

# 2018 Public Policy Forum



## Sunday, March 4: 2018 Electoral Advocacy Bootcamp

*Goal: Participants will have a clear understanding of key races and opportunities; increased knowledge and skills to prepare for and engage in electoral activities; and a plan of action to elevate early childhood education and educators.*

### **1:00 - 1:15 pm: Welcome**

- Rhian Evans Allvin, CEO, NAEYC

### **1:15 - 1:30 pm: State Team Meeting 1: Introductions**

### **1:30 - 2:15 pm: Early Childhood Education and the 2018 Electoral Landscape**

- Lisa Klein, Executive Director, Alliance for Early Success
- Molly Murphy, Partner, ALG Research
  - Moderator: Lauren Hogan, Senior Director, Public Policy and Advocacy, NAEYC

### **2:15 - 3:00 pm: Rules of the Game: Nonprofit Electoral Advocacy**

- Abby Levine, Director, Bolder Advocacy Initiative, Advocates for Justice

### **3:00 - 3:30 pm: Adding Value: Registering Early Childhood Educators and Parents To Vote**

- Brian Miller, Executive Director, NonprofitVOTE

### **3:30 - 3:50 pm: Break**

### **3:50 - 5:00 pm: You Don't Have To Do Everything To Do Something**

- Getting In the Weeds: Engaging and Registering Educators & Parents to Vote
  - Brian Miller and Caitlin Donnelly, NonprofitVOTE
- I'll Have That To Go: Using America for Early Ed's To-Go Boxes At Conferences & Events
  - Lucy Recio, NAEYC and Paul McKay, IWS
- It's All Around Us: Elevating ECE with Social Media, Op-Eds, and Letters to the Editors
  - Josh Cohen, The Pastorum Group
- Taking It To the Top: Engaging Candidates At Town Halls and Individual Meetings
  - Amy O'Leary, Strategies for Children

### **5:00 - 5:15 pm: Break**

### **5:15 - 5:45 pm: State Team Meeting 2: Plan Your Electoral Advocacy Strategy**

### **5:45 pm - 7:00 pm: Closing Remarks, followed by "Table Talk" Conversations Across State Teams!**

# 2018 Public Policy Forum

## Monday, March 5

*Goal: Participants will acquire increased knowledge about the federal policy landscape; develop new skills, strategies, tools and/or resources; establish new and stronger relationships with fellow advocates within and across state teams; and feel confident and prepared for meetings on the Hill*

### **7:30 am: Breakfast and Networking**

#### **8:00 am: Welcome**

- Tammy Mann, President of the Governing Board, NAEYC
- Sponsor Remarks: Anna Wilmoth, Vice President, Kaplan Early Learning Company

### **8:10 - 8:20 am: State Team Meeting 3: Plan Your “How-To” Conversation Stations Strategy**

#### **8:20 - 8:40 am: Federal Overview: Setting the Stage**

- Lauren Hogan, Senior Director, Public Policy and Advocacy, NAEYC

### **8:40 - 9:30 am: Understanding the Federal Budget: What Happens When, and Why It Matters**

- Martha Coven, Princeton University (former OMB Associate Director for Education, Income Maintenance and Labor)

### **9:30 - 10:00 am: “Transforming the Financing” Study and the Child Care for Working Families Act**

- Rhian Evans Allvin and Allie Kimmel, Senior Education Policy Advisor, Senate HELP Committee
  - With a special video message from Senator Patty Murray

### **10:00 - 10:15 am: Break**

#### **10:15 - 11:00 am: Deep Dive: Higher Education Act**

- Barbara Gault, Institute for Women’s Policy Research
- Jennifer Scully, Associate Director, Government Relations, American Federation of Teachers
  - Moderator: Mary Harrill, Senior Director, Higher Education, NAEYC

