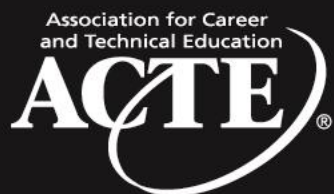




**March 21-23**  
**Arlington, Virginia**

# CAPITOL HILL VISITS PREPARATION

ZACH CURTIS AND JORI HOUCK



# PRESENTATION AGENDA

- COVID-19 and Security Protocols
- Website Resources
- Best Practices
- Messaging
- Meeting Follow Up & Leave Behinds
- State Planning Time

# PROTOCOLS FOR IN-PERSON MEETINGS

- Security
  - A Capitol Hill staff member must escort you in and out of the building
  - You will be required to go through a metal detector
  - All items must go through security scan
- COVID-19 Protocols
  - Some offices may require masks – please abide by their rules
  - Masks are optional throughout main areas – do what you are comfortable with!

# WEBSITE RESOURCES

## • Background Materials

- Congressional Committees, Leadership, Caucuses and Calendars
- Executive Branch Information
- Appropriations Policy
- Budget Reconciliation
- Postsecondary Issues
- Workforce Policy

## • Hill Visit Resources

- Visit Outline & Prep Tips
- Planning Checklist
- Policy Talking Points
- Leave Behinds



# MEETING BEST PRACTICES

- In-Person
  - Arrive at least 15 minutes early
    - Anticipate metro delays!
  - Bring minimal personal belongings
  - Ask your office who your escort will be and which door to enter. Notify them when you have arrived approx. 15 minutes early
- Virtual
  - Test the meeting's virtual platform (Zoom, Teams, etc.) to ensure your camera and microphone are working properly
  - Enter virtual meeting room 5-10 minutes ahead of time

# MEETING BEST PRACTICES

- Be Prepared & Focused
- Budget Your Time
- Be Personal
- Know Your Audience
- Build a Relationship
- Request Specific Action
- Follow Up & Leave Contact Information
- They do not expect you to be a policy expert!

# KEEP IT LOCAL!

- Discuss how CTE is meeting your community's economic needs
- Provide examples of innovative CTE programs
- Tell inspiring stories about CTE students and educators
- Demonstrate how CTE works for nontraditional or underrepresented students, adults, disconnected youth, and others in your program
- Discuss how CTE provides pathways for students to pursue further education
- Paint a picture of how additional funding, resources, and support could make a difference in your local community!

# KEY MESSAGES: CTE FUNDING

*ASK: Significantly increase funding for Perkins CTE State Grants in the FY 2023 Appropriations Bill*

- Federal spending on education is nearly \$6 billion below 2011 levels, adj. for inflation
  - Perkins funding still hundreds of millions below 2008 levels, adj. for inflation
  - In FY22 Budget, Perkins funding (\$1.38b) was only approx. 1.8% of education investment
- Perkins funding serves 11 million secondary, postsecondary and adult CTE students
- CTE helps address critical labor shortages in areas like health care and infrastructure
- CTE students perform better academically and graduate at higher rates
- CTE provides pathways for underserved populations to enter emerging fields like cybersecurity, engineering, robotics, drone piloting, and more



## KEY MESSAGES: CTE FUNDING

*ASK: Immediately invest \$40 billion into CTE and workforce development to aid economic recovery*

- In 2021, Congress proposed a \$40b investment including \$700m for Perkins, \$5b for a Community College and Industry Partnership Grant, and \$1.2b for TAACCCT Grants
- Immediate investments are needed to fulfill the promise to rebuild the nation's infrastructure and the post-pandemic economy
- Investments would allow students and workers to upskill and reskill, access apprenticeship opportunities, and take advantage of high-wage, in-demand careers

# KEY MESSAGES: GLOBAL COMPETITIVENESS

*ASK: Pass a global competitiveness bill that includes Pell for short-term programs and improves postsecondary data collection*

- The House-passed America COMPETES Act included language from the JOBS Act and College Transparency Act
- Pell for short-term programs would...
  - Help students & workers quickly obtain certificates, licenses and industry certifications in high-skill, in-demand fields like IT, welding, manufacturing, nursing and industrial maintenance
  - Increase postsecondary program enrollment rates by 15 percentage points and completion rates by 9
  - Only increase the total cost for Pell by 0.5%
- Allowing the federal government to track postsecondary student-level data would...
  - Provide students with complete information about program enrollment, completion and earnings
  - Provide institutions and policymakers with better data to inform better policy & practice that best serves students

# KEY MESSAGES: CTE & WORKFORCE POLICY

## *ASK: Improve Connections Between Education and Workforce Systems*

- Integrate CTE leaders into WIOA governance
- Require WIOA state plans to align with Perkins V state plans
- Increase access to high-quality training
- Use relevant labor market information to ensure programs reflect local economic needs
- Create a separate funding stream for job center infrastructure costs rather than pulling from Perkins and/or WIOA state grant funding
- Allow states to determine their own splits of funds for in-school and out-of-school youth
- Expand access to registered, youth, and pre-apprenticeships by also reauthorizing the National Apprenticeship Act



# KEY MESSAGES: CTE TEACHER WORKFORCE

*ASK: Improve CTE teacher workforce data collection and build teacher recruitment & retention programs that are inclusive of CTE educators*

- Department of Education Teacher Shortage Areas database paints incomplete picture of CTE shortages
- Federal data about the CTE teacher workforce, including demographic data, are greatly lacking
- Better data and research are needed in order to build sound federal policy
- Important federal programs to incentivize entering and remaining in the teacher workforce (like the TEACH Grant or PSLF) are not structured to support the unique CTE teacher workforce
- The RAISE Act (will be introduced in May 2022) would give a sliding-scale federal income tax reimbursement up to \$15,000/year to all public school teachers



# MEETING FOLLOW UPS & LEAVE BEHINDS

- How to follow up:
  - Send a handwritten card or a personal email.
  - Reiterate your "ask" and/or and promises made in the meeting.
  - Provide any data or information requested as soon as you can.
  - Make it personal!
- Leave-behind folders:
  - ACTE Legislative Priorities
  - "What is CTE?" Infographic
  - Caucus Membership Dear Colleague Letter
  - State Fact Sheets (if requested)

*\*Other requested or relevant materials can be shared electronically in follow-up!*

# STATE PLANNING TIME

1. Review talking points
2. Identify relevant info about each Member
3. Plan your “route”
4. Select a leader for each visit
5. Assign group roles
6. Determine how to incorporate leave behinds
7. Note relevant data or anecdotes
8. Ask questions!!

# STATE PLANNING TIME

- Large States:
  - Minnesota – Salon I
  - Ohio – Salon II
  - Oklahoma – Salon V
  - Idaho – Salon VI
  - Missouri – Rosslyn
- Virtual Q&A – 5:30-6:00 p.m. via Zoom link on agenda

# CONTACT US

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