

Neighborhood Partnerships Advocate's College – Round Two

Neighborhood Partnerships is pleased to announce that applications are now available for the second round of our Advocates College, thanks to the commitment of our lead trainer, Patrick Bresette of Demos, and the generosity of our funders.

The first Advocate's College was a huge success, and has had immediate benefits for participants. Participants in Round One say that as a result of the Advocate's College

“my communications are more thoughtful and planned, and I think I'm more effective because my communication is solutions oriented and values based.”

I now have an “awareness of the key role of framing, and of establishing a commonly held value as a starting point. I also have the discipline of the message box as a tool to clarify and articulate our positions and proposals.”

Goals for the Advocates College

Neighborhood Partnerships will offer this unique training opportunity to up to twenty participants. We have several goals for this work.

- First and foremost, our goal is to **support established leaders and communications professionals** who are working to create an Oregon which offers its diversity of residents opportunities to thrive, pathways out of poverty and disenfranchisement and adequately supported public systems and structures as shared tools for these goals.
- Second, **we want to train and support an emerging cadre of leaders and communicators** as they work on issues and in cross-issue coalitions to develop messages and materials that resonate and move an advocacy agenda. We will select participants who have a ***clear issue focus and advocacy or campaign plan, a commitment to strategic communications, and a recognition that building public support for governmental action and resources is an underlying priority***. This session of the advocates' college will prioritize individuals who are doing grass roots organizing or voter engagement.
- And third, we intend to **improve communications across issue silos**. We want to build our ability to advance a broadly shared view of what it takes to build a state and communities where opportunity is real, asset building is a priority and citizens

are engaged in creating the future. We hope to support one another's efforts to address critical needs, and together address the underlying resource and public will challenges that hamper all of our success.

Timing and Curriculum:

Sessions will be held in Portland, at the new Neighborhood Partnerships office. We'll meet from 10 am to 4 pm on four dates:

- **Thursday October 27**
- **Thursday Dec 8th**
- **Thursday January 12th**
- **Thursday March 15th**

Patrick Bresette of Demos will be our lead trainer, assisted by Dr. Liana Winett of Portland State University and Janet Byrd of Neighborhood Partnerships. Guest speakers, if any, will be announced in October and will be selected in part based on participant issue areas.

Session One: Thursday October 27th, 2012

- Framing Basics: Understanding & Practicing the Art & Science
- Demystifying your issue: Using Numbers & "Social Math", and other skills

Session Two: Thursday December 8th, 2012

- Government & the Economy: Making the Case for Government and Public Spending in a Downturn & Recovery
- Making the case: why is your issue a role for government?
- Using metaphors, analogies and simplifying models
- Media and Spokesperson Strategies and Skills, Two

Session Three: Thursday January 12th, 2012

- Talking about Inequality & Equity & Race
- Storytelling: Moving from Portraits to Landscapes, from Desperation to Aspiration
- Media and Spokesperson Strategies and Skills, Two

Session Four: Thursday March 15th, 2012

- Final presentations
- Implications for Organizing, Movement Building, and Strategy Development

Cost:

\$1,000 (limited partial scholarships available)

Selection Criteria:

The application is now available, and is due at Neighborhood Partnerships by September 9, 2011. Our application and pre training questionnaire are designed to help us select the cohort most able to put these skills into use, and to tailor our sessions to support their progress.

Participants will be selected based on their (and their organizations') commitment to

- advancing defined policy changes through a deliberate communication strategy
- block off time for this training and for development of communications materials
- grass roots or direct engagement in Oregon communities and in coalition efforts, and
- commitment to development of / use of a strong shared theme which reinforces the need for effective public structures and adequate and reasonable revenues.

Questions? Email Alison at amcintosh@neighborhoodpartnerships.org.