HILL DAY EXPERIENCE

at the 125th Anniversary Convention
FLC Webinar: Prepping for Your Role at LegCon

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Agenda

• Schedule of Events
• How National PTA Advocacy Works: Role of FLCs
• FLCs & Hill Day Experience (HDE)
• Hill Day Experience & Asks
• Resources for FLCs
• Q&A
National PTA Hill Day Experience Schedule

Tuesday, June 14, 2022 – Wednesday, June 15, 2022

All events to take place at the Gaylord National Harbor Convention Center, except for actual visits on Capitol Hill.

June 14th:
3:00 p.m. – 5:00 p.m. ET Legislation Committee Meeting
5:00 p.m. – 6:00 p.m. ET Hill Day Experience Welcome & Reception
6:15 p.m. – 7:00 p.m. ET Hill Day Experience Breakouts – Hill Ask State Breakouts

June 15th: We take to Capitol Hill!! (Meetings to start no earlier than 10 a.m.)
7:30 a.m. – 9:00 a.m. ET Hill Day Experience: Congressional Awards & PTA Awards Breakfast
9:30 a.m. – 5:00 p.m. ET Hill Day Experience – Meetings with Congress on Capitol Hill
5:30 p.m. – 7:00 p.m. ET Hill Day Experience Debrief & Celebratory Reception

The schedule for the rest of convention is available at:
https://www.pta.org/home/events/National-PTA-Convention-Expo/agenda
How National PTA Advocacy Works

4 Million PTA Members → 54 Federal Legislative Chairs
Your Role as FLC or Alternate

- Build relationships with your Members of Congress
- Act as a liaison between NPTA and your state
- Build federal legislative capacity within your state
- FLC call
- Mobilize your state on an as-needed basis
- Work with your SP to increase visibility of public policy
- Disseminate and encourage PTA Action Alerts
- Lead efforts related to Legislative Conference

Knowledge of PTA’s federal legislative priorities

Health and Safety for EVERY CHILD
Importance of PTA's Hill Day Experience

• Direct contact from constituents influences lawmakers' decisions:
  – In three surveys of congressional staff over a 10-year span, **over 90 percent** said that "in-person visits from constituents" would have "some" or "a lot" of influence on an undecided lawmaker.

Copyright – Congressional Management Foundation
Source - "Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement" (2017)
FLCs & Hill Day Experience (HDE)

Step 1: Schedule your Hill meetings
Step 2: Research for your Hill meetings
Step 3: Craft your "Asks" for each Hill meeting
Step 4: Develop your plan for each Hill meeting – planning tool coming soon!
Step 5: Prepare for State Breakouts on June 14
Step 6: Follow up after Hill Day
Before HDE:
Schedule Capitol Hill Meetings

• Schedule as many Hill meetings as possible
• Contact schedulers directly using template email or phone script in your memo
• **Aim for meetings on Wednesday, June 15th between 10:00am – 4:00pm**
• Congressional Awards Breakfast is 7:30am – 9am & Debrief and Reception from 5:30pm – 7pm
• Bus transportation to the Hill will be provided!
Scheduling Tips and Best Practices

Give yourself at least 15 minutes between each Hill Visit

*if not more*

Send the PTA Digital Advocacy Folder to each office before your in-person meeting

Are virtual meetings okay or should we be scheduling only in person meetings?

76% of congressional staff want constituents to provide materials in advance of the meeting
Scheduling Tips and Best Practices

Should I schedule meeting with every Senator and Representative in my state? If not, who should I prioritize?

❖ Importance of Senate Meetings
❖ Members of Key Committees
❖ Power of Constituents
Before HDE: Tell Us About Your Meetings

• Each FLC needs to submit their Hill meeting schedule through at bit.ly/PTAHillSched
• Link will be shared via regular updates leading up to HDE
• Please submit your meeting schedule by Wednesday June 8

Any questions? Email LegCon@PTA.org
Scheduling Resources & Tools

- Memo on Scheduling Hill Meetings
- 2022 Hill Day Scheduler Information - Google Sheets
- Hill Day Schedule Submission Form
- PTA Advocacy Toolkit: Conducting Meetings with a Decisionmaker
Before HDE: Plan Out Each Meeting

• Create a cohesive team to have the greatest impact on the Hill
• Divide and conquer the Hill!
• Assign Hill meeting roles:
  ✓ Spokesperson & exit signal
  ✓ Supporting lines
  ✓ Note-taker
Meeting Tips and Best Practices

How do I use the Hill Asks Leave Behinds during our Hill Meetings? Do I need to cover everything?

❖ Connecting to your State & Community
❖ Importance of Narrative
❖ Email "Leave Behind" to MOC prior to Meeting
Before HDE: Plan Out Each Meeting

Spokesperson Responsibilities
(FLC or State President)

• Start introductions (name, city, PTA position)
• State the mission of PTA
  “The overall purpose of PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.”
Before HDE: Plan Out Each Meeting

Supporting Lines Responsibilities

*(this can be multiple people)*

• Tell a personal story and use local statistics
• Explain why our “Hill Asks” are important from a parent perspective
• Review the Digital Advocacy Folder and supplemental materials to determine which points to emphasize during the meeting
Before HDE: Plan Out Each Meeting

Note-Taker Responsibilities

• Take notes during the meeting so you can follow-up on specifics with each office
• Provide supporting information during the meeting
• Share with National PTA if follow up is needed
During HDE: Be a Leader!

If you are a First Timer:
- Lean in and actively participate
- Absorb as much information as possible
- Network
- Have fun!

