

# POLICY ADVOCACY TRAINING

## 2024 WVJN & FIRST2 NETWORK CO-CONFERENCE



Ashlea Krasnansky

Samantha Mitchell

Margaret Falletta





ASHLEA KRASNANSKY

- First2 Network Student
- Grassroots Advocate
  - Housing Insecurities
  - Neurodivergence
  - DEIAB & Communications
  - STEM / Higher Education
- Studies: Mathematics, Communication Studies, Digital Humanities, Sociology @ Marshall University.
- Certifications
  - DEI Awareness Professional Certificate
  - Unconscious Bias and Identity



S A M A N T H A M I T C H E L L

Samantha Mitchell is a seasoned professional with a rich background in business administration and organizational development. Holding a BS in Business Administration with a concentration in accounting and an MPA with a focus on organizational development, both from West Virginia University, Samantha's journey in the professional world began as a Financial Analyst for a government contracting agency. Her entrepreneurial spirit led her to establish her own business, a testament to her versatility and ingenuity.

Samantha's connection with High Rocks Educational Corporation has spanned over two decades, stemming from her initial involvement as a student back in 1997. Her unwavering commitment to providing transformative and immersive experiences in leadership development has made her a driving force within the organization. At the heart of her approach is the belief in empowering students through their own voices, acknowledging them as the experts of their personal experiences.

Based in the picturesque state of West Virginia, Samantha is not only dedicated to her professional endeavors but also leads a fulfilling personal life. A loving wife with a penchant for travel, she finds joy in exploring new destinations and creating memories. Her nurturing spirit extends to her role as an aunt, where she takes delight in spoiling her nieces and nephews.



MARGARET FALLETTA

Margaret first became involved with High Rocks in 2010 as a summer intern and after that served for various periods of time as an AmeriCorps member, staff member and Board member at High Rocks. She recently rejoined the staff of High Rocks and as part of that role will be serving on the First2 Backbone, co-chairing the First2 Communication Team, and providing marketing and support to the First2 Network. Margaret has experience working in both non-profit and higher education professional settings. She is looking forward to collaborating with others to share the stories of First2 within the network, regionally, and nationally.

# Training Overview



Introduction

Development and Support

Communication

Monitoring and Evaluation

Story-telling: My Experience

Q & A Session

Group Activity

Closing Remarks

# Introduction

- Policy Advocacy VS Lobbying.
- Finding your representative and district.

## Advocacy VS. Lobbying

- **Advocacy** – Negotiating and mediating a dialogue through which influential networks, opinion leaders, and decisionmakers take ownership of your ideas, evidence, and proposals, and subsequently act upon them.<sup>1</sup>
- **Lobbying** – Communication with a policy maker that takes a position on specific, pending legislation.<sup>2</sup>

## Policy Advocacy & The Citizenly Duty

- Bridge gap in knowledge.
- Amplify citizen voices.
- Influence sociopolitical reform.
- Gain experience with governmental structures and processes.

### Sources

<sup>1</sup> *Making Research Evidence Matter: A Guide to Policy Advocacy in Transition Countries*. (2014). International Centre for Policy Advocacy.

<https://advocacyguide.icpolicyadvocacy.org/21-defining-policy-advocacy>

<sup>2</sup> *Advocacy vs Lobbying*. (n.d.). Prevent Coalition. <https://www.preventcoalition.org/wp-content/uploads/Advocacy-vs-Lobbying-1-28-14-final.pdf>

# Finding Your District & Representatives



**FIND YOUR WV DISTRICT**



**WV SENATE ROSTER**



**WV HOUSE OF DELEGATES  
ROSTER**

# Discussion Point

- What are your experiences? Have you done this type of work before?
- Are you comfortable with it? Why or why not?
- What have been your successes or challenges? What would you anticipate?

# Development & Support

- Identifying issues in your community.
- Goal development.
- Importance of research and supporting materials.
- Mobilizing support for an advocacy campaign.

# Discussion Point

- What are some issues in your community?
- How might you find and advocate for solutions to these issues?
- What are some ways to incentivize student participation in First2 Network legislative activities?

# Communication

- Collaboration and Partnerships.
- Strategies for Engaging with Policy Makers, Government Officials, and Stakeholders.
- Tips for Effective Communication and Relationship Building.
- Communicating your materials.

## Reflection Point

- What are your strengths and weaknesses in political communication?
- How might you improve these areas?



## Discussion Point

- As a group discuss (3) three good qualities of political communication.



**Snack Break!!!**

# Monitoring & Evaluation

- Keeping Track of Progress
- Evaluating Impact of a Campaign
- Feedback and Adaptation

# Legislative Website

Scan the QR Code on the left to visit the  
WV Legislative website with us!



