

## **KDK-Harman Foundation Advocacy Plan**

**August 2011-December 2012**

**Objective:** To solidify our identity as an education advocacy leader promoting the quality and equity of educational opportunities available to low-income Central Texans and building the public and political will around the issue of appropriate funding for public education.

**Summary:** KDK-Harman Foundation does not have a specific education policy agenda, other than to ensure all students—regardless of race, ethnicity or income status—have access to a high quality education. We are not working to push one particular reform agenda. Simply put, we want to ensure that PreK-12 education funding in the state of Texas is restored to pre-2011 levels, includes funding for student growth, and does not receive further cuts in future legislative sessions. In collaboration with other organizations, funders and nonprofits alike, we look to influence education legislation during the 83<sup>rd</sup> legislative session in January 2013 to ensure policymakers make education a priority in Texas. Our plan is comprised of four components:

- **EDUCATE:** Building Knowledge
- **MOBILIZE:** Direct Involvement and Recruitment
- **STRATEGIC COMMUNICATIONS:** Increasing the Visibility & Awareness of Issue
- **INVEST:** Demonstration Grants

We understand the collaborative nature of this type and size of initiative and are grateful to many who have contributed to the effort of ensuring public education is priority in Texas. This is an exciting and pivotal moment for Texas children, our future, and as always we welcome insights along the way.

Janet E. Harman, President and Founder  
KDK-Harman Foundation

**EDUCATE**

*Encourage understanding, dialogue and collaboration between organizations interested in taking action in education policy*

<p>Aug '11-Sept '11</p>	<p><b>District Days:</b> Reach out to Federal and State Legislators (focus on geographic scope of KDK and those who serve on education committees) to update them on Foundation priorities, grantmaking within their jurisdiction, and as appropriate, prep for Learning Tours/Education Policy seminars to come</p>	
<p>Oct '11 -Nov '12</p>	<p><b>Learning Tours/Education Policy Seminars</b> around the state done in conjunction with Texas High School Project (THSP) that educate and inform policymakers on what is working in our educational system. One would be for the Central Texas delegation only and the other would include 15-20 key legislators who serve on the public education and higher education committees.</p> <ul style="list-style-type: none"> <li>• Central Texas seminar would be combined with a learning tour at a campus at which THSP/KDK has invested in the Austin area followed by a dinner with guest speaker for the Central Texas delegation.</li> <li>• Statewide Convening would entail day and a half event featuring four nationally recognized experts, both practitioners and academics, who presented their research and data on topics related to teacher effectiveness, budgetary issues, and postsecondary completion efforts.</li> </ul>	
<p>Oct. '11-Dec. '12</p>	<p><b>Education Politics Lunch Series</b> facilitated by Frontera Strategy discussing interim charges as they affect education and philanthropic priorities/whitepaper (For further detail, view INVEST section)</p>	

**MOBILIZE**

*Participation in local, state and national forums, informing grantmakers and lawmakers of the impact of our sector in education*

Aug '11-Sept '11	<b>Develop whitepaper: Texas Education Philanthropy's priorities in education</b> , including the design, implementation, and analysis of questionnaire and series of interviews and focus groups to all participants of Education Funders Advocacy Day asking them to provide information on the most critical education issues (and solutions that are revenue neutral) facing the state.
2012 - TBD	Host <b>Part II: TX Ed Funders' Day at the Capitol (Funder/Legislator Roundtable)</b>
March '12	Involvement in Foundations on the Hill, a national philanthropy awareness campaign, and outreach to both US Congressional level policymakers and U.S. Department of Education

**INVEST**

*Deployment of foundation's funding to demonstrate better and more effective ways of delivering quality educational services; connecting funders, grantees and legislators to identify opportunities and synergies for development of positive policy and systems changes*

Aug. '11-Dec. '12	<b>Grant support to grassroots organizing for education</b>
<u>Phase1:</u> Aug '11- Sept. '11	<p><b>Advocacy expertise and support by Frontera Strategy: Using the Interim Now, Preparing for Success in 2013</b></p> <p><u>Phase 1:</u> <b>Conduct surveys and focus groups and prepare brief white papers</b> for other foundations and legislators in conjunction with KDK-Harman Foundation staff on key foundation advocacy priorities as determined by foundation survey.</p> <p><b>Work with Capitol media of the education advocacy priorities of Texas philanthropy</b> and secure media via online, print and broadcast media.</p>

Phase2:  
Oct. '11-Dec. '12

**Engage members of the Public Education Committee of the Texas House of Representatives and the Education Committee of the Texas Senate** to inform the drafting of interim charges (if the timing of the release of interim charges by the Speaker and Lieutenant Governor allows) and to engage the committees during their hearings and at other key moments in the legislative interim.

Phase 2:

**Host Education Politics Lunch Series:** Frontera Strategy will conduct a series of convenings with interested CTEF funders and stakeholders (i.e. grantees) during the interim to discuss current events at the Capitol (perhaps in conjunction with Texas Tribune) as it affects the priorities drawn from the white paper. Lunches will include guest speakers at which Frontera will assist with identifying and coordinating speaker participation.

**Frontera will create and maintain a dashboard of Capitol happenings that affect the educational white paper.** This dashboard will be posted and communicated through KDK-Harman, CTEF and other appropriate online portals that keep funders informed and engaged throughout the interim period.

**Conduct at least three trainings in different communities for foundation staff and/or KDK-Harman Foundation grantees on the legislative interim.**

**Host Part II: TX Ed Funders' Day at the Capitol (Funder/Legislator Roundtable).** Assistance includes: timing, program development, identification of speakers, etc.)

**Support staff as they build KDK-Harman Foundation advocacy advisory council**

**Research school finance issues to find long-term solution to public education funding crisis**

**STRATEGIC COMMUNICATIONS**

*Through strategic communications, build the public and political will necessary to ensure appropriate funding for public education so that all children have access to high quality education.*

Present-Dec. '12	Maintain “Texas Education Funders Advocacy Collaborative” and “KDK-Harman Grantee Advocacy Project” Facebook sites thru social media channels	
Oct '11-Dec '12	Through the coordinating and help of Frontera Strategy, work with Capitol media to alert the education advocacy priorities of Texas philanthropy and secure earned media via online, print and broadcast media	
Sept '11 – Dec '12	<p>Frontera Strategy will facilitate a close working relationship with the communications and public relations staff of the Austin Independent School District (AISD). Frontera Strategy will inform AISD of pressing community concerns and will connect AISD staff to relevant community resources. Frontera Strategy will also assist district efforts to increase public awareness of AISD's positive attributes.</p> <p>Frontera Strategy will also work <i>outside</i> AISD and its staff and board to build and assess public support for investments in public education. Frontera Strategy will provide technical assistance and support to public opinion polling (conducted at a yet-to-be-determined date) and connect KDK-Harman with potential polling consultants.</p>	