

2018 ETLI Capitol Hill Advocacy Day

Miriam Quintal and Bill Ruch
ASEE Government Relations
Lewis-Burke Associates LLC

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Lewis-Burke and ASEE

- Started October 2, 2017
- Goals:
 - Ramp up ASEE advocacy and presence in Washington
 - Protect engineering and engineering technology education and research funding
 - Promote sound policies for research and education
 - Make sure the engineering technology and engineering communities has a voice in relevant policy discussions
 - Develop grassroots efforts to engage members – THAT MEANS YOU!
- Lewis-Burke:
 - Started in 1992
 - 28 policy experts
 - 40 clients exclusively composed of non-profit entities: universities, scientific societies, managers of large federal facilities

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Today's Talk

- Federal Landscape for Engineering Technology
 - Overall landscape and impact
 - Policy Opportunities and Connections
- Introduction to Advocacy
- Best Practices for Successful Congressional Meetings
- Explanation of Schedule and Materials for Today

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Political Landscape and Policy Opportunities

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Political Landscape in Congress

- Congress has slowed activity ahead of November mid-terms
- FY 2019 appropriations process has been very bipartisan so far
 - Education funding largely protected, growth for basic research
 - FY 2019 Labor, Health, and Human Services Appropriations that funds student financial aid has already passed
- 115th Congress was mostly turbulent with intense debates over immigration, Supreme Court, tax reform, healthcare, higher education, Russia investigation, etc.
 - End result is little legislative change to immigration, research, or education policies
- Mid-terms
 - Expected mass-turnover of senior members through retirements and close races
 - Includes many education and research champions and committee chairs
 - Early projections show Democrats taking control of the House and Republicans holding the Senate
 - Democrats will bring huge focus on Administration oversight, new priorities

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Policy Opportunities: Workforce Development

- Strong bipartisan support for encouraging growth of skilled technical workforce, lowering reliance on H1-B visas.
- Huge Administration focus on skilled technical workforce, experiential education, and connections with industry:
 - Focus on workforce skills and preparation, diversifying credentials, 2-year education
 - Established Task Force on Apprenticeship Expansion; President’s National Council for the American Worker; American Workforce Policy Advisory Board
 - Expected to feature prominently in federal STEM strategic plan (ASEE has provided input!)
- Ramp up in support for apprenticeships:
 - Congress has bolstered funding for apprenticeship development
 - Major Department of Labor grant opportunity for institutions of higher education.
- **Relevance for Today’s Meetings:**
 - Congressional offices will be interested in how ET prepares graduates with hands-on learning and helps diversify the workforce
 - Agencies looking to meet Administration goals and lower barriers

Policy Opportunities: Higher Education

- Reauthorization of the *Higher Education Act* (HEA) will be priority in next Congress
 - Sweeping bill – dictates role of federal government in education beyond K-12
 - Major bipartisan interest in including changes that enable more hands-on and competency based learning
- Republican bill, the *PROSPER Act*, reduced student aid funding and scaled back forgiveness programs, did not come up for a vote in the full House
 - Democrats expected to take a very different approach (*AIM Higher*) – protect funding, but increase accountability and regulation
- Engineering Education Champions have introduced specific legislation in support of engineering and engineering technology education programs
 - *H.R.4023 - Developing Tomorrow's Engineering and Technical Workforce Act*
 - Very small chance of passage, but similar language could be included in larger bills
- **Relevance for ASEE ET Advocacy:**
 - Good time to inform members about ET
 - Encourage ET consideration in future education legislation.
 - If interest, can mention *H.R. 4023* as an example of the kinds of language that could be included.



Today's Advocacy

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Why Advocate?

- Advocacy:

The process by which ordinary citizens make their interests known to Congress

- You can help Members of Congress make informed decisions on education and workforce development issues.
- Your schools and colleges have huge connections to your states and congressional districts through employment, education, and partnerships with local industry.
 - You have a unique position and expertise to share with federal policymakers
- Advocacy puts engineering technology issues on the map – offices cannot pay attention to every issue and rely on hearing from constituents to prioritize

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Today's Meeting Goals

- Inaugural ETLI Capitol Hill Advocacy Day – meetings will be largely introductory
 - Most staff have never hear of ET
 - Explain what ET is, how does it complement engineering education, why is it important to the development of the skilled-technical workforce in your state and the nation.
- Learn more about members' priorities for workforce development and how your institution can support.
 - Almost all Members of Congress have interest in the nation's future education and workforce pipeline
- Encourage the consideration of ET in the development of federal policies and programs going forward.

