



# New Mexico SCHOOL BOARD Association

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PREPARED EXPRESSLY FOR THE  
BOARD LEADERSHIP DEVELOPMENT  
PROGRAM  
JULY 8, 2021

# Agenda for the Training

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## **Welcome & Introductions**

### **Frame I: Advocacy and Political Role**

- Board members as Politicians
- The Five C's

### **Frame II: Role in Legislative Process**

### **Frame III: Role in the Political Process**

- Perspective of Board Member
  - Perspective of Lobbyist
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# Special Guests:

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**Senator Robert Gonzalez**

**Superintendent Dennis Roch**

**Legislative Liaison Lilliemae Ortiz**

**Board Member Barbara Peterson**

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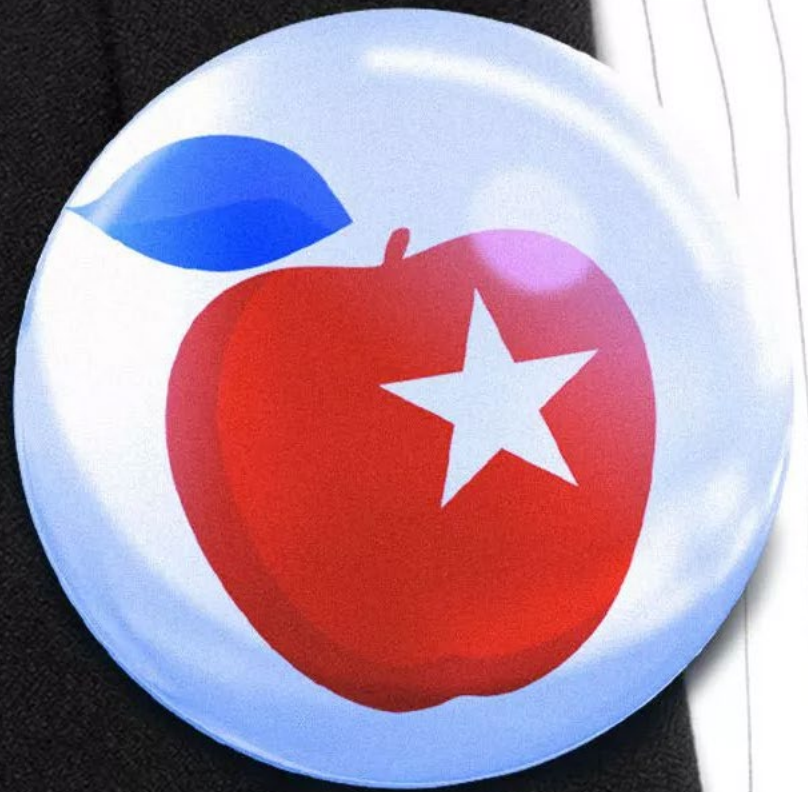
# **Frame # 1: Advocacy and Political Role**



# Board Members As Politicians

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# Politics Begins At Home





Advocate

# Five Important “C’s” of Coalition Building

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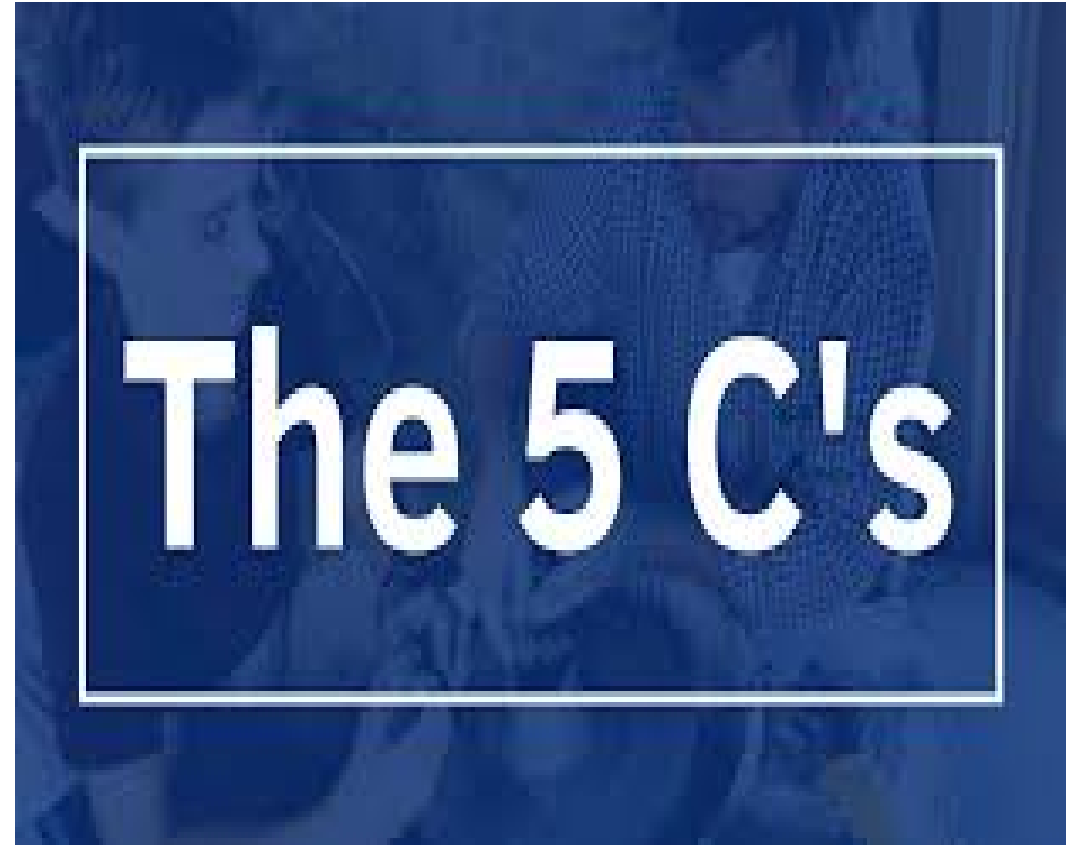
**Consistency**

