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LEGISLATIVE **ADVOCACY**

★ ★ ★ CONFERENCE ★ ★ ★

JULY 13–15, 2021 | Hyatt Regency on Capitol Hill | Washington, D.C.

MAKE SURE YOUR VOICE IS HEARD

AASA and ASBO International are pleased to host the 2021 Legislative Advocacy Conference, your chance to interact with key policymakers and advance a policy agenda that strengthens public education.

Opportunities include panel discussions with key policy experts and U.S. Department of Education officials, a legislative breakfast featuring policymakers and critical allies, and how to engage on the policy and funding issues being debated on Capitol Hill this year that impact students and educators alike.

CONFERENCE PROGRAM

www.aasa.org/legconf.aspx

Many thanks to AASA's Government Cooperative Procurement Partner, **Sourcewell**, for helping make this conference possible.



SCHEDULE OF EVENTS

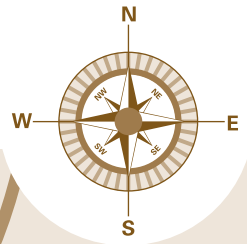
| TUESDAY, JULY 13 | | |
|------------------|---|-----------------|
| 8am – 5pm | Registration Open | Regency Foyer |
| 12:30 – 5:30pm | Opening Session | Regency |
| 12:30 – 12:40pm | Opening Remarks Daniel A. Domenech, <i>Executive Director, AASA</i> | |
| 12:40 – 1:30pm | Infrastructure and School Construction: What School Leaders Need to Know Mary Filardo, <i>Executive Director, 21st Century School Fund</i> Anisa Heming, <i>Director of the Center for Green Schools</i> David Sturtz, <i>Partner, Cooperative Strategies</i> MODERATOR: Sasha Pudelski, <i>Advocacy Director</i> In our opening session, Sasha Pudelski will moderate a panel discussion on the latest infrastructure policy proposals on Capitol Hill, what options schools have for investing ARP funding into infrastructure and what green school construction policies look like. | Regency |
| 1:30 – 1:50pm | Remarks from Cindy Long Cindy Long, <i>Acting Administrator, Child Nutrition Programs at USDA Food and Nutrition Service</i> | |
| 1:50 – 2:15pm | Feeding Children in School: A Look at Current and Future Funding and Policy Opportunities Crystal FitzSimmons, <i>Director of School and Out-of-School Time Programs, Food Research and Action Center</i> Katie Wilson, <i>Executive Director, Urban School Food Alliance</i> MODERATOR: Noelle Ellerson Ng, <i>Associate Executive Director, Advocacy & Governance, AASA</i> In this presentation, Noelle, Katie and Crystal will discuss the policy and funding changes needed to ensure more children have access to healthy meals in schools. | |
| 2:15 – 2:30pm | Break | |
| 2:30 – 3:25pm | AASA/ASBO Advocacy Update Noelle Ellerson Ng, <i>Associate Executive Director, Advocacy & Governance, AASA</i> Sasha Pudelski, <i>Director of Advocacy, AASA</i> Elleka Yost, <i>Director of Advocacy, ASBO</i> The AASA/ASBO Advocacy Teams give you the lowdown on what to expect on Capitol Hill and what the lobbying priorities and dynamics are this week. | |
| 3:30 – 4:00pm | Remarks from Cindy Marten Cindy Marten, <i>Deputy Secretary of the U.S. Department of Education</i> | |
| 4:00 – 4:10pm | Break | |
| 4:10 – 4:55pm | Small Group Discussion of ARP Spending/Issues with U.S. Department of Education Officials Ian Rosenblum, <i>Acting Assistant Secretary, Office of Elementary and Secondary Education</i> Donna Harris-Aikens, <i>Acting Assistant Secretary, Office of Planning, Evaluation and Policy Development</i> Loredana Valtierra, <i>Special Assistant, Office of Planning, Evaluation, and Policy Development</i> This is an opportunity to speak directly with top USED officials and share how you are using ARP funding, what challenges you are encountering, and what supports USED can offer you and your district. | |
| 5:00 – 5:15pm | State Time: Get together with other advocates from your state to plan for tomorrow's meetings. | |
| 5:30 – 6:30pm | Reception | Congressional A |

