Advocacy 101

We are all in this together

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Titus DosRemedios

June 2020

strategiesforchildren.org/covid-19.html
Strategies for Children and its signature Early Education for All Campaign work to ensure that Massachusetts invests the resources needed for all children, from birth to age five, to access high-quality early education programs that prepare them for success in school and life.
What We Know

- We know there is fear, anxiety, worry, uncertainty, need for answers and accurate information and the commitment to best serve children and families.

- Before COVID-19, even at full enrollment the child care market was broken. The way the system is financed left too few children with access to high-quality early childhood settings, too many early childhood educators living on poverty-level wages, and too many programs one rent payment away from closing down.

- We know that our field is complex – with many funding streams – public and private dollars in the system.

- We know that programs are going to need flexible, stable additional funds to have a chance of making it in the new reality.
What We Know

- We have a long road back. Things will be different as we return to a new reality.
- Hearing from you about real life, day-to-day challenges will help inform our advocacy and communication strategies and match up resources with needs.
- We will rely on the innovation, creativity and can-do attitude of the early education and care community.
- But that will not be enough.
- We will need to advocate together for additional resources and support.
Can you imagine yourself doing any of the following?

<table>
<thead>
<tr>
<th><strong>YES</strong></th>
<th><strong>NO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Going down to City Hall to complain about a tax bill you think is too high?</td>
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<tr>
<td>Helping when your neighbor gets a confusing letter from Social Security, by making phone calls and dealing with the bureaucracy?</td>
<td></td>
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<tr>
<td>Making a presentation at a local community group about a project or a topic you care about and know well?</td>
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<tr>
<td>Testifying before a state legislative committee as part of a panel on a subject you know well and care about?</td>
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What is advocacy?

What words or images come to mind when you hear the word advocacy?

Who are the key decision-makers that impact a child’s early education and development?
Know the Process

- Understand the different branches of government and the timeline and key dates at the local, state and federal level.
  - Legislation
  - Budget
  - Elections
- Be sure you know WHO you need to contact about WHAT – at what level are the decisions being made?
- Be aware of other hot topics that may be getting more attention and figure out how to connect to them...or not!
- Connect with groups and organizations who do this work in your state – you don’t have to figure it out on your own.
- Don’t be intimidated by the process – YOU CAN DO IT.
Use your home address to find out who at

www.WhereDoIVoteMA.com

Complete the form and print it out!
Massachusetts is represented in Congress by two US senators and nine US representatives.

- Senator Elizabeth Warren and Senator Edward Markey
- You have one United States representative based on your home address.
Massachusetts US House of Representatives
You have one US Representative based on your home address

1st Congressional District: Richard Neal
2nd Congressional District: James McGovern
3rd Congressional District: Lori Trahan
4th Congressional District: Joseph P. Kennedy III

5th Congressional District: Katherine Clark
6th Congressional District: Seth Moulton
7th Congressional District: Ayanna Pressley
8th Congressional District: Stephen F. Lynch
9th Congressional District: William Keating
Massachusetts Executive Branch

The Baker Administration

Governor
Charlie Baker (Swampscott)

Lieutenant Governor
Karyn Polito (Shrewsbury)
In Massachusetts

Executive Office of Education

- Department of Early Education and Care
- Department of Elementary and Secondary Education
- Department of Higher Education
Massachusetts State Senate
40 state senators

Massachusetts House of Representatives
160 state representatives

You have one state senator and one state representative.

Use your home address to find out who at WhereDoIVoteMA.com.
Speaker of the House
Robert DeLeo
(Winthrop)

Senate President
Karen Spilka
(Ashland)
2019

- January 2 – Legislators sworn in and Session starts
- January 3 – Governor Baker sworn in
- January 18 – Bill filling deadline for 2019-2020 Session
- January 23 – Governor Baker releases his FY18 budget recommendations (House1)
- January /February – Legislative leadership and committees announced
- April – House of Representatives files budget recommendations
- May – Senate files budget recommendations
- June – Conference Committee debates budget
- July 1 – FY20 Budget starts
Massachusetts Legislature 2019-2020 Session Key Dates

2020

- January 22 - Governor Baker files his budget recommendations (House 2)
- April – House of Representatives files budget recommendations
- May – Senate files budget recommendations
- June – Conference Committee debates budget
- July 1 – FY21 Budget starts
- July 31 – Formal legislative session ends
- Tuesday, November 3, 2020 – Election Day
According to the Department of Early Education and Care

- Total capacity for 250,000 children up to 14 years old; 750,000 children in full time working households
- 55,000 children are supported by EEC subsidies targeted to low income and vulnerable families
- MA has a robust mixed delivery model for child care, including Family Child Care homes (FCC), a child care run from a private home, with small group sizes ranging from 6 - 12 children across all age groups.
- ~8,200 non profit and for profit business providers (6,000 FCC Homes & 1,200 Centers)
  - 50% do not receive any public subsidy and are wholly funded by private pay fees from parents
  - 15% have most their enrollment subsidized (2/3 or more)
  - 35% have a mixed of private pay and subsidize enrollment
- Childcare was a $4B industry in MA prior to the pandemic. Estimated losses of approximately $250M per month during closure from private pay fees alone.
Massachusetts State Budget
(funding levels adjusted for economic growth)

http://www.massbudget.org/browser/index.php

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MA Department of Early Education and Care

Funding Trends

Millions of Dollars

<table>
<thead>
<tr>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
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</thead>
<tbody>
<tr>
<td>509.0</td>
<td>509.0</td>
<td>498.6</td>
<td>495.2</td>
<td>488.1</td>
<td>497.4</td>
<td>534.2</td>
<td>550.8</td>
<td>553.1</td>
<td>561.5</td>
<td>613.0</td>
<td>669.6</td>
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</table>
What you can do NOW…and later

- Develop and leverage relationships with elected and appointed officials.
- Use your voice, tell your story.
- Stay informed!
- Make sure you know who represents you in the Massachusetts State House and in Washington DC.
- Get involved at the local level.
- Stay informed!
- Sign up for our email list and subscribe to our Eye on Early Education blog.
In 2010 in Massachusetts, the Census failed to count an estimated 20,000 young children ages 0 to 4.
### Election Day - Tuesday, November 3, 2020

<table>
<thead>
<tr>
<th>Offices</th>
<th>Term of Office (years)</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>4</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Vice President</td>
<td>4</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>U.S. Senator</td>
<td>6</td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>U.S. Representative</td>
<td>2</td>
<td>★</td>
<td>★</td>
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<td>4</td>
<td></td>
<td>★</td>
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<tr>
<td>Lt. Governor</td>
<td>4</td>
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<td>★</td>
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<tr>
<td>Secretary of the Commonwealth</td>
<td>4</td>
<td></td>
<td>★</td>
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<tr>
<td>Attorney General</td>
<td>4</td>
<td></td>
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<tr>
<td>Treasurer</td>
<td>4</td>
<td></td>
<td>★</td>
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<tr>
<td>Auditor</td>
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<td></td>
<td>★</td>
</tr>
<tr>
<td>Governor's Council</td>
<td>2</td>
<td></td>
<td>★</td>
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<tr>
<td>State Senator</td>
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Q/A

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Why advocacy matters

- You can make a difference!
- People working together can change policies and laws.
- Advocacy is easy.
- Policymakers need your expertise.

(Derived in part from Charity Lobbying in the Public Interest, www.clpi.org)