

Oregon FFA Alumni



Alumni Development Day
Advocacy
on a local, state and national level.

Who can tell me what **Advocacy** is?

Why do we Advocate?

Advocacy

as defined by Wikipedia

- **Advocacy** is the pursuit of influencing **outcomes** — including public-policy and resource allocation decisions within political, economic, and social systems and institutions — that directly affect people's current lives. (Cohen, 2001)
- Advocacy can be seen as a deliberate process of speaking out on issues of concern in order to exert some influence on behalf of ideas or **persons**. Based on this definition, Cohen (2001) states that “ideologues of all persuasions advocate” to bring a change in people's lives. However, advocacy has many interpretations depending on the issue at stake, which can be different from this initial value-neutral definition.

Types of Advocacy

- Reactive
- Proactive

When to React

- When we learn FFA is being cut at the local or state level
- School district is threatening transportation budget for increased athletic travel
- When sponsors announce they are stopping their support

Why be Proactive

To avoid the need to be
Reactive!

Have a Plan!

Local Advocacy

Proactive Advocacy

- ❑ Build Positive Relationships with everyone!
 - ❑ Local ag and non-ag businesses, citizens, civic groups, church groups, etc.
 - ❑ School boards, administration, other school staff

- ❑ How have you built relationships in your community?

Big Bob's Little Lessons

- What to Do!

- Administration Change

- What Not to Do!

- Clickers

State & National Advocacy

- ❖ Good old-fashioned grassroots
 - ❖ The Oregon Story
- ❖ Social media
- ❖ Advocacy partners
 - ❖ Team Ag Ed!!!
 - ❖ NAAE <http://www.naae.org/>
 - ❖ Statewide businesses
 - ❖ Others
- ❖ State and national legislators

How to get plugged in

- <http://www.naae.org>
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