***Communicating about School Finance to the Public:  Recruiting Business Voices to Advocate for Public Schools, June 16, 2016 ISFIS Conference***

Note taking form for panel discussion

Dr. Tom Narak (SAI), Dr. Tom Lane (AEAs of Iowa), Michael Cyze, Director of School and Community Relations, (Dubuque Community Schools), Cyndi Fisher, Executive Director, EDGE, Powered by the Greater Des Moines Partnership, and Margaret Buckton, Moderator

Session Description: Businesses depend on schools to graduate an educated, talented and creative workforce.  In economic terms, they are key consumers of what public education produces. Business leaders often have good relationships with local legislators otherwise difficult to reach with pro-education messages. Learn from these experienced school leaders who have been working to engage the business community to advocate for adequate funding for public education.  They will tell about their experiences and give your team ideas for recruiting business stakeholders locally who are willing to let legislators know what schools need for students to be successful.

1. What kinds of advocacy are most effective in delivering results at the Capitol?

2. Can you share an example of effective advocacy on behalf of education that changed the outcome at the statehouse?

3. In your opinion, are the advocacy wins coming less frequently than they used to? Why or why not?

4. What steps have you taken to engage business leaders in advocating with legislators?

5. Are parents good advocates for schools? How do schools connect with parents and encourage them to step up and communicate?

6. What actions can attendees in this session undertake in the next 6 months to return education to a priority status at the statehouse?

7. What evidence do you see that education may once again be the priority at the state level?