**Commitment**

**Convenience**

**Communication**

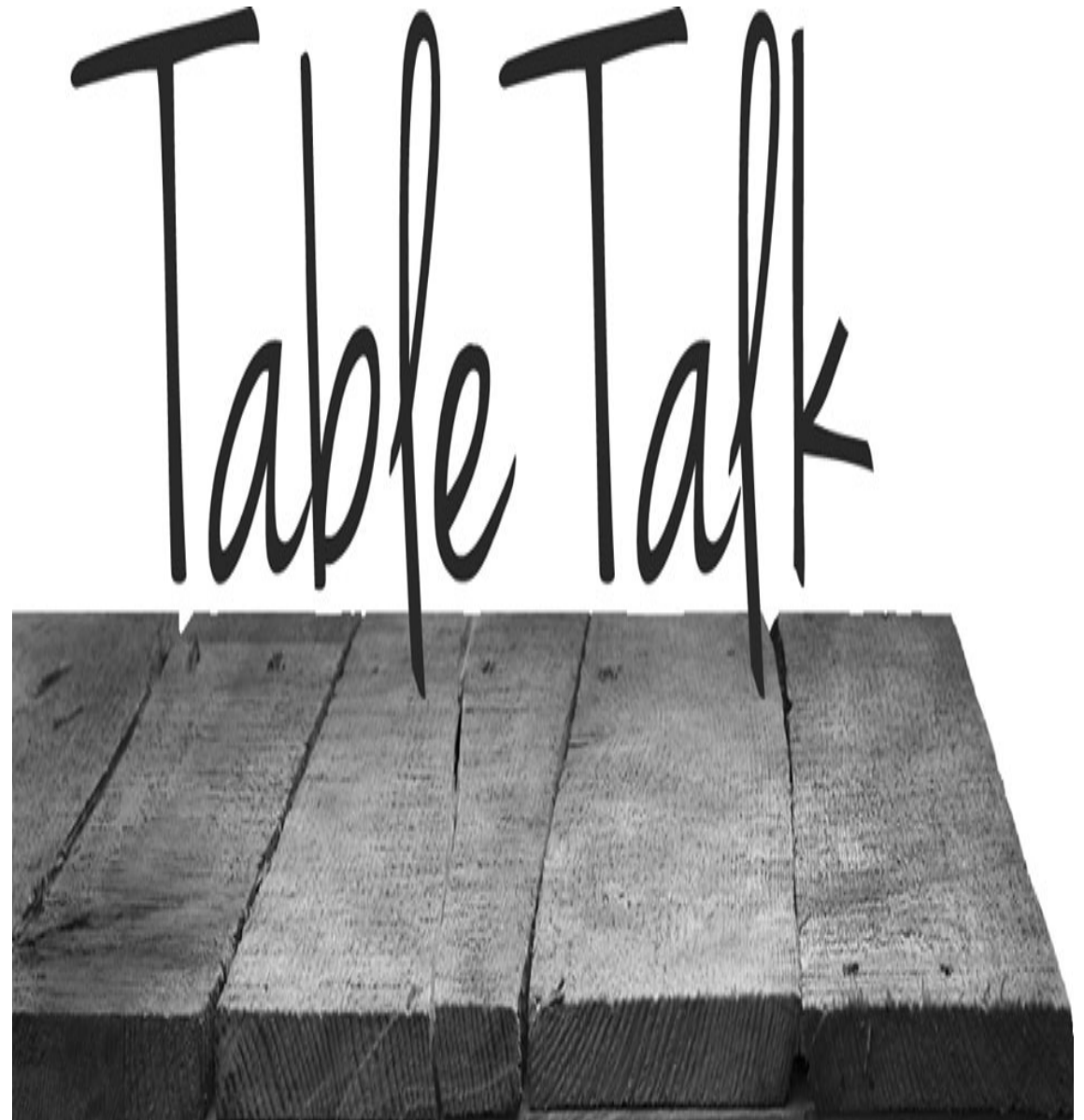
**Compromise**





Define the word "politician" and talk about why it is part of the key work of school boards for board members to think and act politically?  
*and/or*

How can relationships between school boards and other local officials be strengthened? What are some best practices you are utilizing currently?