| WEDNESDAY, JULY 14 | | |
|--------------------|---|---------------|
| 7:30 – 9:00am | Congressional Breakfast Invited members of Congress and Administration Officials will share comments on education and their priorities for the future. | Regency |
| 10:00am – 5:00pm | Capitol Hill Day Meet with your Congressional delegation in both the U.S. House of Representatives and the U.S. Senate. Make sure they are aware of your district's needs and understand your priorities. | |
| 6:00 – 7:00pm | AASA President's Installation | Regency A |
| 7:00 – 8:00pm | AASA President's Reception | Thornton Room |

| THURSDAY, JULY 15 | | |
|-------------------|--|---------|
| 7:30 – 8:15am | Breakfast | |
| 8:15 – 10:30am | Closing Session | Regency |
| 8:15 – 9:00am | American Rescue Plan, Procurement and Spending Obstacles Tiffany W. Kessler, <i>Esq.</i> , Partner, Brustein & Manasevit, PLLC David DeSchryver, Senior Vice President, Whiteboard Advisors MODERATOR: Bill Otto, Government Relations Associate, Sourcewell Two experts on ARP funding and procurement will walk through the major do's and don'ts of spending federal money and what you need to know, remember and avoid. | |
| 9:00 – 9:30am | The Emergency Connectivity Fund, E-Rate and Funding for Ed-Tech in Schools Jon Bernstein, President, Bernstein Strategy Group Travis Litman, Acting Chief of Staff, Office of Acting Chairwoman Jessica Rosenworcel MODERATOR: Noelle Ellerson Ng, Associate Executive Director of Advocacy and Governance, AASA Noelle will moderate a discussion with Jon and Travis about the FCC's order on the Emergency Connectivity Fund and share the latest intel on how the FCC and Congress can end the homework gap permanently. | |
| 9:30 – 10:30am | SCOTUS, Federal Regulations and Guidance, and More! Maree Sneed, Partner, Hogan Lovells LLP Joel Buckman, Counsel, Hogan Lovells LLP Ray Li, Associate, Hogan Lovells LLP The top education legal team in the country will walk you through the Mahoney v. BL decision and other key decisions by the Supreme Court this term impacting your district and states' policies and practices. | |

U.S. CAPITOL

★ ★ ★ VISITOR CENTER ★ ★ ★



Legend

- Accessible Entrance
- Accessible Route
- Visitor Services Shuttle
- Circulator Bus Stop

- Elevators
- Parking
- Bus Pick-Up
- Bus Drop-Off
- Metro Station



CAPITOL HILL MEETING TIPS

I. PREPARE BEFORE YOU GO:



- a. Review your materials and ask AASA and ASBO International staff any questions. Refer to the issue briefs in your folder if you need any more background information.
- b. Coordinate with others with whom you will be making visits. Outline who is going to play what role in the meeting and what will be discussed.
- c. Leave plenty of time to get to and around the Hill. *A map is included.*

II. DURING YOUR MEETING:



- a. Introduce yourself, present a business card if the meeting is in-person, clearly state where you are from and that you are a constituent (if you are), and briefly describe your district and student demographics.
- b. Mention that you are attending a national conference sponsored by AASA and ASBO International. Policymakers need to understand this connection to be responsive to our national advocacy efforts.
- c. Cover the following visit priorities:
 - i. Highlight successes from your district.
 - ii. Discuss how you are spending ARP and other COVID relief funding briefly.
 - ii. Discuss other relevant issues on Capitol Hill, such as school infrastructure, child nutrition, the homework gap and FY22 funding.
- d. Leave behind or email copies of the AASA tri-fold and/or ASBO's Legislative Agenda Brochure.
- e. Thank them for their time and invite them to visit the schools in your district.

III. WHEN YOU GET HOME:



- a. E-mail the staff you met with a short thank-you note.
- b. Follow up with any information that you promised at the meeting.
- c. Continue the relationship with your members of Congress and their staff. Update them on your district and invite them to visit when they are home.
- d. Let AASA and ASBO staff know how the meetings went by completing the Google Docs form sent around.

READY... SET... **SFO!**

THE **SFO JOURNEY**...IS AS VALUABLE AS THE **DESIGNATION**



COMPLETE THESE STEPS

- Establish your eligibility
- Apply: Create an account on asbintl.org/certification
- Schedule the SFO remote proctored exam online

"In light of the unprecedented events that have resulted in social distancing and other preventive measures, it was a sigh of relief that ASBO International offered an online proctored version of the SFO exam. Being able to take the exam in an environment of my choosing helped to deescalate concerns that an in-person exam would have caused."

Mike Vigil II, MBA, CGFM, SFO



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★ NASHVILLE, TN

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Presented by:

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