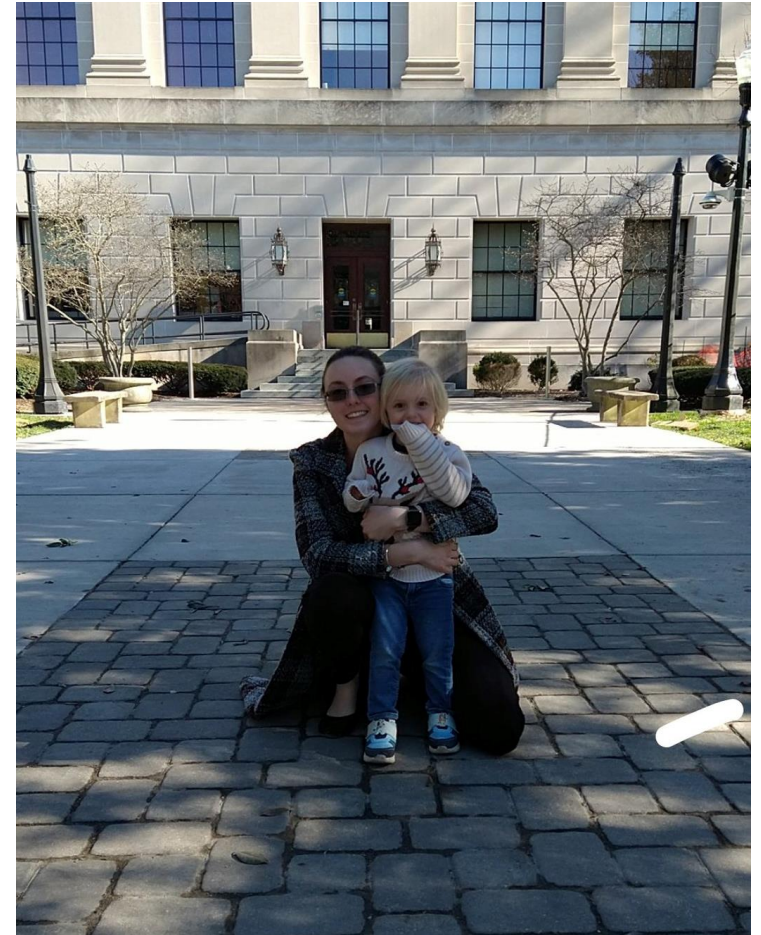
# Storytelling: My Experience

- First2 Network
- Summer Policy Institute – AFSC & WVCBP

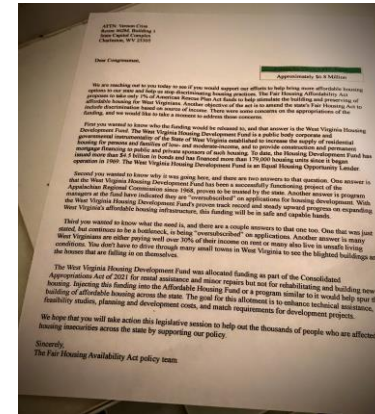
# First2 Network



**FIRST2  
LEGISLATIVE  
AMBASSADORS**



# Summer Policy Institute – AFSC & WVCBP



**SUMMER POLICY INSTITUTE**  
Connecting WV's Future Leaders to Policy Work & Networks

**JULY 26-28 2024**

**WHAT** Learn about vital policy issues and develop your leadership skills! Network with policy-curious West Virginians and policy leaders, and prepare for your own policy-related work! With questions, please email: [summerpolicyinstitute@gmail.com](mailto:summerpolicyinstitute@gmail.com)

**WHO** This program is meant for traditional and non-traditional undergraduate students, graduate students, and policy-curious West Virginians of all ages, including highly qualified high school students. All are welcome!

**WHEN** July 26-28, 2024. SPI attendees will participate in interactive sessions where they learn the ins and outs of policy change through a research and data lens, as well as crucial skills rooted in community engagement and grassroots mobilization. Applications close May 1.

**WHERE** Marshall University. On campus meals and lodging will be provided to all participants, as well as training and coaching. That's a \$700 value to every participant!

**TO APPLY:**





**American Friends Service Committee**

# Q&A Session



**Snack Break!!!**

# Group Activity

## Directions

- Do NOT look at the index card given to you.
- Everyone will develop a 30 second elevator pitch.
- Sit in groups of \_\_\_\_.
  - (1) One person will be the “lobbyist.”
  - The rest of the group will be the audience.
- *\*\*\* These roles will switch! \*\*\**
- The lobbyist will alter their elevator pitch depending on who they’re talking to.

# Contact Information

Ashlea Krasnansky

- [simmers2@marshall.edu](mailto:simmers2@marshall.edu)
- LinkedIn (QR Code)

Samantha Mitchell

- [first2studentcoordinator@gmail.com](mailto:first2studentcoordinator@gmail.com)
- 3042821616

Margaret Falletta

- [margaret@highrocks.org](mailto:margaret@highrocks.org)
- 3046534891 ext. 114

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