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!
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
2:00 - 2:45 pm: "How To" Conversation Stations, Session One

● **Track 1: First-Timers (Or First-Timers at Heart)**
  o 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!**
  o How to engage with the media, according to the media
    ▪ Jerleen Interlandi, NYTimes and Christina Samuels, EdWeek
  o 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**
  o How—and why!—to hire a lobbyist
    ▪ Kim Kofron, TXAEYC and Chad Cantella, Texas Star Alliance
  o How to “uncover the inner workings” of your state policy and regulatory systems
    ▪ Lauren Hogan, NAEYC

● **Track 4: Policy Planning**
  o How to respond to the *Transforming the Financing* study
    ▪ Linda Smith, Bipartisan Policy Center
  o 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)**
  o 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!**
  o How—and why—to prepare for the 2020 Census and the undercount of children
    ▪ Angela Manso, NALEO Educational Fund
  o 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**
  o How to engage members and advocates, so they can engage legislators
    ▪ Lisa Hildebrand, RIAEYC and Jamal Berry and Alexa Verme, Educare DC
  o 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**
  o How to talk about—and act on—equity in early childhood education
    ▪ Syritha Robinson and Ary Amerikaner, EdTrust
  o How—and when—to engage on safety net programs and immigration policy
    ▪ Hannah Matthews and Wendy Cervantes, CLASP

3:45 - 4:00 pm: Break
2018 Public Policy Forum

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!

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