

ADVOCACY
INSTITUTE
2015

WASHINGTON, DC
FEBRUARY 1-3



AGENDA



Marriott Marquis

901 Massachusetts Avenue, Northwest, Washington, DC 20001

Registration Location: Salon 12-13, Meeting Level 2

Registration Hours:

Saturday – 12:00 p.m. – 5:00 p.m.

Sunday – 7:30 a.m. – 5:00 p.m.

Monday – 7:30 a.m. – 5:00 p.m.

Sunday, February 1, 2015

Early Institute Sessions

8:00-9:00 a.m.

Marquis 1-4, Level 2

New Member Orientation

Participants learn more about their responsibilities as a Federal Relations Network (FRN) member and what to expect from the Advocacy Institute experience.

Presenters: **Kathleen Branch**, Director, National Advocacy Programs and Services, NSBA; **Ellis A. Alexander**, Chair, National Black Council of School Board Members, NSBA; **Judy Lair**, NSBA Director; **Viola M. Garcia**, NSBA Director

Presenter: **Timothy R. Sivertson**, NSBA Director

9:15-11:00 a.m.

Marquis 1-4, Level 2

Hot Topic Session

Smart Schools 360°: Construction, Finance, and Safety

From financing and public-private partnerships to green school initiatives, this session will highlight advances in capital improvements for school districts and ways to advocate for infrastructure that accommodates 21st century learning environments. A panel of experts will discuss federal resources available, successful district projects, and new developments in school construction and security. The session will help inform participants about these and other options, equipping them with information needed to advocate for school modernization priorities at federal, state, and local levels of government.

Presenters: **Nathaniel Allen**, Advocacy Lead, Center for Green Schools, U.S. Green Building Council; **Robert P. Canavan**, Chair, Rebuild America's Schools Coalition; and **April Dalton-Noblitt**, Director of Vertical Marketing for Allegion

Presenter: **Barb Riley**, NSBA Director

1:00-1:30 p.m.

Marquis 6-10, Level 2

Opening General Session: Leaning Forward

NSBA leadership will share our exciting advocacy agenda to lead Congress, the courts, and the American public in the effort to ensure our public schools remain a strong and dynamic foundation of our nation. As a united front we will stand up for America's public schools and advocate for what's important – our nation's public schoolchildren.

Presenters: Anne M. Byrne, President; Thomas J. Gentzel, Executive Director, NSBA

1:30-3:00 p.m.

Marquis 6-10, Level 2

General Session: Our New Vision for Advocacy and Building the Better Advocate

The unique legal, legislative, and public advocacy focus of NSBA will be discussed.

Presenters: Lisa Bushey, Associate Executive Director, Public Advocacy and Communications, NSBA; Francisco M. Negrón, General Counsel and Associate Executive Director, Legal Advocacy, NSBA; Michael C. Zola, Esq., Associate Executive Director, Federal Advocacy, NSBA

Moderator: Alex Nock, Executive Vice President, Penn Hill Group

President: John D. Tuttle, President-elect, NSBA

3:00-3:15 p.m. Break

Foyer – Marquis 6-10, Level 2

3:15-4:00 p.m.

Marquis 6-10, Level 2

General Session: National School Boards Action Center (NSBAC) 2015

The National School Boards Action Center informs, inspires, and advances grassroots support for local school board leadership, and excellence and equity in our nation's public schools.

Presenters: Kevin E. Ciak, NSBA Director and NSBAC Board President; Michael C. Zola, Esq., Associate Executive Director, Federal Advocacy and Public Policy, NSBA

4:00-5:00 p.m.

Marquis 6-10, Level 2

General Session: All's Fair: Love, War, and Politics by James Carville & Mary Matalin

James "The Ragin' Cajun" Carville is America's best-known political consultant. Mary Matalin is one of the most celebrated and popular conservative voices in America. In their second joint memoir, Love and War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home

Sunday, February 1, 2015

(January 2014), Carville and Matalin take a look at how they—and America—have changed in the last two decades.

Moderator: Thomas J. Gentzel, Executive Director, NSBA

Presenter: Anne M. Byrne, President, NSBA

5:15-6:00 p.m.

