



## ***AERA CURI Hill Visits: Preparations and Key Messages***

Thursday, September 7

3:00 – 3:45 pm EST



# Housekeeping

- Q&A
  - We will have plenty of time to answer your questions
  - Submit questions either
    - In Q&A box
    - By phone
- Resources
  - AERA Advocacy Toolkit  
<http://cqrcengage.com/aeraedresearch/AERAAdvocacyToolkit>
  - We will follow-up with slides and a recording next week



# Overview of Webinar

- Goal of Visits
- How to Prepare
- The Meeting
- Following Up
- Resources



# Schedule for AERA-CURI Hill Visits

## Monday, September 18

2:00 p.m. —Meeting with Senate office

3:00 p.m. —Meeting with Senate office

4:00 p.m. —Meeting with House office

We are scheduling all of the meetings for you.

- 32 participants
- Representing 24 states
- Over 50 meetings requested



# AERA Advocacy

- AERA has three primary goals:
  - Support federal funding for education research
  - Safeguard the integrity of education research and statistics
  - Advance the field of education research

AERA does not usually take positions on specific education policies like vouchers or teacher preparation guidelines.



# Overall Purposes of Meetings on Capitol Hill

- Introduce offices to AERA and education science.
- Share examples of exciting research activities and advances, illustrating how our research findings are being applied and improving individuals education outcomes.
- Express support for federally-funded datasets and surveys.
- Offer ourselves as a resource on issues important to the offices and members.
- Thank our champions and stimulate a dialogue with unfamiliar or challenging offices.



# Meeting Overview

- We have 15 to 20 minutes to make our case!
- Say “Thank You” at beginning and end of meeting
- We have tried to have at least one person in each Senate group who has done this before who will be able to kick off meeting
- Do not be surprised if you end up meeting a different staff person than the one listed on your schedule or in a different location, such as the hallway
- Do not be discouraged if the person you meet with looks like your students. Staff are generally very bright, able to relay our perspective and might be promoted quickly
- Recognize staff’s time constraints and remain flexible and positive
- Always offer to be a resource to the office
- Try to end the meeting by summarizing our major requests



# Capitol Hill

- 61 new members of Congress in 2017
  - 53 new Members in the House
  - 8 new Senators
- Budget for Fiscal Year 2018
  - House has passed 8 out of 12 subcommittee budgets and is currently determining which amendments will be heard on the House floor.
  - Senate had LHHS subcommittee mark up on Tuesday and full Committee on Wednesday.
  - Likely to see a continuing resolution for 3 months





# Education Legislation

## **Every Student Succeeds Act (ESSA)**

*Enacted in December 2015*

*Issues: State plans, implementation and evidence tiers*

## **Higher Education Act (HEA)**

*Key Issues: Student debt; institution accountability and access*

*Components: College Transparency Act*



# Education Research Legislation

**Connect your work to education issues on Capitol Hill.**

## **Family Educational Rights and Privacy Act (FERPA)**

*May see a draft in the fall on student data privacy*

*Important for offices to hear how researchers actively safeguard student data privacy*

## **Strengthening Education Through Research Act (SETRA)**

*Reauthorization of the Institute of Education Sciences*

*Important for offices to hear about the value of IES*



# Specific Issues for AERA-CURI Visits

- Issue #1: Express support for funding key federal agencies in Fiscal Year 2018
- Issue #2: Expand and Strengthen the Federal Education Research and Statistical Infrastructure



# Issue #1: Support Funding for AERA Agencies of Interest

Ask: Support our agencies of interest during the appropriations process. Ask offices to vote against any amendments that would cut federal funding for education research.

## Background:

- Status of the FY 2018 budget
  - House – Have passed 8 of the 12 appropriations bill including both the LHHS and CJS bills with jurisdiction over IES and NSF
  - Senate – currently having both subcommittee and full committee mark ups



# Support Federal Funding for Education Research

Prioritize funding for federal agencies supporting education research in Fiscal Year 2018.



Institute of Education Sciences



National Science Foundation



National Institutes of Health



## Issue #2: Expand and Strengthen the Federal Education Research and Statistical Infrastructure

Several pieces of legislations with implications for the federal education research and statistical infrastructure could very well be introduced in coming months.

