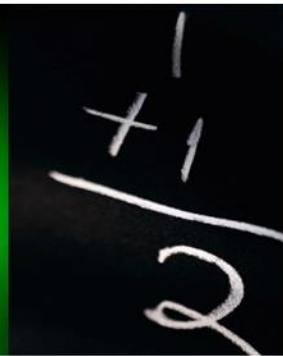


“Leadership, Advocacy, and the Power of You”

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Disclaimers

- This presentation
 - Will include a discussion of political issues and positions but is not intended to be political in nature.
 - Is not intended to trivialize any party or candidate.
 - Is also not intended to hide the presenter's strong bias for public education.





Leadership

Distinctive Nature of Board Governance

- Effective Board Leadership requires
 - Deep Commitment to learning essential aspects of education
 - Strong communication skills
 - Ability to build consensus





Leadership

- Most critical leadership skill may be the ability to change your leadership orientation based on the issue, or the immediate need!
 - Leading from the rear
 - Leading from the ranks (middle)
 - Leading from the front





Leadership

- Leading from the rear
 - Requires the leader delegating, which is difficult for many good leaders
 - Fine line between leading from the rear and being a spectator
 - When done correctly the leader maintains a position of observation and guidance but allows empowered, capable individuals to execute a plan





Leadership

- Leading from the middle
 - Leader must be strong facilitator
 - Leader must have excellent communication skills
 - Often seen when a leader emerges from a group when a former leader is absent





Leadership

- Leading from the front
 - By example
 - Demonstrating commitment by going first
 - Demonstrating desired behaviors
 - Leader doing the tough, risky, or exposed activities so others will follow
 - Never asking others to do what you are not willing to do yourself





Current Legislative Landscape

- Arkansas is a red state – all constitutional offices, majority of house and senate
- Louisiana and Mississippi are, to a lesser degree, led by Republican party.
- Challenges to education reform is not entirely partisan.





Current Legislative Landscape

- Public Schools = “Government Schools”
 (“government” = bad)
- At a time when “dignity” is being redefined, anything previously considered to be beneath it may now be acceptable.
- Effective two-way communication has been replaced by late night tweets or other social media communications.





Current Legislative Landscape

- Excerpt from 2016 Republican Party Platform
 - *“Crony Capitalism and Corporate Welfare Cronyism is inherent in the progressive vision of the administrative state. **When government uses taxpayer funding and resources to give special advantages to private companies, it distorts the free market and erodes public trust in our political system.** By enlarging the scope of government and placing enormous power in the hands of bureaucrats, it multiplies opportunities for corruption and favoritism. It is the enemy of reform in education, the workplace, and healthcare.”*





Current Legislative Landscape

- More from GOP Platform

- “We support **options for learning**, including **home-schooling, career and technical education, private or parochial schools, magnet schools, charter schools, online learning, and early-college high schools**. We especially support the innovative financing mechanisms that make options available to all children: **education savings accounts (ESAs), vouchers, and tuition tax credits**. Empowering families to access the learning environments that will best help their children to realize their full potential is one of the greatest civil rights challenges of our time. A young person’s ability to succeed in school must be based on his or her God-given talent and motivation, not an address, ZIP code, or economic status. We propose that the bulk of federal money through Title I for low-income children and through IDEA for **children with special needs should follow the child to whatever school the family thinks will work best for them.**”





Current Legislative Landscape

- Other philosophies expressed

- “Parents are a child’s first and foremost educators, and have primary responsibility for the education of their children.”
- “We reject a onsize-fits-all approach to education and support a broad range of **choices** for parents and children at the state and local level.”
- “We likewise repeat our longstanding opposition to the imposition of **national standards and assessments**, encourage the parents and educators who are implementing **alternatives to Common Core, and congratulate the states which have successfully repealed it.**”
- “... education reform movement calls for choice-based, **parent-driven accountability** at every stage of schooling. It affirms higher expectations for all students and rejects the **crippling bigotry of low expectations**. It recognizes the **wisdom of local control** of our schools and it wisely sees **consumer rights in education — choice — as the most important driving force for renewing education**. It rejects excessive testing and “teaching to the test” and supports the need for strong assessments to serve as a tool so **teachers can tailor teaching to meet student needs.**”





Public School Advocacy

“When you can’t make them see the light, make them feel the heat.”

Ronald Reagan

“Public school advocacy can not thrive where ignorance prevails.”





Advocacy – What?

- “publicly support for or recommendation of a particular cause”
- In the case of Public Education, to advocate is to speak in support of its programs, processes, and in some cases personnel.
- More importantly, to advocate for Public Education is to champion for the children it serves.





Advocacy – How?

- Components of Advocacy for Board Member
 - Education – self
 - Education - others
 - Engagement / participation
 - Encourage
 - Establish relationships





Advocacy – How?

- Always best to approach from relationship perspective.
- Always deal with facts (as much as possible).
- Always offer to be part of the solution (do your homework).
- Always leave contact information for possible follow-up.





Advocacy – How?

- Always correct error, incorrect facts, and fake news.
- Always acknowledge mistakes and shortcomings of public education.
- Always be kind!
- Always protect your personal integrity.





Advocacy – How?



- Begin with a thanks or other positive remark
- Specific request and why
- End with thanks or other positive remark





Advocacy – How?

- Never threaten or intimidate.
- Never offer something you may not be able to deliver.
- Never lie, misrepresent, or exaggerate the truth.
- Never be rude or unkind!





Advocacy – Where?

- Scope of Advocacy includes
 - Backyards, beauty / barber shops
 - Wal Mart to Neiman Marcus
 - Church to Night Clubs
 - Board Rooms
 - Bleachers and Hall Ways
 - Formal and casual / informal





Public School Advocacy

- A story from the '93 Legislative Session





Where do we go from here?

- Accept the responsibility given to you by your communities and lead
 - Lead from the front - continue to educate and speak in support of your students and staff
 - Lead from the middle – produce leaders from among your peers and staff to continue the effort
 - Lead from the rear – know where you are, where your resources are, and how to direct future moves





Questions
Or
Comments
(Group Therapy)





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