A one-pager is just what is sounds like: a page-long briefing on a subject or subjects. In the context of advocacy, a one-pager can be used as a ‘leave-behind’ after meetings with elected officials or their staff to remind them of your organization and your position on the issue or issues you met to discuss.

To be effective, a one-pager should include a few key elements.

* First, it should have a title that captures the essence of your message. For example, the title might read, *“Please Support House Bill 1301: The Free Lunch Act*,” or “*The Free Lunch Act is Good Policy.*”
* Second, if you are advocating in support of legislation, your one-pager should briefly describe what the legislation does, why it is important, and why your organization supports it. You might list the names of influential individuals or groups supporting the bill—such as named cosponsors — to substantiate the positions you take in the one-pager.
* Finally, your one-pager should include a brief description of your organization and contact information so that anyone reading it will know who to reach out to with questions.

The best one-pagers share a few similarities:

* They are brief, but clear. You must distill the issues you want to discuss down to their main elements. For example, if you are advocating for a piece of legislation, you will want to highlight its most important provisions. You can then instruct the reader to consult you or the source material (for example, the bill in question) for greater detail.
* They are accessible to a broad audience, and avoid complicated terms of art and scholarly prose. As you craft your one-pager, think about how you might explain the issue to a friend who doesn’t work in education. What kind of questions would they ask about the issue? What concerns might they have?
* They are visually appealing. A one pager should include your organization’s logo and a simple but attractive graphic design. Use bullets instead of dense blocks of text and, when possible, incorporate maps or charts to make your points visually.
* Finally, your one-pager should be non-partisan—stick to the facts and present them as fairly and clearly as you can. If your one-pager is non-partisan, direct, and jargon-free, and it includes actionable recommendations and contact information for follow-up, you will have written it successfully.

Below is a sample for your consideration.

Georgia Association of Colleges

for Teacher Education



***GACTE provides leadership on matters related to professional education, promotes effective public policy, and enhances and improves professional education programs at member institutions.***

**2023 LEGISLATIVE PRIORITIES**

**Support and Adequately Fund a Continued High-Quality Pipeline of Educators**

**Preserve Current Teacher Certification Practices, Requirements, and Incentives**

Sixty-three Georgia providers, including those offering non-traditional programs for career changes and for-profit entities, are approved by the Georgia Professional Standards Commission (GaPSC) and serve all regions of the state. Allowing out-of-state teacher program providers not approved by the GaPSC to operate in Georgia will not solve our teacher shortage.

**Provide Tuition Assistance and Loan Forgiveness for Educators in High-Need Fields and Locations**

Assist candidates, including teaching paraprofessionals, completing degrees and non-traditional certification programs who agree to work in Georgia schools for a specified number of years. Persons who complete high-quality, GaPSC-approved degree and certification programs in high-need fields and locations support the success of all students.

**Recognize and Reward Classroom Teachers for Supervising Student Interns**

Educators who supervise student interns in online and in-person learning environments play a pivotal role in ensuring Georgia has effective teachers in all classrooms. Accomplished teachers who are recognized and rewarded will serve as mentors and induction leaders, and schools will assign student interns to these strong educators.

**Preserve the Teacher Retirement System**

The Teacher Retirement System (TRS) is a teacher recruitment and retention tool. The current TRS structure presents teaching as a long-term, financially attractive pursuit, thus encouraging Georgia’s educator preparation program completers to seek employment in Georgia schools.

**Commit to Increasing the Diversity of the Teacher Workforce**

The diversity of Georgia’s K-12 school-age students is surging, yet the percentage of teachers of color, particularly Black males, has grown little in recent years. Financial support for teacher fellowship programs, the high school Teaching as a Profession Pathway (TAPP) and summer teacher cadet programs, and similar technical college-based programs can present teaching as a desirable profession. Young people seeing teaching as a desirable profession will increase the numbers of highly qualified, ethnically diverse candidates in university/college-based teacher education and non-traditional programs.