



BEFORE WE GET STARTED

Register your attendance.

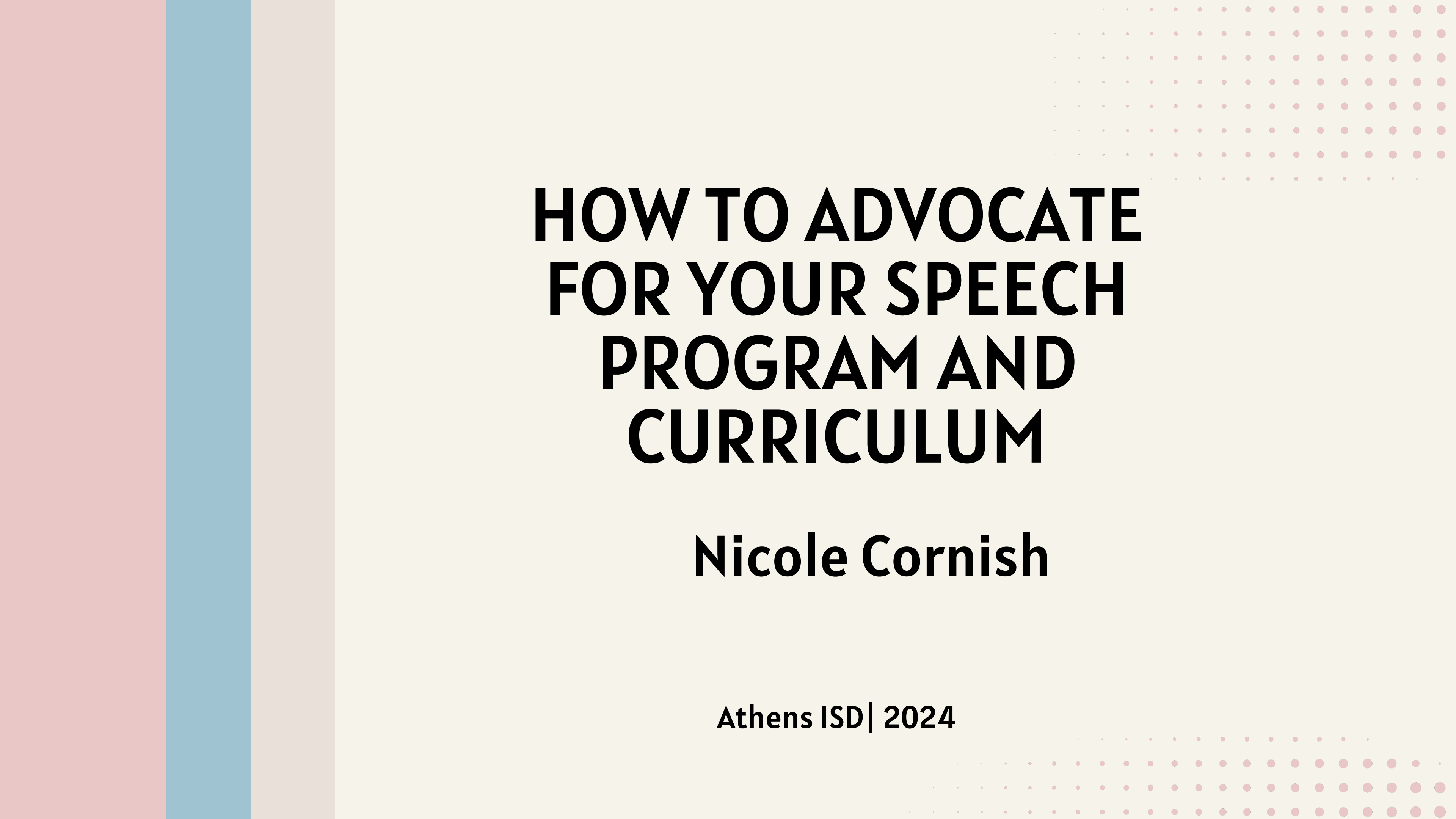
Complete this form for each session you attend.

Session numbers
are in the program.

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Rosters

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HOW TO ADVOCATE FOR YOUR SPEECH PROGRAM AND CURRICULUM

Nicole Cornish

Athens ISD | 2024

OBJECTIVES

● Funding

Administrators are likely unaware of the budget requirements of a debate program

● Time

Administrators are likely unaware of the amount of time needed to learn and practice the skill of competitive speech and debate

PROBLEM

It's important to understand what vantage point your administrators have of the campus and the district. There are many demands on your campus leaders - they have to find a way to meet them all

Funding

Texas's financial crisis has left many districts adopting deficit budgets. Understand what this means for your district.

Accountability

Accountability measures are tied to CCMR. Debate is an endorsement, but there is not corresponding IBC to lead to CCMR points for the district.

FUNDING REQUESTS

1

Know how much money you're asking for. Aim high, but reasonable. Consider the average cost of tournaments, how many tournaments you want to attend, etc. Know how much per pupil spending you're asking them to commit.

2

Do NOT compare yourself to other programs. Invoking how much spending is allocated to sports, band, theatre, etc. sets up a you against them model. Stay focused on your program and your program needs.

3

Do leverage comparisons to other districts. Research other districts similar to you in size and geographically near you. If those districts are successful in speech/debate show their successes on social media posts, news articles, etc.

COURSE REQUESTS

1

Start simply - request one additional class. Have a plan for how that effects your position in the master schedule. What class do you currently teach would need to be given to another teacher.

2

The debate sequence completes a business and industry endorsement for students. They can graduate on the Foundation with Endorsement or the Distinguished with Endorsement plans.

3

Acknowledge that the debate course sequence does not form a full program of study. Point out that professional communications does appear in multiple programs of study. Know your students - do they earn CCMR points in other ways?

ENDORSEMENTS

1

The debate sequence of courses **IS** a business and industry endorsement. Make sure your administrators know this.

2

It is likely that the debate sequence of courses **WILL** be a program of study. Make sure you administrators know this.

3

Ask for your program to be included with the list of endorsements and programs of study.

BENEFITS OF SPEECH PROGRAMS

● Analytic Thinking

Connect to academic achievements. For example: more success on the TSI, better prepared for dual credit, impact on SAT/ACT scores

● TEKS Correlation

Use the UIL resources available. All UIL events are correlated to the TEKS. Show them how this will benefit them in other areas.

● Communication Skills

This is the number one soft skills employers say is missing from today's workforce. Send them an exemplar extemp speech to watch.

● UIL Success

Brag on your program at every opportunity. Ask to attend a board meeting with students. Host an expo night.

RECOMMENDATION

- **Don't ask for the world**

Start small and keep expectations reasonable. Administrators have limited change capacity. Take into account their bandwidth as well. Adding a program is a complex process for a district

- **Know context**

Understand the context this decisions exists in. Financial resources are finite. Master schedules are complex and teachers are finite. Accountability systems drive principal contract decisions.

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THANK YOU FOR ATTENDING

Registration link,
presentations and handouts
are available on the website.

*Remember to register your
attendance for each session.*

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Handouts & More