



Day on the Hill Agenda June 5-6, 2018

Follow along on Twitter! Use the hashtag #AACTEWW18 and the Twitter handles listed next to each presenter.

Tuesday, June 5, 2018

*Renaissance Arlington Capital View Hotel, 2800 South Potomac Ave., Arlington, VA 22202
Location: Salon 4 (unless otherwise noted)*

8:30 – 9:30 a.m. **Continental Breakfast**
Location: Salon 1-3

9:30 – 9:45 a.m. **Welcome**

Wanda Blanchett, Chair, AACTE Board of Directors; Interim Provost & Distinguished Professor, Graduate School of Education, Rutgers University – New Brunswick (@RUEdDean)

Lynn M. Gangone, President & CEO, AACTE (@LynnMGangone)

Trish Parrish, Chair, AACTE Government Relations and Advocacy Committee; Vice President for Academic Affairs, Lindsey Wilson College

9:45 – 10:45 a.m. **Washington Update & Talking Points Review**

Deborah Koolbeck, Senior Director, Government Relations, AACTE (@Koolbeck)

10:50 – 11:40 a.m. **Breakout Sessions**

Please Note:

When you register, you will select either Track A or Track B, but you cannot move back and forth between Tracks A and B.

Track A is recommended for those new to Day on the Hill and/or advocacy or for those who wish to polish up their skills.

Track B is recommended for those who have extensive experience in advocacy.

Track A <i>Location: Salon 4</i>	Track B <i>Location: Salon 1-3</i>
<p>Advocacy 101</p> <p>Get yourself oriented and ready to meet with elected officials and their staff. In this highly interactive session, get questions answered and learn from each other to build or polish your advocacy skills.</p> <p>Explore how to handle tough moments in a meeting, engage on hard questions, the best ways to follow up after a meeting, and more.</p> <p>Bring your questions!</p> <p><i>Deborah Koolbeck, Senior Director, Government Relations, AACTE (@Koolbeck)</i></p>	<p>Translating Skills to State-Level Advocacy</p> <p>Ready to learn what it takes to advance your advocacy skills from previous years at Day on the Hill to the state level?</p> <p>Be sure to have your laptops or your phones ready in this engaging session, which you will leave with action steps to take when you get home.</p> <p><i>Trish Parrish, Chair, AACTE Government Relations and Advocacy Committee</i></p> <p><i>Ena Shelley, Board Liaison, AACTE Committee on Government Relations and Advocacy (@EnaShelley)</i></p>

11:40 – 12:30 p.m. Breakout Sessions

Track A <i>Location: Salon 4</i>	Track B <i>Location: Salon 1-3</i>
<p>Putting Your Politics Aside: The Role of an Advocate</p> <p>You want your elected officials to be informed on the profession and its work, but how do you approach an official whose actions you personally disagree with?</p> <p>This interactive session will teach you how to find common ground so that meetings get off to a good start and relationships can grow. Be ready to learn from each other and develop the skills necessary to make your constituent voice heard.</p> <p>Bring your laptop or phone to be able to fully engage in this session.</p> <p><i>Jane West, Consultant, AACTE (@JaneWestDC)</i></p> <p><i>Larry Daniel, Member, AACTE Government Relations and Advocacy Committee (@DrLarryDaniel)</i></p>	<p>You've Met Them Once or Twice, Now What?</p> <p>Ultimately, you want to be a resource for your elected officials at the state and federal level. However, for that kind of trust, you need to have strong relationships. This takes time and energy, and it goes well beyond meeting with elected officials once or twice a year.</p> <p>This interactive session will engage you on actions that you can use with your local, state, and federal elected officials and their staff.</p> <p>Leave with action steps that you can start when you get back home.</p> <p><i>Deborah Koolbeck, Senior Director, Government Relations, AACTE (@Koolbeck)</i></p> <p><i>Alicia Diaz, HACU (invited) (@HACUDC)</i></p> <p><i>Jon Bernstein, Bernstein Strategy Group @bernsteinjon)</i></p>

12:40 – 1:40 p.m.

Lunch

1:40 – 2:30 p.m.

Breakout Sessions

Track A <i>Location: Salon 4</i>	Track B <i>Location: Salon 1-3</i>
<p>You Tripped & Fell in Front of a Member of Congress and Still Got Your Message Across?!?</p> <p>It's time to engage with peer advocates and learn from them: What was their worst moment in advocacy? What was their best moment in advocacy? What do they wish they had been told before they headed off to advocate? What questions do you have for them based on your day and experiences?</p> <p>This interactive panel will get you ready to conduct meetings on Capitol Hill and back home by learning from your peers.</p> <p><i>Beth Giles-Klinkner, Member of AACTE Government Relations and Advocacy Committee (@brgiles1)</i></p> <p><i>Jennifer Robinson, NJ</i></p> <p><i>Debra Lecklider, IN (@DebLeckLider)</i></p> <p><i>Marvin Lynn, OR (@DrMarvinLynn)</i></p>	<p>Messaging for Multiple Audiences</p> <p>In order to make things happen, you need to engage with both sides of the aisle, and often do so with partners, to ensure that you are not the lone voice in the wilderness.</p> <p>How do you accomplish all this?</p> <p>Explore key skills and practices to build coalitions, know the key political players, and get your message to them in such a way that your voice and that of your partners can be heard.</p> <p>Learn this and more from professionals in the field of advocacy.</p> <p><i>Deborah Koolbeck, Senior Director, Government Relations, AACTE (@Koolbeck)</i></p> <p><i>Stephen Parker, NGA (@sparksva)</i></p> <p><i>Sasha Pudelski, AASA (@SPudelski)</i></p> <p><i>Valerie Williams, NASDSE</i></p> <p><i>Jenn Scully, AFT</i></p>

2:30 – 2:45 p.m.

Break

2:45 – 4:15 p.m.

State and/or Region Preparation Time

- **2:45 – 3:15** Share out with those who did not attend the same breakout track as you.
- **3:15 – 3:45** Who is meeting with whom tomorrow? Did someone from your state or region get a meeting with an elected official that you did not—and can you join the meeting? Use this time to coordinate and collaborate on the meetings you have scheduled.
- **3:45 – 4:15** Practice or discuss the talking points and what you want to cover in meetings.

4:15 – 5:15 p.m.

Working with Congressional Staff at Home or in D.C.

NOTE: This panel is “off the record.”

Led by Deborah Koolbeck, Senior Director, Government Relations, AACTE

Alicia Molt-West, Deputy Chief of Staff, Office of Representative Pocan, U.S. House of Representatives

Brandon Honore, Legislative Assistant, Office of Representative DeLauro, U.S. House of Representatives

Pamela Davidson, Senior Policy Advisor, Office of Senator Cassidy, U.S. Senate (invited)

5:15 – 5:30 p.m.

Logistics for Day on the Hill Congressional Visits & Closing

5:30 – 7:00 p.m.

Reception

Location: Salon 1-3

Wednesday, June 6, 2018

7:30 a.m.

Buses Depart Hotel for Capitol Hill

Location: Renaissance Capital View Hotel Lobby

8:00 – 9:30 a.m.

Breakfast on Capitol Hill

Location: U.S. Senate Russell Office Building, R. 325

Congressional Leadership Award Presentations

9:30 a.m. – 4:00 p.m.

Day on the Hill – Congressional Visits

Remember to take photos and tweet!

#AACTEWW18

4:30 – 6:00 p.m.

Day on the Hill Debrief

Hawk 'n' Dove

329 Pennsylvania Ave SE

Washington, DC 20003

Last Updated: 5/30/18