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# Effective Tools & Strategies to Impact School Boards

# Know the Purpose

# Choose Your Battles

# Know the Process

# Know The Opposition

# Know The Opposition

# Know Thyself



Activist  
or  
Lobbyist?

# Activist

The root word of *activist* is the Latin *actus*,  
"a doing, a driving force, or an impulse."

- a person who advocates for a political cause, social change
- work to promote, impede, or direct social, political, change with the desire to make improvements in society.

# Know the Facts

# Communicate Effectively

# Know When to Adjust

# Know When to Adjust

# Expose your Opponents

**ABC's**  
**of**  
**Messaging**



# Audience, Arguments, Adjust

- Know your audience
- Know your arguments
- Adjust your arguments to your audience

# Audience

At community meetings, board meetings

In a meeting with an elected official

At church or bible study

In an interview – TV, radio

# Be Prepared

## Facts & Reactions

- Know the process
  - Know the law
  - Do your own research
  - Ridiculed, taunts &
- name calling
  - Always assume you are on film

# Confidence & Commonsense

*In politics if you are defending you are losing*

- Don't reinforce the negatives
- Reverse the rights
- Positive/affirmative statements

# Non Negotiable

# #1

Remove the “T” from LGBT

# #2

Attack the arguments not  
the individual

# #3

Refrain from using  
religious arguments



# Myths & Misconceptions

**Privacy and Disclosure:** In accordance to the Family Education Rights and Privacy Act (FERPA), all persons, including students, have a right to privacy as outlined in the *Overview of Federal and State Law*. This could be included in a final CCSD Policy/Regulation/Guidance Document.

# Family Educational Rights and Privacy Act (FERPA)

A federal privacy law that affords parents the right to,

- have access to their children's education records
- confirm the accuracy and seek to have the records amended
- review and appeal the information
- consent to the disclosure of personally identifiable information

**Names and Pronouns:** A final CCSD Policy/Regulation/Guidance Document could specify that students have the right to be addressed by the names and pronouns that correspond to their gender identity.

**Overnight Field Trips:** Overnight field trips shall be appropriate for and supportive of all students, including students with gender diverse identities or expressions. Procedures regarding overnight field trips could be included in the final CCSD Policy/Regulation/Guidance Document.

**Inclusive Academic Classroom Environment:** A final CCSD Policy/Regulation/Guidance Document could specify that the academic classroom environment shall be appropriate for and supportive of ALL students, including students who have diverse gender identities or expressions, and shall not discriminate or segregate according to gender identity or expression.

**Rights and Protection:** Details regarding specific rights and protections for students outlined in the *Overview of Federal and State Law* could be included in the final CCSD Policy/Regulation/Guidance Document.

**Overview of Federal and State Law:** An overview of the Federal and State discrimination laws and other laws that mandate safe schools for all students inclusive of gender diverse students. These types of laws and examples could be included in a final CCSD Policy/Regulation/Guidance Document.

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(NRS 651.070) The public accommodations law mandates they have access to the bathroom/locker rooms they identify with

SB 225

Title IX