



Education Advocacy

Intermediary Organization Roles Integrating Internet & Social Media with Traditional Approaches

Roles > Tools/ Activities	Research	Informing on Policy/Program	Actionable Data	Facilitating	Bridging	Advocacy Support
Face-to-Face						
Training sessions, Workshops	<ul style="list-style-type: none"> • RGV Equal Voice issue analysis 	<ul style="list-style-type: none"> • PTA Comunitario leadership training 	<ul style="list-style-type: none"> • OurSchool Portal dialogs 	<ul style="list-style-type: none"> • PTA Comunitario leadership training 		<ul style="list-style-type: none"> • PTA Comunitario leadership training
Conferences, Convenings	<ul style="list-style-type: none"> • ELL ed symposium¹ 	<ul style="list-style-type: none"> • Parent Institute² • Mesa Comunitaria • ELL ed symposium¹ 	<ul style="list-style-type: none"> • Fair Funding Now!³ • Mesa Comunitaria • ELL ed symposium • OurSchool Portal dialogs 	<ul style="list-style-type: none"> • Parent Institute² • Fair Funding Now!³ • ELL ed symposium 	<ul style="list-style-type: none"> • Parent Institute² • PTA Comunitario leadership training 	<ul style="list-style-type: none"> • Parent Institute² • Fair Funding Now!³ • Mesa Comunitaria • ELL ed symposium
Surveys	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴ • Parent peer surveys on math education 	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴ 	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴ • Parent peer surveys on math education 	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴ • Parent peer surveys on math education 	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴ • Parent peer surveys on math education 	<ul style="list-style-type: none"> • Community survey on graduation requirements⁴
Online						
Online communication	<ul style="list-style-type: none"> • E-newsletters • Announcements of research findings • Infographics • IDRA News app • Policy factsheets 	<ul style="list-style-type: none"> • E-newsletters • Announcements • Infographics • IDRA News app • Policy factsheets • Classnotes Podcasts 	<ul style="list-style-type: none"> • E-newsletters • Announcements • Infographics 		<ul style="list-style-type: none"> • TLEC website⁶ 	<ul style="list-style-type: none"> • E-newsletters • Announcements • Infographics • IDRA News app • Policy factsheets
Websites, Portals, Networks, Social media	<ul style="list-style-type: none"> • Community of educators network • RGV Equal Voice online network • OurSchool Portal • Facebook, LinkedIn, Slideshare 	<ul style="list-style-type: none"> • Community of educators network • RGV Equal Voice online network • Facebook, Twitter, LinkedIn, Flickr, Slideshare, Pinterest, YouTube, GooglePlus 	<ul style="list-style-type: none"> • RGV Equal Voice online network • Community of educators network • Facebook, Twitter, LinkedIn, Slideshare 	<ul style="list-style-type: none"> • Nation Builder • Facebook, Slideshare 	<ul style="list-style-type: none"> • RGV Equal Voice online network • Community of educators network 	<ul style="list-style-type: none"> • RGV Equal Voice online network • Community of educators network • Facebook, Twitter, LinkedIn, Flickr, Slideshare, Pinterest, YouTube, GooglePlus
Data mapping, Crowd mapping	<ul style="list-style-type: none"> • Fair Funding Now!³ 	<ul style="list-style-type: none"> • Fair Funding Now!³ 	<ul style="list-style-type: none"> • Fair Funding Now!³ 			<ul style="list-style-type: none"> • Fair Funding Now!³
Webinars, Videoconferencing		<ul style="list-style-type: none"> • i3 PTA Comunitario 		<ul style="list-style-type: none"> • Latino family leadership programs 	<ul style="list-style-type: none"> • Latino family leadership programs 	<ul style="list-style-type: none"> • Latino family leadership programs
Live-streaming	<ul style="list-style-type: none"> • ELL ed symposium • Parent Institute² 	<ul style="list-style-type: none"> • ELL ed symposium • Parent Institute² 		<ul style="list-style-type: none"> • Parent Institute² 	<ul style="list-style-type: none"> • Parent Institute² 	<ul style="list-style-type: none"> • ELL ed symposium
Text alerts		<ul style="list-style-type: none"> • Graduation requirements policy status 			<ul style="list-style-type: none"> • Parent Institute² 	<ul style="list-style-type: none"> • RGV Equal Voice Network – Education policy alerts
Web dashboard		<ul style="list-style-type: none"> • Texas School Finance Trial live news⁵ 				<ul style="list-style-type: none"> • Texas School Finance Trial live news⁵

¹ IDRA Symposium, "New Research on Securing Educational Equity and Excellence for English Language Learners in Texas Secondary Schools," February 2015 <http://budurl.com/IDRASym15>

² Annual IDRA La Semana del Niño Parent Institute™ <http://budurl.com/IDRAIaSemPI15>

³ Fair Funding Now! Excellent Schools for All Texas Students campaign <http://budurl.com/IDRAfairfund>

⁴ What Parents Need to Know About Texas' New Diploma Plans slideshow <http://budurl.com/IDRAtrackSS>

⁵ Texas School Finance Trial News live updates (with news media, blogs, video clips, social media) <http://budurl.com/IDRAfNews>

⁶ Texas Latino Education Coalition <http://www.idra.org/TLEC/>

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