



PERSONAL AND ORGANIZATIONAL ADVOCACY CHECKLIST

Edtech Advocacy Toolkit

DECEMBER 2019

Purpose of a This Checklist

There are many ways to get involved in advocacy and inform policymakers about the importance of digital teaching and learning. Use this checklist to consider the advocacy activities you have been involved with in the past and establish new goals. Reach out to advocacy@iste.org for assistance in coordinating these activities.

Advocacy Checklist

ENTRY-LEVEL ENGAGEMENT

- Join the [ISTE Advocacy Network](#) (use the “Sign Up for Alerts” function on the linked Voter Voice platform) and recommend the network to a colleague.
- Use the ISTE Advocacy Network to stay up-to-date on [advocacy news](#) and reach out to members of Congress on particular issues (e.g. [Title II-A](#), [Title IV-A](#)).

MEDIUM-LEVEL ENGAGEMENT

- Attend a policy and advocacy session your organization’s conference.
- Volunteer at the [ISTE Advocacy Network Booth](#) at your organization’s conference.
- Coordinate or participate in a [student technology showcase](#).
- Attend a town hall meeting held by a local, state or federal policymaker.
- Invite a local, state or federal policymaker to your school or district.
- Attend ISTE’s [Edtech Advocacy and Policy Summit](#).

HIGH-LEVEL ENGAGEMENT

- Serve on your organization's advocacy committee and develop a [public policy and advocacy plan](#).
- Collaborate with local nonprofits and the business community to amplify your policy priorities.
- Write an [edtech success story](#) for local media, a school publication, organizational publication or an ISTE publication.
- Write a [letter to the editor or op-ed](#) for local media.
- Conduct a social media campaign in support of edtech.
- Conduct research on [federal](#) or [state](#) policymakers or a particular policy issue.
- [Meet](#) with local, state or federal policymakers (or staffers) about an edtech policy issue.
- Work with your organization to advocate for a particular federal or state legislation.
- Work with your organization to testify at a public hearing (e.g. school board, city council, state, federal).
- Collaborate with policymakers to draft legislation, edtech standards, digital learning plans and other policy language.