### **11:00 - 11:45 am: Talking Points for Hill Visits & Petition Delivery Review**

- Lauren Hogan, Senior Director, Public Policy and Advocacy, NAEYC

### **11:45 am - 12:45 pm: Lunch**

- Sponsor Remarks: Michelle Thomas, Senior Client Engagement Manager, TCC

### **12:45 - 1:45 pm: Ask A Journalist!**

- Jeneen Interlandi, writer, New York Times Magazine
- Christina Samuels, associate editor, EdWeek
  - Moderator: Rhian Evans Allvin, NAEYC

### **1:45 - 2:00 pm: Break**

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## 2:00 - 2:45 pm: “How To” Conversation Stations, Session One

- *Track 1: First-Timers (Or First-Timers at Heart)*
  - How to have a successful meeting with policymakers, part I
    - Amy O’Leary, Strategies for Children and Mary Beth Testa, NAFCC
- *Track 2: Advocacy, Advanced!*
  - How to engage with the media, according to the media
    - Jerleen Interlandi, NYTimes and Christina Samuels, EdWeek
  - How to be a connected advocate in a rural community
    - Cathy Grace, The Graduate Center for the Study of Early Learning
- *Track 3: Leaders Gonna Lead*
  - How—and why!—to hire a lobbyist
    - Kim Kofron, TXAEYC and Chad Cantella, Texas Star Alliance
  - How to “uncover the inner workings” of your state policy and regulatory systems
    - Lauren Hogan, NAEYC
- *Track 4: Policy Planning*
  - How to respond to the *Transforming the Financing* study
    - Linda Smith, Bipartisan Policy Center
  - How to promote early learning in ESSA implementation in states and districts
    - Danielle Ewen, EducationCounsel

## 2:45 - 3:00 pm: Break

## 3:00 - 3:45 pm: “How To” Conversation Stations, Session Two

- *Track 1: First-Timers (Or First-Timers at Heart)*
  - How to have a successful meeting with policymakers, part II
    - Amy O’Leary, Strategies for Children and Mary Beth Testa, NAFCC
- *Track 2: Advocacy, Advanced!*
  - How—and why—to prepare for the 2020 Census and the undercount of children
    - Angela Manso, NALEO Educational Fund
  - How to promote quality amid state regulatory, licensing & certification changes
    - Shyrelle Eubanks, NEA, Jen DeBell, PennAEYC and Tara Williams, MaineAEYC
- *Track 3: Leaders Gonna Lead*
  - How to engage members and advocates, so they can engage legislators
    - Lisa Hildebrand, RIAEYC and Jamal Berry and Alexa Verme, Educare DC
  - How to use accreditation to get to a more unified and sustainable QRIS
    - Marica Cox Mitchell, Meghann Hickey, and Kristen Johnson, NAEYC
- *Track 4: Policy Planning*
  - How to talk about—and act on—equity in early childhood education
    - Syritha Robinson and Ary Amerikaner, EdTrust
  - How—and when—to engage on safety net programs and immigration policy
    - Hannah Matthews and Wendy Cervantes, CLASP

## 3:45 - 4:00 pm: Break

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## 4:00 - 5:00 pm: Power to the Profession

- Marica Cox Mitchell, Kat Kempe, Lucy Recio, and Lauren Hogan, NAEYC
- State Team Meeting 4: Plan Your P2P Strategy

## 5:00 - 5:30 pm: State Team Meeting 5: Plan Your Hill Visits

## 5:30 - 5:55 pm: NAEYC AMA (Ask Me Anything)

## 5:55 - 6:00 pm: Closing Remarks

## 6:00 - 7:15 pm: Reception

## Tuesday, March 6: Day on the Hill

### 7:00 - 9:00 am: Breakfast and State Team Meetings 6

#### 7:45 am: First Group Boards the Bus

- Leave at 8:00 am

#### 8:45 am: Second Group Boards the Bus

- Leave at 9:00 am

### 11:00 AM: Gather for Photo Op & Press Availability on the *Child Care for Working Families Act*

- Hart Senate Office Building, First Floor

### 2:00 pm onwards: Tell us how your day went..we'll be waiting!

Thank you to our sponsors!