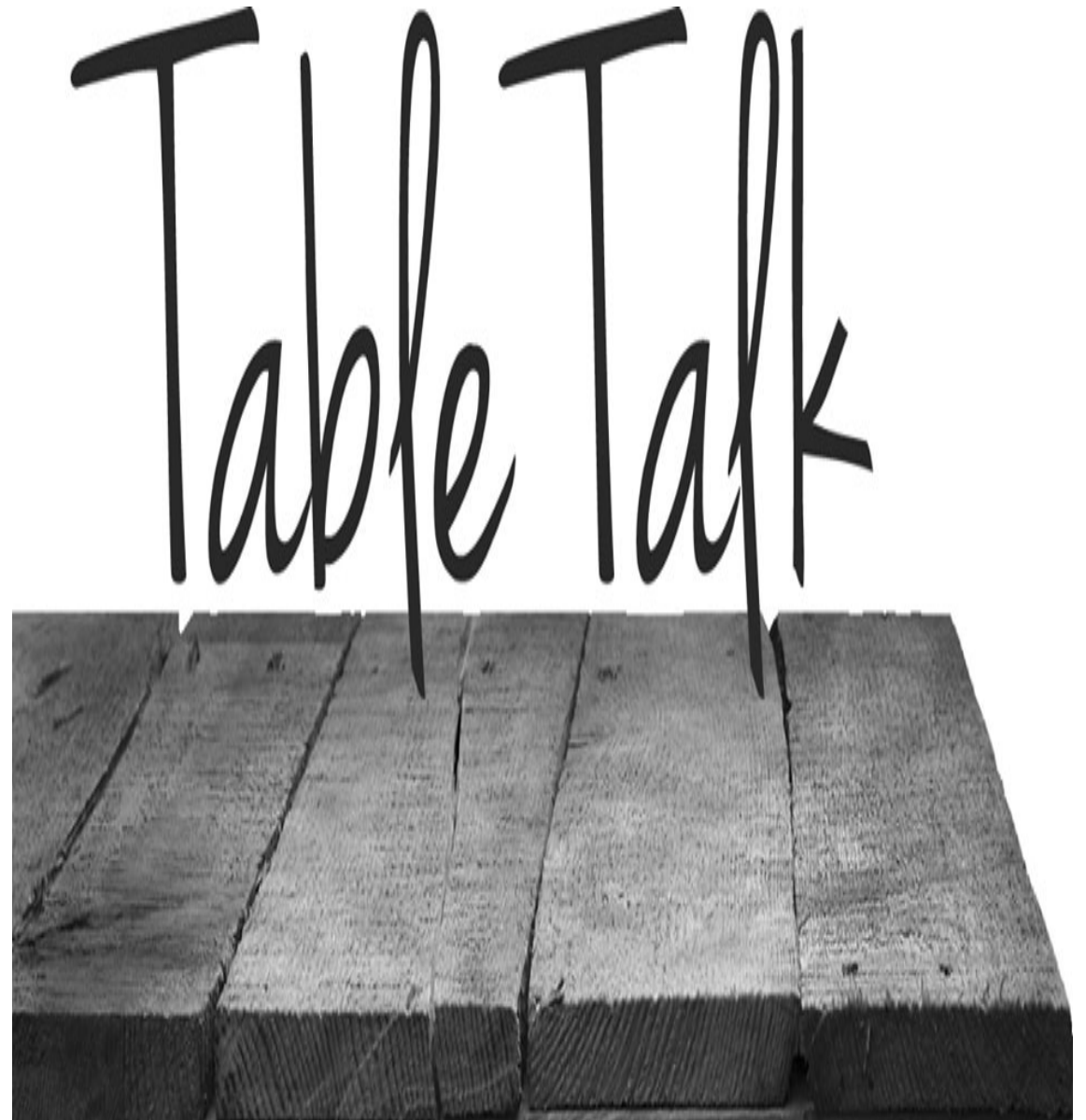
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# **Frame # 2: Role in the Legislative Process**

What are some examples of unforeseen provisions or unintended consequences of enacted legislation?

