This year’s NECC was a high point for ISTE’s advocacy efforts. We kicked off our NECC advocacy events with the pre-conference session, **ABCs of Advocacy: Make Your Voice Heard!**, where 27 states plus the District of Columbia and Puerto Rico were represented, working together to effect change at the federal, state, and local levels. Attendees learned how to develop compelling success stories to share with policy makers, and worked on state advocacy strategies and plans to share and implement when they return home. Attendees left the session energized and galvanized to make a difference and to make their voices heard. One attendee commented, “We came up with some good ideas to grow our state’s advocacy program—we are anxious to get started!”

At NECC, ISTE released *Technology and Student Achievement—The Indelible Link* (http://www.iste.org/Content/NavigationMenu/Advocacy/Policy/59.08-PolicyBrief-F-web.pdf), the first of three policy briefs focusing on the role of technology in education. The ensuing briefs will focus on the role of technology and teacher quality and the role of technology and school innovation and will be released by the end of 2008. If you are ready to take the next steps with your advocacy activity, I encourage you to connect with your state affiliate, an ISTE SIG, or other colleagues to get started. Here is a list of top advocacy activities:

1. Join ETAN at http://www.edtechactionnetwork.org
2. Enlist five colleagues for ETAN
3. Meet with legislators and their staffs in your home district.
4. Superintendents and principals, include ed tech funding in your policy priorities letter to your Congressional delegation.
5. Attend a policy maker’s town hall meeting and ask a question on education technology.
6. Hold an ed tech advocacy event in the state capital.
7. Compile success stories and share them with policy makers and the media.
8. Invite a policy maker to visit your school to showcase your successes and needs.
9. Write an opinion column for local media.
10. Attend ISTE advocacy conferences!

And remember, ISTE is here to support you. ■

By Hilary Goldmann

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