

ADVOCATE: SEVEN STEPS TO EFFECTIVE ED TECH ADVOCACY

Here is a checklist to make sure that you are ready to be an effective ed tech advocate

1. Rank your ed tech policy goals in priority order
2. Define your legislative agenda
3. Establish short-term and long-term advocacy goals
4. Prepare an “elevator speech” summarizing your ed tech policy vision and agenda
5. Gather all the information necessary to write a policy memo to your representative
6. Identify local media outlets and the best ways to work with them
7. Ask candidates running for office CoSN’s three ed tech questions