

## Neighborhood Partnerships Advocate's College – Round Eight

Neighborhood Partnerships is pleased to announce that applications are now available for the eighth round of our Advocates College. Neighborhood Partnerships will offer this unique training opportunity to up to twenty participants. Janet Byrd and Alison McIntosh of Neighborhood Partnerships will be the lead trainers.

Goals for the Advocates College:

- 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.
- 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.*

- We will improve communications across issue areas. 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 for the series of sessions are:

Day One      Wednesday October 10<sup>th</sup>, 9 am to 4 pm  
Day Two      Wednesday November 14<sup>th</sup>, 10 am to 3 pm  
Day Three     Thursday November 15<sup>th</sup>, 10 am to 3 pm

You must commit to participate in all three sessions of the Advocates College.

*Session One: Wednesday October 10<sup>th</sup>, 9 am to 4 pm*

- Framing Basics: Understanding & Practicing the Art & Science
- Demystifying your issue: Using Numbers & "Social Math," and other skills
- Storytelling: Moving from Portraits to Landscapes, from Desperation to Aspiration

- The Message Box and other essential tools

*Session Two: Wednesday November 14<sup>th</sup>, 10 am to 3 pm*

- Using metaphors, analogies, and simplifying models
- Government & the Economy: why is your issue a role for government?
- Media and Spokesperson Strategies and Skills
- Talking about Inequality & Equity
- Using a Race and Class Narrative

*Session Three: Thursday November 15<sup>th</sup>, 10 am to 3 pm*

- 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 due by September 15, 2018. Our application is 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
- grassroots or direct engagement in Oregon communities and in coalition efforts

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*“My experience at the Advocate’s College has profoundly changed the way I communicate on a professional and personal level. Since participating in the training, I feel much more prepared to provide public testimony on matters of interest for our organization and the people we serve. In fact, I have been complimented a few times by representatives and meeting participants on the quality and impact of our testimonies. I have also noticed a change in how I talk to those in my personal circles, such as family and friends; I have no doubt that the skills developed through these training have improved the way I discuss complicated issues with those I love.”*

Clarice Amorim Freitas  
Coordinator

Linn Benton Health Equity Alliance, a program of  
Willamette Neighborhood Housing Services

*“The Advocates College gave me valuable tools and practice in strengthening my media and communications skills. I regularly use the tools and tips I learned at Advocacy College when communicating with both media and legislators. I found the on-camera practice session particularly helpful. It increased my confidence in responding to reporter questions and delivering my key messages in interviews.”*

Kate Newhall  
Policy Director  
Family Forward Action & Family Forward Oregon