Marquis 5, Level 2

Book signing with James Carville and Mary Matalin

Monday, February 2, 2015

8:00-9:00 a.m.

Marquis 6-10, Level 2

School Board Networking Breakfast

Meet your fellow school board members from across the country and hear the agenda for the day.

Presenter: Michael C. Zola, Esq., Associate Executive Director, Federal Advocacy, NSBA

Presenter: Anne M. Byrne, President, NSBA

9:00-10:00 a.m.

Marquis 6-10, Level 2

General Session: Politics, Policy, and Reality: What's Really Going on in Washington

Gwen Ifill, moderator and managing editor of Washington Week and co-anchor and managing editor for The PBS NEWSHOUR with Gwen Ifill, and Judy Woodruff.

Presenter: John D. Tuttle, President-elect, NSBA

10:00-11:00 a.m.

Marquis 6-10, Level 2

General Session: Preparing for Your Capitol Hill Meetings

NSBA's legislative priorities include the reauthorization of the Elementary and Secondary Education Act (ESEA), the reauthorization of child nutrition, and federal funding for key education programs

Presenters: Michael C. Zola, Esq., Associate Executive Director, Federal Advocacy, NSBA; **Lucy Gettman**, Deputy Associate Executive Director, Federal Advocacy, NSBA; **Deborah Rigsby**, Director of Federal Legislation, NSBA

Presenter: Anne M. Byrne, President, NSBA

11:00-11:15 a.m. Break

Foyer – Marquis 6-10, Level 2

11:15 - 12:30 p.m. Interactive Sessions

Participate in concurrent sessions that hone your legal, legislative, and public advocacy skills for your year-round advocacy efforts.

PUBLIC ADVOCACY SESSIONS:

Today's New Model of Board Leaders: Growing Digital Innovation

Marquis 1-4, Level 2

Learn how forward-thinking education leaders dedicated to optimizing the teaching and learning experience can tap into public advocacy and new forms of communications to foster digital innovation at district and school levels.

Presenter: Steve Dembo, Online Community Manager, Discovery Education

Presenter: Robert F. Alvey, Jr., NSBA Director

Maze of Mistrust – How District Politics and Cross-talk are Stalling Efforts to Improve Education

Marquis 5, Level 2

Presenter: Steve Farkas, President, FDR Group, and Senior Research Fellow, Public Agenda

We look to public engagement, technology, and standards and accountability to improve communication and trust within school districts, but what actually happens may surprise you. Important new research conducted by FDR Group for the Charles. F. Kettering Foundation shows what actually happens and what local governance leaders can do about it. The session will encourage open dialogue between the presenter and attendees.

Presenter: Beth Branham, NSBA Director

LEGAL ADVOCACY SESSIONS:

NSBA's Legal Advocacy to Limit Federal Overreach by the Office of Civil Rights (OCR)

Independence ABC, Level 4

Join the Office of General Counsel in a dynamic session about NSBA efforts challenging the unprecedented overreach of the Office of Civil Rights in the U.S. Department of Education. Get the inside story on OCR's plans for future guidance and learn how your school attorney can participate in NSBA's new OCR Task Force.

Presenter: Francisco M. Negrón, General Counsel and Associate Executive Director, Legal Advocacy, NSBA

Presenter: Van Henri White, Chair, Council of Urban Boards of Education, NSBA

Monday, February 2, 2015

**Impacting Federal Rulemaking through Public Comment Advocacy
(session will repeat in the afternoon)**

Independence FGH, Level 4

In this presentation, we will discuss what your local school district can do to impact federal regulations, learn about opportunities for public comment as a form of advocacy, and understand how your school's perspectives can inform this important federal process.

Presenter: Leza Conliffe, Esq., Senior Staff Attorney, Office of General Counsel, NSBA

Presenter: Charlie Wilson, NSBA Director

LEGISLATIVE ADVOCACY SESSIONS:

Regulation Agitation: Having an Impact on the Policies that Impact You

Independence D, Level 4

Learn about the surprising roles that you and Congress can play in Executive Branch policymaking. Using examples as varied as the U.S. Department of Agriculture (child nutrition), the Environmental Protection Agency (PCB removal) and the Federal Communications Commission (E-rate), explore how Hill visits and year-round advocacy can make a difference.

