

# Legislative and Prop. 1 Update

MSPRA Conference

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MAISA/MASA

# New Legislature seated in January

- New leadership
- New committees
- 54 new faces

# FY 16 Budget

- 3 differing approaches
- Governor's Recommendation
- House Hearings- Focus on Rolling up Categoricals
- Senate Hearings- Focused on Details of Categoricals
- Both Legislative Chambers focused on Equity

# 3<sup>rd</sup> Grade Reading

- Governor's Budget Proposal
- House Proposal from last session – includes retention
- Senate has yet to weigh-in

# Financially Distressed Districts (Early Warning)

- Large bill package introduced this year
- Supported and pushed by Department of Treasury
- Gives Treasury oversight of financially distressed districts
- 2 out of 16 triggers would capture over 200 districts
- Reintroduced this week
- What is our solution?

# Critical Shortage List

- Allows retirees to come back to work in critical shortage areas as substitute teachers and instructional coaches
- Schools pay retirement costs
- Passed the House last week
- Expected to be taken up by the Senate shortly

# Bake Sales

- SB 139 adds flexibility allowed under Federal Law for nutritional standards
- Directs MDE to allow for at least 3 bake sales per week that do not meet nutritional guidelines

# Proposal 1

- On May 5<sup>th</sup> ballot
- Increases Sales Tax from 6% to 7%
- Increases road funding by \$1.2 million
- Secures an additional \$300 million for School Aid Fund
- Attached to several other changes including an education adequacy study, funding for municipalities, and removal of Universities from the School Aid Fund



# The Campaign

- Who is supporting?
  - Municipalities, Schools, Labor, Local Chambers, Road Interests, Business Community
  - <https://www.youtube.com/watch?v=xVh7JV8R2W4>
- Who is the opposition?
  - Anti-Tax Advocates
  - <https://www.youtube.com/watch?v=w88vy9CUvQo>

# Informational Resources

- “Just the Facts”: <http://gomasa.org/proposal1>
- Palm Card:  
<http://gomasa.org/sites/default/files/Education%20Card2.pdf>
- Sample Powerpoint:  
[http://gomasa.org/sites/default/files/Michigan-Proposal-1-MASA\\_030615.pdf](http://gomasa.org/sites/default/files/Michigan-Proposal-1-MASA_030615.pdf)

# Advocacy Resources

- “Vote Yes” Resources: <http://gomasa.org/proposal1>
- Power Point:  
<http://gomasa.org/sites/default/files/SRY%20Overview-PowerPoint.pdf>
- Letters to the Editor:  
<http://gomasa.org/sites/default/files/Sample%20letters%20to%20the%20editor.pdf>

# Top 10 Advocacy Actions

- **Gather your Resources:** Start with MASA's resource center at [www.gomasa.org/proposal1](http://www.gomasa.org/proposal1). Then follow the links to other advocacy sites as needed.
- **Know the Law:** The law is very clear about the allowable use of school resources for state and local ballot proposals. We have posted [guidance](#) on the allowable uses of local funds for ballot proposals on our website. On the site, you can also find a separate [opinion](#) which addresses whether and to what extent a public school superintendent specifically may publicly support or oppose a state-wide ballot proposal.
- **Activate Your Communications Networks:** What will make the difference at the end of the day is identifying yes voters in the school community and getting out the vote similar to a local ballot measure. Reach out to your grassroots communication teams, PTSA/PTO leadership organizations; and parent legislative liaisons. Meet with them (face to face if possible), share factual information, and ask them to send it out to their communication lists. Ask them to consider writing letters to the editor, post on social media, etc.

# Top 10 Advocacy Actions

- **Engage in Social Media Efforts:** Safe Roads Yes! and MASA will make available [timely new messages](#) each week for facebook, twitter accounts, etc!
- **Engage Staff:** Make sure your staff is aware of the significance of proposal. Schedule presentations with your employee groups, such as teachers, support staff, and have as many face-to-face conversations/presentations with them as possible. Ask your union leadership if they are going to be talking/communicating to their members about the proposal
- **Implement a Local Communications Plan:** Include informational pieces in existing publications and events. Consider sending articles to the local papers, district newsletter, or blog. [Sample communication messages](#) can be found on the MASA website. Link district communications information to your website and upload the Proposal 1 video (when available). If you are holding any kind of community or school district event, use the opportunity to provide information to constituents and share with them the impact of the proposal on education funding throughout the state.

# Top 10 Advocacy Actions

- **Pass a Board Resolution:** Encourage your board to pass a resolution in support of the proposal. A sample resolution can be found [here](#).
- **Engage Community Service Organizations:** Schedule presentation to parent groups, such as PTAs, booster clubs, etc., and community service organizations, such as Rotary, Lions, etc.
- **Coordinate at the Countywide Level:** Make sure to meet and discuss plans with your ISD for wider campaign coordination
- **The Final Push:** Remind staff of the election a couple days prior and the day of election. Resend informational literature and if you have a call and/or email alert system, do the same with parents. If elections are at the schools, it's also good opportunity to remind parents that there will be adults in the building that day and why.