

State Leaders Summit:

*“Systems Change:
Advancing Deaf Education’s
Agenda”*

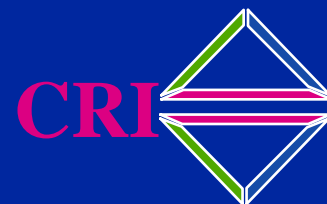
Featuring:

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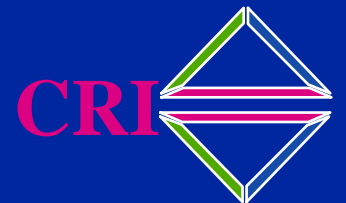
Tom Hinton's Perspective:

- **I am not deaf or hearing impaired.**
- **I am part of the 97% who doesn't have an "issue" with communication and language.**
- **But, I have a heart and I love a great "cause!"**



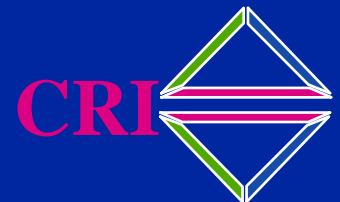
3 Key Questions:

- 1. Who Are We?**
- 2. Where are we going?**
- 3. How will we get there?**



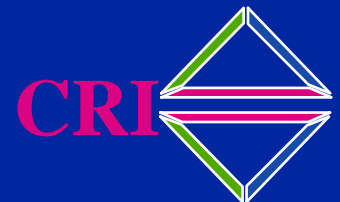
Who Are We?

- **Deaf and Hearing Impaired Educators are viewed as a subset of education.**
- **Deaf Educators need their own “brand” and media image... otherwise, you are lost in the shuffle.**



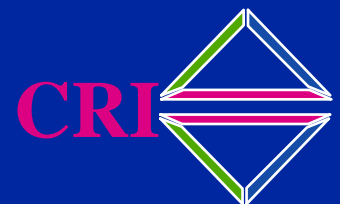
Where Are We Going?

- **Deaf Education is now recognized as a “human rights issue.”**
- **It is socially responsible. Colleges offer ASL as a “language requirement” course.**
- **Funding needs to be increased to serve the needs of deaf and hearing impaired students.**



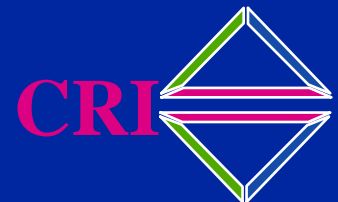
How Will We Get There?

- **Media Interest.**
- **Media Coverage.**
- **Legislative Champion**
- **Bush Administration Champion**



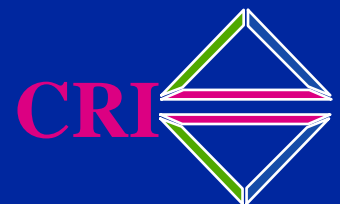
Media Interest:

- **Create a “human interest” story.**
- **The Helen Keller scenario**
- **The Media only responds to controversy... and exceptional human interest stories.**
- **The Malcolm Baldrige Award is a viable option... especially on the state level.**



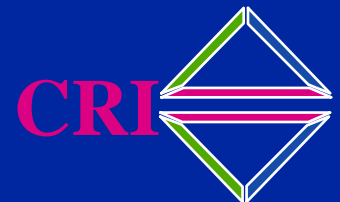
Media Coverage:

- **Who do you know?**
- **It's okay to start local and build to a national media stage.**
- **“Salt the Oats” strategy.**



Legislative Champions:

- **Letters get filed... Voices get heard... Loud Voices and small groups get attention!**
- **Identify the key elected officials in your state and begin a communications campaign with them to make your voice heard.**
- **Identify the “Need.”**
- **Propose a solution that works.**
- **Minimize the money request.**



Bush Administration Champion:

- **It's “who ya’ know” with the Bush White House... same with your Governor.**
- **Dept. of Education and Dept of Labor might be the obvious places to seek a champion.**
- **Build your case... similar to the Congressional and state legislature approach.**
- **Propose a solution that works and makes the President, Governor, or Secretary look “good!”**



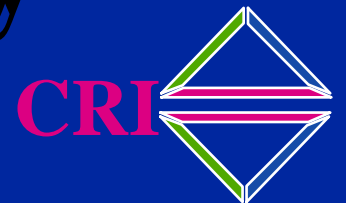
The Four L's:

1. To Live

2. To Love

3. To Learn

4. To Leave a Legacy



Tom Hinton Says:

Thank You!!

