Policymaker Persuasion: Taking it to the Hill

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Getting Ready to Take it to the Hill

Next hour: mindful planning

• Organize talking points
  - Pick a few relevant asks for each meeting
• Who attends?
• Who speaks? In what order?
• Supporting materials?
Take it to the Hill: Framing the Conversation

• Define the problem
• Localize it
• Make the ask
Take it to the Hill: Supporting Materials

- State-By-State Middle Skill Fact Sheet (on each table)
- Federal Legislative Agenda
- Funding
- Adult Ed (Title II)
- JOBS Act
- KBYG
- CC2C Fund
- Apprenticeship
- TANF
- Add your own local materials
Take it to the Hill: You Have a Cheat Sheet!

• Funding
• ABE/ESL
• Higher Education Act:
  • JOBS Act
  • KBYG
• Perkins Act
• Work-Based Learning
• Temporary Assistance for Needy Families
After the Visit: Debrief With Your Delegation

• What are the key takeaways?
• Were you promised an action by your Member?
• Were there any questions the Member had during the meeting?
  Action: Select a member of your delegation to recap the meeting in Knowlegis (via Guidebook app).
• Did you promise to provide your Member more information?
  Action: Designate this follow-up to a member of your delegation.
NSC Skills Summit Hill Visit

Thanks for participating in National Skills Coalition, Skills Summit. Your feedback is crucial to our efforts.

Prefix
Select…

First*
Ashley

Last*
Shaw

Email*
Ashleys@nationalskillsoalition.org

Address*
1234

City*
Washington

State*
District of Columbia

ZIP*
20036

ZIP + 4

Phone

Fax

Remember Me! (what’s this?)

Proceed

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#investinskills #highered #wkdev #skillsgap #data
NSC Skills Summit Hill Visit

You have selected the following elected officials:
- Rep. Xavier Becerra (D-CA-34th)
- Sen. Barbara Boxer (D-CA)

Search for the elected official(s) you met with:
- By last name
  - Or
- Choose state
- Choose chamber
- Choose elected official

Add to list

Proceed
NSC Skills Summit Hill Visit

Please provide comments about your visit.

Senator Barbara Boxer

Check the checkbox next to “Visited with Elected Official?” if you actually had contact with the official during your interaction. If you met with a staff member listed in the drop down list, select the member from the list. If you met with a staff member not listed in the dropdown list then type his or her name in the textbox next to “Visited With Other Staff”. If you met only with the elected official, select ‘NONE’ in the staff list.

Date of Advocacy Activity
02/10/2015

Your Visit
☑ Visited with Elected Official?
☐ Visited Staff Member? Select staff member
☐ Visited With Other Staff (not listed above)?

Issue Questions
FY 2016 Appropriations
Was the Member willing to include, full funding for adult education, career and technical education, and workforce programs in their FY 2016 appropriations request?

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Questions
Pushing the message here in DC

• Social media is a must.

• Install Twitter & Facebook apps on your smartphones now

• Use: #investinskills #highered #wkdev #skillsgap #data
Congress pays attention

Almost every congressional office uses social media on a regular basis:

• 84% use Twitter
• 90% use Facebook

They pay very close attention to it
Where to post: facebook and twitter

Use hashtags:

- #investinskills
- #highered
- #wkdev
- #skillsgap
- #data

NSC will amplify through retweets and share your posts to increase the volume of our unified message.
What to post: highlight that you’re here

Scott Paul
@ScottPaulAAM

Federal policy briefing at #NSCSummit2014 includes welcome news: access to skills + training a core piece of @BarackObama opportunity agenda

Washington, DC
3
10:14 AM - 10 Feb 2014

Nancy Snyder
@nancy_nl

Talking about skills strategy & immigration reform at #NSCSummit2014. By 2030, 30% of workforce will be immigrants or children of immigrants

8:54 AM - 10 Feb 2014
What to post: photos

About to meet with staff from @Gillibrand in DC to discuss #wkdev! Hope it goes well! #nscsummit2014

#wkdev Advocating for passage of Workforce Investment Act at #NSCSummit2014

#investinskills #highered #wkdev #skillsgap #data
What to post: thank you messages

Indiana Institute for Working Families with
Thomas Alan Orr and 2 others
February 15, 2014

Thanks to Rep. Jackie Walorski for a great meeting on workforce development and how to close the Skills Gap in Indiana with the delegation of the #NSCSummit2014!
When you get home

• You **MUST** send a “thank you” email.

• Follow up with the office, and keep the lines of communication open with staff as issues develop.

• Post on social media if you weren’t able to in DC.
When you get home

• Write a letter to the editor or op-ed about your experience.

• Send in a photo of you with a member of Congress to a local paper.

• Share your experience here in DC with your local partners through email lists or blogs to encourage them to get engaged.
When you get home

Share your photos on Guidebook.
Use any Summit photos on NSC’s Flickr page.