

**From:** Pat Heinrich <heinricp@gmail.com>  
**Sent time:** 04/10/2018 09:01:33 AM  
**To:** Kristie Mather <mather.kristie@gmail.com>  
**Subject:** Re: School Board members

LoL . . .

:)

I would have a couple/few parents reach out to Amy . . . I would focus on likely supporters or boardmembers that we might not know the votes of. In my mind that would mean not spending time convincing James and I. It may not hurt for someone to speak to Margaret . . . she often has good ideas for advocacy. Then focus on Amy and perhaps Joel. Then Mary Ann and finally Rani. If we can't focus on all of these folks, I'd start with Amy and then maybe Margaret and then start working down to Joel and then Mary Ann and finally Joel in that order of priority. Joel could be sympathetic to some of the same things that Amy might be though I think Amy is more likely to be swayed than Joel. And with Amy parents can mention that she was one of the most supportive of the Mandarin program during the campaign. With Joel and MaryAnn parents could mention that they heard that they were going to look at the program and see if it made sense to them . . . they seemed to withhold judgement. Parents could say that they'd like to talk to them about the program and what their thoughts are to learn if their feelings about the program have firmed up or perhaps parents could talk to them about program details and the effects on families (implying this might help them formulate their opinions).

I would have parents mention that they are worried about what would happen to their kids if the Mandarin program were changed and would like to discuss what the program has done/is doing for their kids and would like to ensure that the board member understands what this program means to their family, other families in the program and to the community. We get many petitions, etc. that are structured like that from parents. This won't seem out of line or odd. And may times organizations will reach out to the board members that are most sympathetic to their interests . . . for example SNAC parents reach out to Amy and Margaret first. If they are looking for additional support they typically reach out to Joel and I as a "second tier" to garner more support.

Hope that helps . . . if it doesn't I can talk by phone this evening on my drive back to NC

Thanks,

Pat

On Tue, Apr 10, 2018 at 8:19 AM, Kristie Mather <[mather.kristie@gmail.com](mailto:mather.kristie@gmail.com)> wrote:

Hi Pat,

Thanks again for being willing to talk on Saturday evening. I hope your presentation in SC went well and that you have an uneventful drive home.

I'm realizing that I'm still a little unclear about how we should contact Amy Fowler. Should several people try to arrange separate one-on-one meetings with her? Or a group meeting with several parents? I've talked to 2 folks and both would be willing to reach out to her, but not sure how. Do they say they are MDL parents and they want to share their experience with her, knowing that this is an issue before the board? Do they ask her what her concerns are (can we do that) and try to get some insight into her take? Something else?

And does it look odd to target just one board member, like someone is feeding us information? Would it be better to reach out to all board members? Or ones who to an outside observer might reasonably think might be opposed to MDL or unsure of their stance? (i.e. you and James are pretty public supporters)

Apologies, too many questions, and I know you're busy.

[REDACTED]

Thanks!  
Kristie