- Commission for Evidence-Based Policymaking
- Family Education Rights and Privacy Act
- Reauthorization of IES



# Think about the Meeting from Their Perspective

- Members hear about a wide range of problems. Try to be part of the solution – avoid adding to their to do list
- Members will most value your work for the practical relevance
- Members are the stewards of taxpayer dollars, make it easy for them to justify why they should spend money on research over all of the other priorities – give them talking points



# How to Prepare

- Get to know your Members of Congress
  - What committees are they on?
  - What are their priorities and interests?
  - What do you see in recent press releases?
  - What have you seen in the local headlines?
- Your university government relations professionals could be very useful providing information about your Members of Congress – please let them know that you will be making visits to the Hill.





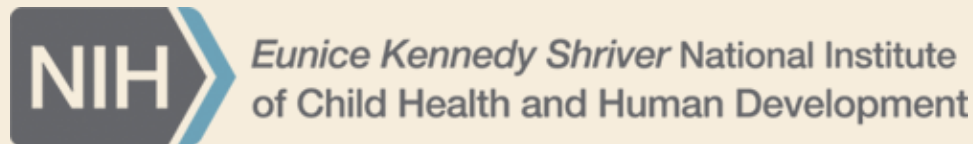
# How to Prepare

## Talk About Your Experiences With the Federal Agencies Funding Education Research (IES, NSF, and NICHD)



**Focus on any positive interactions  
with the federal agencies.**

*Have you served on a review panel?  
Interactions with a program officer?*





# Connect Education Research to the District

- Tell congressional staff how much federal education research funding goes to universities in their district and the value to your institution
- State how education research is relevant to education locally
- Mention any local partnerships that you have with practitioners



# Homework

- Talk to your university government relations person. They will know all about your Members of Congress and will want to know that you will be making these visits.
- Talk to your faculty with federal funding.
- Develop and practice your talking points ahead of time.



# Developing Your Talking Points

- Relate research to Member's interests, district or state, and committee or subcommittee assignments.
- Describe how education research improves outcomes, advances science, and informs policy.
- Connect research to benefits to students and educators in tangible ways.
- Develop a couple of sentences to capture the key finding of your work.
- Is your talking point repeatable? Be memorable.
- Always mention sources of federal support and federally-funded datasets used in research, training, or evaluation activities.



# Bring Something to Leave Behind

- Fact sheet summarizing an article (2-4 pages)
- Newspaper article where you were cited as a expert
- An op-ed or letter to the editor
- Press release about your research
- University swag



# Common Mistakes to Avoid

**Do not be  
afraid to say  
you do not  
know the  
answer to a  
question.**

*This can provide a  
nice opportunity to  
follow up.*

**Avoid jargon  
and discussion  
of  
methodology.**

*Unless asked.*

**This is not the  
meeting to  
convince them  
of your policy  
position.**

*This is the first step  
to building a  
relationship.*



# Success

## Our meetings will be successful if we can:

- Introduce AERA and education science.
- Identify the AERA agencies of interest and why they are important to us.
- Describe your research in easy-to-understand terms and tie it to potential policy or education outcomes.
- Express position on issue(s) relevant to office based on either the member's committee, subcommittee assignment or personal interests.
- Summarize major requests from AERA.



# 2017 AERA-CURI Hill Days

- What to wear?
  - Comfortable shoes
  - Business attire
- What to bring?
  - Business cards
  - Government issued ID (driver's license)
  - Bottled water and snacks\*
  - Your energy and patience!

\*If you have meetings in the U.S. Capitol, you will not be allowed to bring in any liquids and could be asked to remove food from your bags as well.





# Take a Photo and Tweet **#AERAOnTheHill**





# Following Up

- Send thank-you emails.
- Think about how you can continue this relationship.
  - Look to see if the Member is hosting any town halls or public events.
  - Invite the Member of Congress or staff to the University for an event or to speak to your class.
  - Sign up for their newsletter or follow on social media.
- Write about your meeting and share any follow-up items with us at **govrelations@aera.net**.



# Q & A

