



Ector County ISD Advocacy Plan

Adopted by the Ector County Independent School District Board of Trustees on _____.

Authors:

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Superintendent: Dr. Scott R. Muri

Introduction

In order to empower Ector County ISD and its stakeholders to more effectively advocate for the future of our children and our community, the Superintendent and Board of Trustees of Ector County ISD will engage and cultivate relationships with the community, stakeholders and elected officials, and will develop a proactive approach toward legislative and governmental affairs.

The Ector County ISD Board of Trustees will utilize the framework outlined in this plan to develop implementation strategies for a bi-annual advocacy agenda.

Advocacy Background

Ector County ISD has a strong relationship with portions of our community and will engage with our greater community to ensure a level of trust throughout.

Some of the many ways we engage with our community include a bond taskforce and other appointed committees, develop legislative agenda in collaboration with Chamber of Commerce, and attendance at community events and functions.

Ector County ISD Vision and Mission Statement

Our **vision** is that our students are the future.

Our **mission** is to inspire and challenge every student to be prepared for success and to be adaptable in an ever-changing society.

Problem Statement

ECISD has a history of poor academic performance but has demonstrated significant improvement during the past three years. Some members of the community appear to not trust the system nor believe the improvement, thus their advocacy for both the district and public education is limited. The Board of Trustees seeks to develop trust within our own community and improve the level of advocacy for ECISD and the needs of the community's children.

Advocacy Strengths

- Board ownership and cohesion
- A strong team of 8 (board and superintendent)
- A desire to learn and grow
- Healthy relationships with local and state legislators and leaders
- Service in leadership roles within the community
- Powerful story of transformational change
- District superintendent is regularly invited to testify before Texas House and Senate on multiple topics

Advocacy Opportunities

- Develop informed, educated, active voters among our staff, students and community
- Improve advocacy skills and communication efforts
- Engage our community in dialogue and develop unity
- Develop legislative agenda that is supported by system and community

Advocacy Beliefs

We believe it is important to build values partnerships.

We believe it is important for Trustees to belong to and contribute to key community organizations.

We believe the Board should have a written plan to advocate within the community.

We believe our ECISD family, including all students, parents, and staff, should learn to participate in elections and know how to register to vote, research candidates, and vote.

We believe ECISD can serve as a nonpartisan resource our community trusts to provide factual information about every election.

We believe it is important for Trustees and the Superintendent to have a relationship with every legislator in their local delegation, and their staff.

We believe students and community members add value to ECISD's legislative efforts.

We believe it is important to create a system of legislative advocacy developed by the Superintendent and Trustees together.

We believe ECISD's advocacy system should be sustainable.

Advocacy Goals

We will realize success when, through our advocacy framework and system, we cultivate trust and true partnership with our parents and community.

The following are general goals that are part of our advocacy plan framework.

Community Engagement and Mobilization Goals

- Develop a strategic communication plan that highlights the successes of the District.
- Identify and develop community leaders to advocate for and on behalf of the District.
- Build the relationships and trust that foster a true partnership between the district, parents, and the community.
- The District will be mindful and intentional in its inclusion of voices that represent the population of ECISD and Ector County.

Electoral Engagement Goals

- Improve the percentage of students, staff, and community individuals that are registered to vote and are engaged in the voting process.
- Improve the level of civic engagement of students, staff, and community.

Legislator Relationships

- Improve communication efforts with local legislators and elected officials
- Ensure all local legislative representatives are fully aware of the District's legislative agenda
- Engage the community in the District's legislative efforts, which will add value to those efforts.

Advocacy Plan Implementation Timeline

August – Board will formally adopt Advocacy plan as a working document

September – Advocacy session in Austin