*Mini Advocates College*

*March 20, 2012 and April 23, 2012*

*Corvallis, Oregon*

**Application**

Participants will be selected based on their responses to the application questions. We will prioritize participants based on their commitment to our shared vision and to building the skills to communicate the need for effective public structures and adequate and reasonable revenues that will help make that vision a reality.

Sessions will be held in Corvallis from 10 am to 3:30 pm. Dates are:

* **Tuesday March 20, 2012**
* **Monday, April 23, 2012**

To apply for this second Advocates College, please complete the following application and return it to Neighborhood Partnerships on or before **March 1, 2012**. If you have any questions, please contact Janet Byrd at jbyrd@neighborhoodpartnerships.org or 503-226-3001 x103.

**Applicant Name:**

**Organization:**

**Address:**

**Phone:**

**Email:**

1. **Organization / Coalition Description:**

What is the mission of your organization or coalition? Please describe your history and accomplishments to date, your membership and constituents, and your structure.

1. **Your Issue Focus:**

We are interested in helping organizations advance policy strategies using strategic communications.

* 1. What specific policy issues will your organization be working on in 2012 and 2013? Please feel free to attach your policy agenda in a separate document.
	2. How will improving your messaging and communications skills help you move your issue forward? Do you have a specific communications challenge now?
1. **The Role of Government:**

a. What role does the public sector play in addressing your policy issue? Is this primarily state, federal, or local government?

b. Negative public attitudes toward government present a fundamental barrier to achieving particular policy goals. Progress on any specific agenda often requires a conscious effort to help the public see that government can—and should—be our tool for the common good. How do these negative public attitudes affect your work?

1. **Polarization or a New Conversation?**

Political discourse is often dictated by campaign and us/them thinking. We are interested in creating a new conversation that looks beyond polarized positions towards lasting change.

* 1. Do you have organized opposition on your priority issue? Who are they? What potential do you see for shifting the terrain of the conversation on your issue?
1. **Partnerships:**

One of our primary goals is to support coalition efforts in Oregon, and we hope that you will share your new skills and knowledge within your coalition. In addition, we believe that this training will be most valuable if you have a “team mate” or peer group who can help you incorporate new skills into your work.

* 1. What advocacy coalitions are you an active member in, and who are your key partners in those coalitions? How will you use this training to support the work of your coalition partners? How will you share this work?
	2. Will any of your partners be applying to participate in this training? If so, who?
1. **Commitment to participation:**

We will meet two times, in Corvallis, from 10 am to 3:30 pm. The dates are:

* **Tuesday March 20, 2012**
* **Monday, April 23, 2012**
1. Can you commit to spend the time to prepare for and attend each session and to make time to incorporate these tools into your work?
2. Why do you personally want to participate in this training? What do you hope to gain in the next two years, what do you hope to gain over the next five years, and how will you incorporate this knowledge and these skills into your work?

**7. How did you hear about the Advocate’s College?**

**The tuition for the training series is $250 per participant. Partial scholarships may be available.**

If you feel that your organization cannot commit to paying $250 please fill out the section below.

1. **Please tell us why you need a scholarship.**
2. **How much can your organization contribute to the cost of the training?**

**If written applications are a barrier for you, please contact Janet at 503.226.3001, extension 103 or** **jbyrd@neighborhoodpartnerships.org** **to discuss an accommodation.**

**Please email your completed application to Haley Cloyd at hcloyd@neighborhoodpartnerships.org** **by Thursday March 1, 2012 at 5 p.m.**

You can also mail or fax your application to:

Neighborhood Partnerships

Attn: Haley Cloyd

310 SW Fourth Avenue, Suite 715

Portland, OR 97204

Phone: 503.226.3001, x100

Fax: 503.226.3027

Email: hcloyd@neighborhoodpartnerships.org