If you are a Previous Attendee:
- Share your perspective and tips
- Take the lead on Hill Day
- Network
- Have fun!

Health and Safety for EVERY CHILD
Hill Day Materials & Our Ask to Congress
Context for Our Ask

- Impact of COVID on the health and well-being of our nation's children
- Legislative Process – Reconciliation & Appropriations
- Legislative Calendar
PTA’s 2022 Hill Day Asks

1. Investing In Our Nation's Youth
2. Enacting Sensible Community Safety & Youth Violence Prevention Measures
3. Addressing the Current Youth Mental Health Crisis
4. Reauthorizing the Child Nutrition Act
Despite the increase in public school enrollment and the rising cost of education resources and services, federal funding for public education programs has remained at 2% of the federal budget for decades.

PTA has long advocated to ensure children have access to adequately funded public schools that improve their overall well-being and allow students to reach their fullest potential.
FY2022 Reconciliation & FY2023 Appropriations

On June 15th, we will be calling upon Congress to support funding for:

✓ School Infrastructure
✓ Child Nutrition Programs
✓ Child Care Support
✓ Youth Mental Health Services
✓ Family Engagement Programs
✓ Individuals with Disabilities Education Act
✓ Every Student Succeeds Act
✓ Youth Safety & Violence Prevention

Questions? Email legcon@pta.org
PTA urges Congress to adopt measures that ensure our children are protected from harm and support schools in their efforts to create safe and welcoming spaces for every child in order to enhance youth development, growth and safety for all of our nation’s students.
Community Safety & Youth Violence Prevention

Congress must pass legislation that:

✓ Invests in evidence-based community violence intervention strategies
✓ Requires a waiting period and a comprehensive background check for all individuals prior to purchasing a firearm
✓ Funds research on gun violence prevention and encourages reporting on school crime and safety
✓ Prevents discrimination and harmful disciplinary practices in schools
✓ Encourages gun safety education and the safe storage of firearms
Youth Mental Health

PTA urges Congress to adopt measures that ensure our children are protected from harm and support schools in their efforts to create safe and welcoming spaces for every child in order to enhance youth development, growth and safety for all of our nation’s students.
Congress must pass legislation that:

✓ Ensures all students have access to mental health resources at school & in their community, including targeted support for underserved populations & children experiencing trauma.

✓ Encourages schools to adopt practices that establish safe, supportive, and inclusive learning environments for all students.

✓ Promotes social emotional learning, including resources for families to support this critical practice at home.

✓ Extends pipeline of school-based mental health professionals and allows for schools to be reimbursed via Medicaid.

✓ Provides support services for whole families impacted by addiction.
Child Nutrition Reauthorization

PTA urges Congress to strengthen and improve access to quality, nutritious school meals for all children with another historical reauthorization of these programs.
Child Nutrition Reauthorization

Congress must pass legislation that:

✓ Ensures school meals are healthy and nutritious for growing children and teens, consistent with the Dietary Guidelines for Americans

✓ Enables schools to successfully transition after the pandemic back to following evidenced-based meal patterns thru higher reimbursement rates, administrative flexibilities, & technical assistance around production, procurement, and preparation

✓ Encourages schools to adopt student wellness policies with the input of families and provide adequate time for kids to eat and play
PTA Digital Advocacy Folder

2022 Hill Day Asks
Child Nutrition, Youth Mental Health & Community Safety

Priority Issue Areas for the 117th Congress

List of PTA-Endorsed Federal Legislation

Supplemental Resources

Health and Safety for EVERY CHILD
What's Next?

✓ Schedule and organize your Hill meetings
✓ Send your meeting schedule to NPTA
✓ Send scheduler and/or policy staffer the Digital Advocacy Folder as a hyperlink via email
✓ HDE state attendee lists will be shared with you ASAP

Digital Advocacy Folder will be available online soon!

Health and Safety for EVERY CHILD
What's Next?

✓ Start prepping for your time in DC!
✓ Research Members of Congress
✓ Study up on the Hill Asks, use PTA resources to help you make a plan for your meetings
✓ Gather stories and data relevant to the Hill Asks
Preparing Yourself & Your Team

• Advocacy Toolkit
  • www.pta.org/advocacytoolkit
• PTA Takes Action
• National PTA's 2021 – 2023 Public Policy Platform
• Position Statements and Resolutions
• HDE resources www.PTA.org/LegCon
Preparing Yourself & Your Team

- [www.Congress.gov](http://www.Congress.gov)
  - Find out which bills your MOC supports

- [www.Senate.gov](http://www.Senate.gov)
  - Research your Senator – committee assignments and key priorities

  - Research your Representative – committee assignments and key priorities
Transportation & Getting Around

Complimentary shuttle bus service will be provided to Capitol Hill from 9:00am to 9:20am.

Because Hill meetings will conclude at different times, you will be responsible for your return to the Gaylord National Harbor Convention Center.

For Directions & Transportation Information:
REMINDERS

• All Attendee Webinar – May 24 at 7pm*
• Last Day to Register for HDE experience is Tues, May 31!
• Help promote registration within in your state for HDE & Convention!

*rescheduled from May 18 due to NEW Town Hall with CDC & the White House
Q & A

Follow up ?s - Email legcon@pta.org
Connect with National PTA on Social Media

Facebook: /ParentTeacherAssociation
Twitter: @NationalPTA
Instagram: @NationalPTA
TikTok: @NationalPTA

#PTACon2022

Health and Safety for EVERY CHILD