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Meeting with Congressional Offices

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What Motivates Lawmakers?

- The needs of their districts and states
- The local economy
- Concerns about the negative impact of specific legislation
- Developing relationships with influential groups and interests
- Elevating leadership on key issues
- Positive attention from the media
- Issues of personal importance to the Member
- Getting re-elected
- Legislation and policy related to the Congressional Committees they sit on

Information, anecdotes, accurate data, and local stories are useful for policymakers

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Conducting a Congressional Meeting

- Your meetings will likely last 15-30 minutes.
- **Before** each meeting be sure to:
 - Discuss who will lead/talk first and who will deliver the leave-behind documents. The lead should be a constituent of the Member.
 - Note the issue the staffer covers or any relevant committees and tailor your points to that issue (eg for Defense talk about the defense and national security workforce, for veterans talk about ET role in educating veterans)
- **Begin** the meeting:
 - Thank the staffer or Member for taking the time to meet with you.
 - Introduce yourself and explain why you are meeting.
 - Mention you are an ET educator, explain what ET is and why it's important for regional education and workforce development
 - Ask members' priorities for workforce development
 - Encourage consideration of ET in future priorities.
- **During** the meeting stick to your message and articulate your points clearly.
 - Don't be afraid to refer to your one pager.
 - Answer questions (if any) and offer to be a resource.
- **End** your meeting the way you started it – by saying thank you.
 - Be sure to exchange business cards or get contact information for the staff.

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Telling Your Story

- As noted, a big part of the meeting will be introducing **ET and how it provides valuable solutions to workforce development issues in the state and throughout the nation.**
- Suggested themes to consider while telling them about exciting work or student stories from your schools and states include:
 - ET's role in filling critical workforce needs in key industries such as advanced manufacturing, health care, national security, etc.*
 - ET as an inclusive option that provides access to underrepresented groups.*
 - ET enabling seamless pathways into STEM careers between 2- and 4-year schools.*
 - ET connects with industry and ensures students gain relevant skills and hands-on experience.*
 - ET provides an important pathway for veterans transitioning to the civilian workforce.*
- Try to think of specific examples from programs and partnerships at your institution that tie to one of more of these themes.

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Dos and Don'ts

DO

- Be courteous to all
- Arrive on time
- Listen, even if you disagree
- Offer specifics when possible (e.g., bill names, numbers)
- Offer to provide further information following the meeting
- Send a thank-you email

DO NOT

- Prolong the meeting beyond its timed or natural conclusion
- Be discouraged if your meeting contact appears young
- Be surprised if you are asked to wait or meet in an unusual location
- Bring gifts or sealed envelopes

What does success look like?

- Know that success can take many forms
- The opportunity to inform an office about ET and ET education is a win
- Providing valuable information to the policymaker or their office is a win
- Becoming a resource is a win

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Following Up

- Send your contact any information they requested (and that you possess and agreed to share)
- Keep abreast of Member activity related to the issues you discussed with staff (legislation introduced, letters signed, etc.)
- Thank staff for any policy activities undertaken by the Member in support of your “ask”
- Lewis-Burke is happy to support with any policy requests/follow-up

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Logistics

- You will be conducting meetings in small regional groups.
- You will meet with congressional staff, who play major roles driving Members' agendas and policy decisions.
- Meetings will take place in House and Senate Office Buildings in the rooms listed on your schedules.
 - Use your uber vouchers to get to the relevant building for your first meeting – you can enter the building name in the uber app. After that, you can walk between congressional buildings.
 - See map in your folder for building locations, there are signs inside to point you to the specific room
- When you get to the office, check in at front desk and state who you will be meeting with.
- If you get hungry or need a break, see your map for dining and coffee options.
- Lewis-Burke is here to answer any questions before you head out for your meetings.

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Help on the Hill

- If you need assistance while you are on the Hill, our ASEE team member Eliana Perlmutter is on stand-by to support.
- Eliana can be reached at:
 - Lewis-Burke Associates LLC: (202) 289-7475
 - Direct Line: (202) 559-0602
 - Eliana@lewis-burke.com

(Contact info also provided in your background packet)



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Questions?

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