

Neighborhood Partnerships Advocates College – Round Four

Neighborhood Partnerships is pleased to announce that applications are now available for the fourth round of our Advocates College.

The first three Advocates Colleges were a huge success, and have had immediate benefits for participants. Participants say that:

“The Advocates College provided the hands on training and tools I needed to make our work more engaging, inclusive and effective.”

“Advocates College was invaluable to get me thinking deeply about what lies beneath. Why do people act the way they act, say what they say and think what they think? These are questions every forward-thinking advocate needs to have front of mind. Advocates College will open new doors to those answers.”

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.

- **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.
- **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.*** We will continue to prioritize individuals who are doing grass roots organizing or voter engagement.
- **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 Neighborhood Partnerships office. Dates and times are:

- **Tuesday, October 8, 2013 from 10 a.m. to 4 p.m.**
- **Tuesday, November 5, 2013 from 10 a.m. to 4 p.m.**
- **Tuesday, December 3, 2013 from 10 a.m. to 4 p.m.**
- **Wednesday, December 4, 2013 9 a.m. to Noon OR Thursday, December 5, 2013, 9 a.m. to Noon**
- **Tuesday, January 7, 2014 from 10 a.m. to 4 p.m.**

Patrick Bresette of Public Works and Janet Byrd and Alison McIntosh of Neighborhood Partnerships will be our trainers. We will be joined by additional national and local experts.

Session One: Tuesday October 8th, 2013

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

Session Two: Tuesday November 5th, 2013

- 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

Session Three: Tuesday December 3rd, 2013 plus the morning of either December 4th or 5th

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

Session Four: Tuesday January 7th, 2013

- A New Oregon Narrative
- Final presentations and sharing of policy "packages"
- Implications for Organizing, Movement Building, and Strategy Development

Cost:

\$1,200 (limited partial scholarships available)

Selection Criteria:

The application is now available, and is due at Neighborhood Partnerships by September 16, 2013. 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