<th>Program</th>
<th>FY18 Enacted</th>
<th>FY19 Enacted</th>
<th>President’s FY2020 Budget Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title IV, Part A</td>
<td>$1.6 billion</td>
<td>$1.1 billion</td>
<td>$1.17 billion</td>
</tr>
<tr>
<td>Title I, Part A</td>
<td>$15.46 billion</td>
<td>$15.8 billion (No Portability)</td>
<td>$15.86 Billion</td>
</tr>
<tr>
<td>Title II, Part A</td>
<td>$2.29 billion</td>
<td>$2.1 billion</td>
<td>$2.1 billion</td>
</tr>
<tr>
<td>Arts in Education</td>
<td>$29 million</td>
<td>$29 million</td>
<td>$29 million</td>
</tr>
</tbody>
</table>

### Notes:
- **Title IV, Part A**: $1.1 billion enacted in FY19, $1.17 billion requested.
- **Title I, Part A**: $15.8 billion (No Portability) enacted in FY19, $15.9 Billion requested.
- **Title II, Part A**: $2.1 billion enacted in FY19, $2.1 billion requested.
- **Arts in Education**: $29 million enacted in FY19, $29 million requested.
Call to Action: Support Title IV-A!

On March 12th, President Donald Trump unveiled his budget for Fiscal Year 2020, which proposes eliminating funding for Title IV, Part A.

By going to the Grassroots Action Center, you’ll be able to easily share a message to your members of Congress which conveys the importance of Title IV-A funding.
Thank you!

Lynn Tuttle
lynnt@nafme.org

Tooshar Swain
tooshars@nafme.org

Rob Edwards
robe@nafme.org
National Association for Music Education