*and/or*

And how can school leaders help to prevent these surprises BEFORE they become law?




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# **Frame # 3: Role in the Political Process**

Advocacy for  
Our Districts  
in all the  
Right Places  
=  
Everywhere!





IT'S ALL ABOUT  
RELATIONSHIPS

Relationships are the Basis for Everything  
that Happens in Education



# Coordinating with Your District



We Represent the Board!  
What Does That Mean for Us As Individuals?





Strive to  
Influence  
the  
Outcome

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Be Ethical –  
Ethics are  
Critical

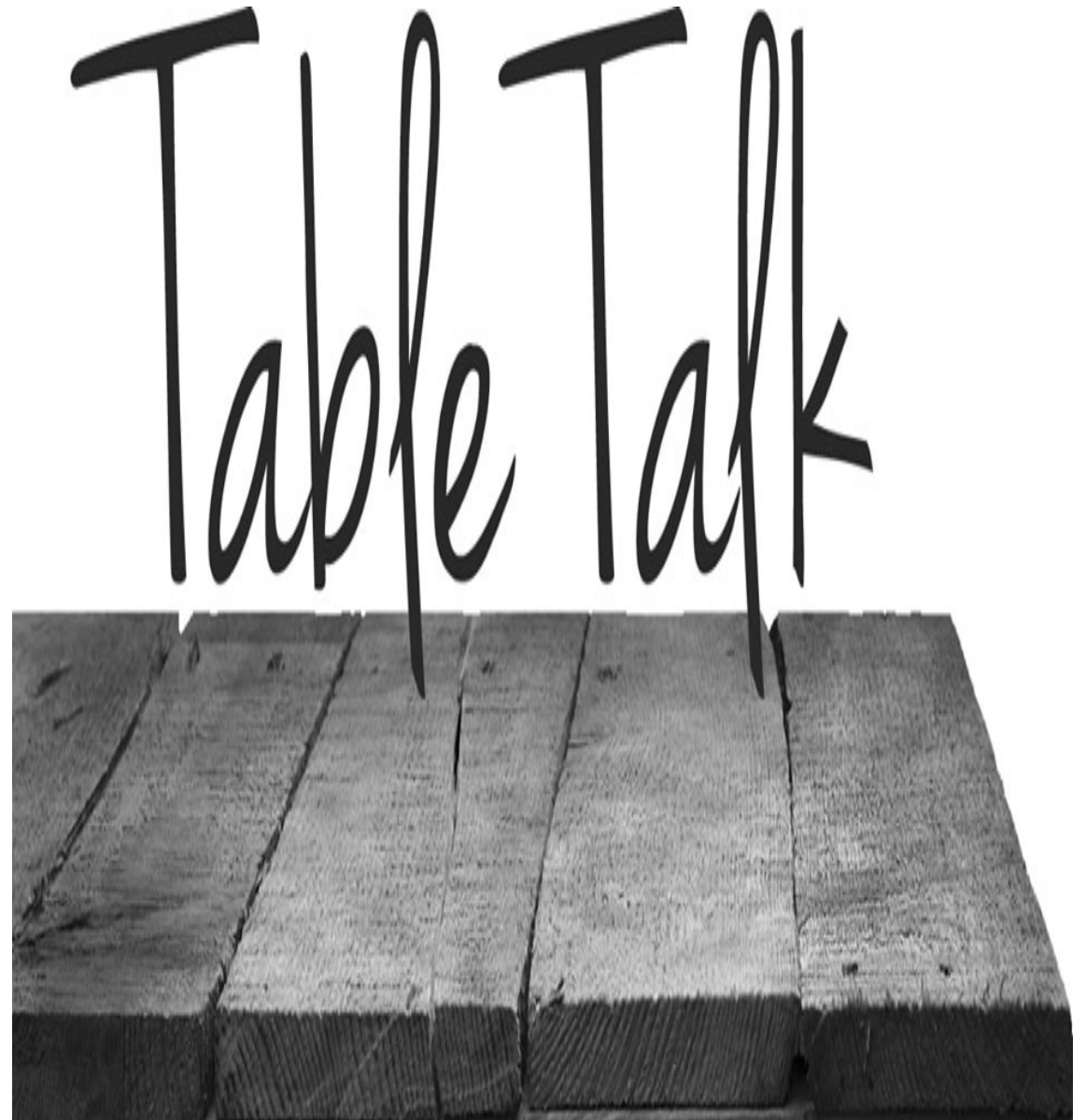
Understand  
Your  
Legislation  
– Do Your  
Homework



Share some tips for  
lobbying legislators  
effectively

*and/or*

Share best practices for  
successful coalition  
building in your district.





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Thank you!

For more information, please  
refer to:

***NSBA Becoming a Better  
Board Member-Fourth Edition***