HILL DAY EXPERIENCE

at the 125th Anniversary Convention

Gaylord National Resort & Convention Center
National Harbor, Maryland
2022 Hill Day Experience Webinar: Mobilize the PTA Way

Wednesday May 4th, 2022
Agenda

- 2022 Hill Day Experience
- PTA’s 2022 Hill Day Asks
- Best Practices & Tips for Successful Hill Meetings
- Additional Resources
- 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
What is the Importance of Hill Visits?

✓ Chance to bring attention to issues important to PTA.

✓ Chance to personalize a policy issue & highlight impact on families.

✓ Chance to build a relationship with a Congressional office.

✓ Chance to show #PTAPower on Capitol Hill and uplift voices of parents.

✓ Chance to impact policy decisions through effective collective action.
PTA’s 2022 Hill Day Asks

FY2022 Reconciliation & FY2023 Appropriations

Community Safety & Youth Violence Prevention

Youth Mental Health

Child Nutrition Reauthorization
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
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.
Youth Mental Health

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.

Questions? Email legcon@pta.org
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

Questions? Email legcon@pta.org
Digital PTA Hill Day Packet

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
Best Practices and Tips for a Successful Hill Visit

Scheduling Tips & Best Practices

Study, Study & Practice in Your Own Words!

Day of Hill Visits Tips & Best Practices
Scheduling Tips and Best Practices

Give yourself at least 15 minutes between each Hill Visit

*if not more*

Send the Digital PTA Hill Day Packet to each office before your in-person meeting

76% of congressional staff want constituents to provide materials in advance of the meeting

Staff Quote

Send materials ahead of time by email - this starts the communication before the meeting, good staff will read ahead, staff get too many folders and whitepapers and they end up tossing them.

- Congressional Legislative Staffer

Copyright - Congressional Management Foundation
Source - CMF 2013 survey of congressional staff

Health and Safety for EVERY CHILD
Review & Put Into Your Own Words the 2022 Hill Day Asks
Designed as a “menu” of options, speak to what resonates most with your community!

Research the member of Congress you are meeting with
Do they serve on a key committee? What priorities of theirs might align with our asks?

Gather local stories & data relevant to the 2022 Hill Asks

“I don’t believe in luck, I believe in preparation”-Bobby Knight
Day of Hill Visits Tips & Best Practices

- Prepare Thoroughly for Your Meeting
- Be on Time
- Make a Connection
- Stay Focused
- Keep it Local
- Make a Specific Request or “Ask”
- Follow Up
Day of Hill Visits Tips & Best Practices

Attire
- Wear formal attire with comfortable walking shoes
- Bring necessary accessories for the weather
  
  *Please bring face masks in case requested in buildings or in certain offices*

Security
- Metal Detectors are at all Visitor’s Entrances
- Large bags, pointed objects, and aerosols are not permitted in the Capitol

Materials
- Make sure to bring all of the materials you may need to your Hill Visits
Additional Resources

Where to Find Additional Resources

Who to Contact at State or National Level

Connect with National PTA on Social Media
Resources to Prepare Yourself

- PTA Advocacy Toolkit
- PTA Takes Action Center
- PTA Public Policy Platform & Priorities
- PTA Position Statements & Resolutions
- 2022 Hill Day Resources
National PTA Hill Day Experience Schedule
Tuesday, June 14, 2022 – Wednesday, June 15, 2022

Agenda

**June 14th** 5:00pm – 6:00pm Welcome & Reception @ Gaylord Convention Center

**June 14th** 6:15pm – 7:00pm Hill Ask State Breakouts @ Gaylord Convention Center

**June 15th** 7:30am – 9:00am Advocacy Awards Breakfast @ Gaylord Convention Center

**June 15th** 9:00am-9:20am Board Buses & Head to Capitol Hill

**June 15th** 10:00am – 5:00pm Hill Meetings @ Capitol Hill House & Senate Office Buildings

**June 15th** 5:30pm – 7:00pm Hill Debrief & Celebratory Reception @ Gaylord Convention Center

Questions? legcon@pta.org
Importance of Attending State Breakouts

✓ Meeting your group and your state leaders
✓ Planning for your Hill meetings, including delegating roles
✓ Reviewing final schedule of meetings for Hill Day
✓ Meeting fellow PTA advocates from your state
✓ Chance to ask questions and get excited!
Role of Federal Legislative Chairs (FLCs)

FLCs serve as the link between National PTA, your state’s PTA members and your state’s PTA leadership to promote advocacy and awareness of PTA’s federal public policy agenda and legislative issues.

For the 2022 Hill Day Experience, they are responsible for:

- Scheduling as many Hill meetings with their state delegation as possible for Wednesday, June 15th, 2022 & submitting their list of meetings to National PTA
- Leading their state delegation during the State Breakout Session on June 14th, including assigning meetings & roles to attendees from their state
- Leading their state delegation on Capitol Hill during Hill Day June 15th
- Following up with Thank You emails to congressional offices after Hill meetings
- Joining PTA Hill Day Experience Webinar for State Leaders May 10th
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: https://www.marriott.co.uk/hotels/maps/travel/wasgn-gaylord-national-resort-and-convention-center/
What's Next?

Weekly resources & updates in your inbox!
Read & prepare!
FLCs: Continue scheduling meetings & join 5/10 webinar!

Who to Contact for Additional Assistance?

Your State PTA Leaders

National PTA Staff
legcon@pta.org

Health and Safety for EVERY CHILD
Connect with National PTA on Social Media

*/ParentTeacherAssociation*

@NationalPTA

@NationalPTA

@NationalPTA

#PTACon2022

Health and Safety for EVERY CHILD
Q & A – Email legcon@ptta.org