


**Delivering on Campaign Promises:
Strategies for Policy Success**


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About Del Sol Group

- We are a Communications & Public Affairs firm focusing in Strategy, Outreach and Leadership.
- We specialize in education, politics, organizing, civic and parent engagement.
- Our clients include school districts and charter schools, elected officials, foundations and non-profits. Some of our clients include the Texas Latina List, Education Post, ACLU of California and Building Excellent Schools.
- We advise elected officials at the State, City, and School Board levels.

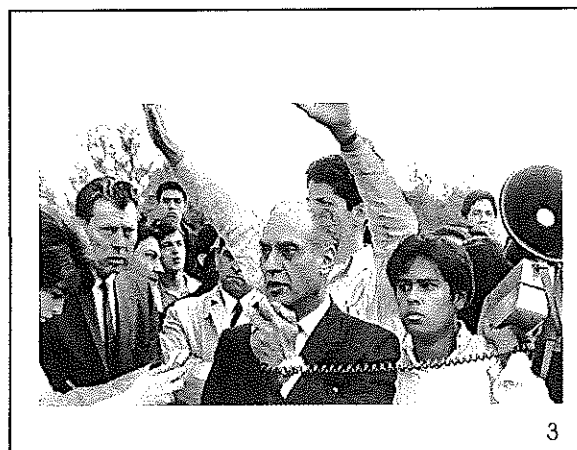
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About Alma V. Marquez

- Started organizing at 14 against toxic waste incinerator. Helped elect first Latinos to HP City Council.
- Worked on over 25 political campaigns.
- Managed Political Action Committees.
- California Latino Vote Director for President Obama's First Campaign.
- Developed the first Latino Inter-state electoral program in Presidential history.
- Founded, La Comadre (www.lacomadre.org) to educate Latinas about education.
- Proud Daughter of NALEO Citizen

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"He fought social injustice on the streets, in our classrooms, and in the halls of Congress. Throughout his life, he gave voice to the disenfranchised and offered hope to the sick."

-Secretary Ken Salazar speaking of Congressman Edward Roybal


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**Delivering on Campaign Commitments:
Strategies for Policy Success**

- Know Yourself and Your Bottom Line
- Your Political Reality and Political Landscape
- Communications with Colleagues & Base
- Reputation Management: Chismes Y Mas
- Strategies for Engaging Adversaries
- Scenarios for Success





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Know Yourself & Your Bottom Line:
Key Questions:

1. What is your agenda?
1. What are key issues that you are committed to?
2. What were some of your campaign promises?
3. What does success look like for you? Known for?
4. What do you want your legacy to be?





What are the goals you want to prioritize for your first term?

- Do you have your agenda developed and are your goals articulated?
- Define the different goals you want to reach including changes you want to see post campaign
- Define these through a targeted conversations about "where" you want to be and "what change" you want to see.




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What are the goals you want to prioritize for your first term?

- How can you build a base?
- How do you build on your current base?
- How to engage people who have been supportive of you
- Advisory Board, Kitchen Cabinet, Mastermind Teams




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Communications with your colleagues & base

- What are some communications strategies for communicating what you want to accomplish, your policies?
- Who do you want to reach? Influence? Connect with?
- Your communications strategy should have all of these different groups in mind.




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**Who are key potential allies?
 Elected & Appointed Officials**

***Political Alignment or
 Political Adversaries:***
 You can control that conversation




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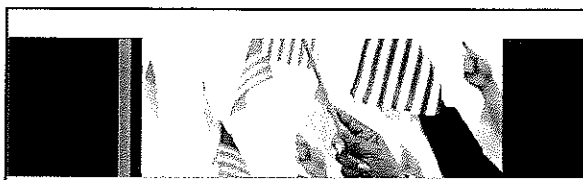


**Who are key potential allies?
 Elected & Appointed Officials**

- Who are your key partners in your state, locally, at a national level?
- How many of these are elected officials?
- About elected officials:
 - No permanent alliances
 - Just permanent interests
 - Opportunity: They need you too




