

## Issue Campaign Checklist – Schools as Community Hubs

1. Have we identified an issue that is broadly and deeply felt by LEE members?
  - Principal and school leader development
  - Wellness Centers
  - Public Safety for children
    - i. Green Dot rally
    - ii. Kayser’s fight for more crossing guards
  
2. Have we identified a specific policy or institutional arrangement that can be changed to eliminate this issue?
  - LA Education Foundation (LAEF) proposal for school principal development
    - i. Potentially a partnership with New Leaders for New Schools
      1. Have Mariana call Melissa Infusino and ask her where they are at with their proposal
  - LA Trust’s need for \$1.3 million from the County of Los Angeles to implement centralized database for \$50million investment in wellness centers from LAUSD (why the county?)
  - Making Eric Garcetti assign staff to address the problem of route safety for schools
  - The City of LA and LADOT’s decision to provide less than amount request of crossing guards
  
3. Have we identified a target (individual or institution) that has the power to change this situation?
  - LAEF Proposal
    - i. Potentially an administrator in LAUSD (lean on Aixle)
    - ii. Maybe the School Board
    - iii. Need to identify if the budget for this already exists...could be as easy as lobbying Deasy to put money towards this...OR if it’s something that has to go in front of the school board
  - LA Trust’s Proposal
    - i. County Supervisor
      1. Mark Ridley Thomas
      2. Others
    - ii. County Supervisor Staff
    - iii. Have they looked elsewhere for the money? Why the County?
    - iv. If it needs to be from the county, where are the votes for this? Who needs pressure on this?
  - Green Dot Fight
    - i. Green Dot as an organization – Larry Fondation (ally, not target)
    - ii. Eric Garcetti
  - Crossing Guards
    - i. FixLA – **research action, maybe Ari can help here**
    - ii. CWC – student’s mother was killed
    - iii. Bennett Kayser
      1. **Sara Bradshaw – have members research action her**
    - iv. LADOT



v. Mayor Eric Garcetti  
vi. Mayor's staff

4. Have we identified the interests of that target?
  - Not yet, unsure of specific targets
5. Do we have a plausible way of moving that target to take action on our issue?
  - Unsure of target
6. Does this campaign help build our power to win on future issues?
  - They all potentially do to some degree. Need to be careful not to tackle too large an issue.

#### **Greater Cleveland Congregations Education Cut Campaign Example:**

1. The cuts to early childhood education, transportation, and athletics directly hurt families connected to GCC congregations, and outraged the rest of us.
2. We identified that a deal between CMSD and the CTU could save enough money to reverse these cuts.
3. We identified CMSD CEO Eric Gordon, CTU President David Quolke, and Mayor Frank Jackson as people who had the power to reach a deal that would resolve this issue.
4. We identified that none of the above three wanted to be blamed for these cuts going into effect, and all wanted positive community support for future revenue expansions.
5. We calculated that a public assembly with student testimonies and lots of media coverage would generate the reaction we sought.
6. We discerned that this action would credential us in future Cleveland education reform issues.