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**Who are key potential allies?
Elected & Appointed Officials**

Advice:

- Befriend their staff members
- Offer a briefing
- Establish a relationship
- Invite them to your district/jurisdiction
- Invite them to your events
- Honor them if they're doing good work
- *** How many calls does it take to jump? ****




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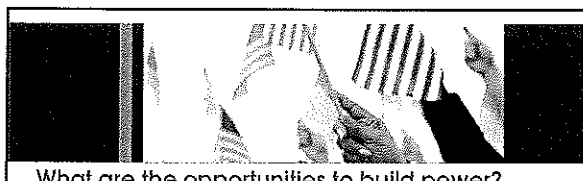
**Who are the key potential allies?
Community Leaders, Students, Activists**

Advice:

- Establish *meaningful relationships**
- Befriend them
- Find opportunities for collaboration
- Invite them as experts on panels
- Invite them to your events
- Plan with them
- Seek their advice
- Don't just call them when you need them
- Clarify what their expectations should be




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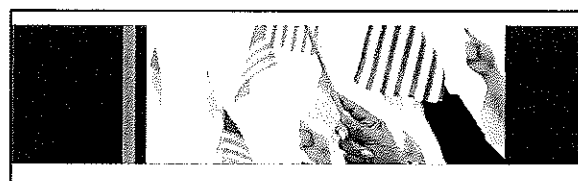
What are the opportunities to build power?

Insights:

- Relationships are key
- Building a strong base of people who will show up when you need them (leaders, parents, organizations)
- Becoming content experts
- Publish opinion pieces
- Create your own if no media doesn't engage
- Create communications strategy such as blogs, etc.
- Create relationships with media



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What are the opportunities to build influence?


- How can you build a base?
- What do we mean by a base?
- Create an advisory group of people who can serve as "advisors."

Partners, people, groups of people who will bat for you when you need them

- Don't be "that guy" who only calls people when you need them.




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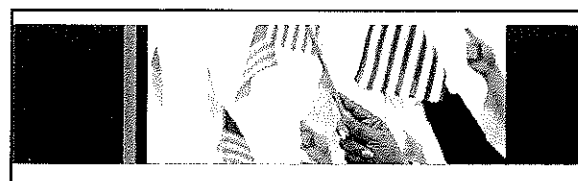


Your Values Communicated: Your Leadership:

- Use your outline and lessons learned with training to create an annual "Personal Elected Official Plan" with your key targets, goals and metrics.
- Define whom among your group, if anybody else, will take responsibility for which areas.
- Revisit it every 6 months to make it relevant current political landscape.




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**Reputation Management Strategies:
The Chisme Machine and how they hurt your ability to be an effective policy maker**

- Experiences and Suggestions
- Be upfront with folks
- Address the behavior and rumors
- Don't be passive aggressive
- Don't let it fester
- 3 P's: Punked, Polite, Political




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Strategies for Engagement: Pros & Cons

- 1) I am Switzerland.
- 2) I am Making a Statement.
- 3) I am Making Good Policy.



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Case Study: Appropriations Committee

- State Legislator made amendment to include more funds for ELL students
- Legislator provides data to make case to colleagues on how and why investing funds will help with outcomes
- Who are some of the allies you should engage?
- Be creative about who might be aligned: Chambers of Commerce, Business Community


*Who are you trying to win over?
Chair and Majority of Committee*

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Key Issues to Communicate

- Leading with the educational goals of the state is always an important strategy to disarm opposition.
- Who will influence your colleagues? Especially those who are NOT aligned with you?
- What arguments will you use? Economic? Social Justice? Best business practice?
- No permanent allies. Use your negotiating power to win.




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Action Planning

- Recommendations
- Align your partners & unlikely allies
- Always lead with the areas that will win over the most people to create momentum
- Know when to negotiate



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