Presenter: Lucy Gettman, Deputy Associate Executive Director, Federal Advocacy, NSBA

Presenter: Anne Ritter, NSBA Director

**Emerging Issues from the 114th Congress - Engaging Your
Community to Action**

Independence E, Level 4

Join a discussion on what local school districts may expect regarding key issues such as: increased support for students with disabilities, expansion of charter schools and private school voucher initiatives.

Presenter: Deborah Rigsby, Director, Federal Legislation, NSBA

Presenter: S. Scott Mueller, NSBA Director

12:45-2:15 p.m.

Marquis 6-10, Level 2

Congressional Luncheon: The Education Agenda for the New Congress

Key members of Congress will discuss the Congressional priorities.

Presenters: The Honorable John Kline (R-MN), Chairman, Education and the Workforce Committee, U.S. House of Representatives; **The Honorable Suzanne Bonamici (D-OR)**, Member, Education and the Workforce Committee, Co-Chair Science, Technology, Engineering, Art/Design, Math (STEAM) Caucus, U.S. House of Representatives

President: Anne M. Byrne, President, NSBA

2:15-2:30 p.m. Break

2:30 – 3:45 p.m. Interactive Sessions

Participate in concurrent sessions that hone your legal, legislative, and public advocacy skills for your year-round advocacy efforts.

LEGISLATIVE ADVOCACY SESSIONS:

Effective Relationships with Your Members of Congress

Independence D, Level 4

Learn how to establish and sustain an effective year round relationship with your members of Congress, and make a lasting impression during your Capitol Hill visits.

Presenters: Kathleen Branch, Director, National Advocacy Programs and Services, NSBA; **Deborah Rigsby**, Director, Federal Legislation, NSBA

President: Frank C. Pugh, NSBA Director

School Choices Are Not Equal: What Research Says About School Choice

Marquis 1-4, Level 2

A push for expanding school choice is being felt in state legislatures as well as in the ESEA reauthorization. But the reality is that not all choices are proven to be good ones for students. The bottom line – the efficacy of choice as a reform strategy has been oversold by free market advocates. In this session, learn what the research says about the range of school choices – magnets, charters, vouchers, and more – and how each compares to traditional public schools.

Presenter: Patte Barth, Director, Center for Public Education, NSBA

President: Lillian Tafoya, Chair, National Hispanic Council of School Board Members, NSBA

Monday, February 2, 2015

PUBLIC ADVOCACY SESSIONS:

Getting Your District Ahead of Crisis

Marquis 5, Level 2

Led by a veteran media expert, this session will show attendees how engaging with reporters and strengthening media relationships can create valuable “safe harbor” during a crisis.

Presenter: Dan Kaufman, Ph.D., Executive Vice President, Widmeyer Communications, PreK-12 Education Member, Board of Education, Maryland’s Prince George’s County Public Schools

Presenter: John S. Payne, NSBA Director

Telling the School Board Story: Why and How

Independence ABC, Level 4

Storytelling is the basic foundation of all forms of successful communication – from speeches to tweets. But in the rush of trying to accomplish strategic goals, we often forget to step back and understand the power of stories and the characters in them to help us advance the work of school boards. This session will examine how storytelling can help school board members become better communicators and present successful examples from the public and private sectors.

Presenter: Adam Shapiro, Adam Shapiro Public Relations

Presenter: Kristin Malin, NSBA Director

LEGAL ADVOCACY SESSIONS:

Impacting Federal Rulemaking through Public Comment Advocacy (repeat session)

Independence FGH, Level 4

In this presentation, we will discuss what your local school district can do to impact federal regulations, learn about opportunities for public comment as a form of advocacy, and understand how your school’s perspectives can inform this important federal process.

Presenter: Leza Conliffe, Esq., Senior Staff Attorney, Office of General Counsel, NSBA

Presenter: JoDee Sundberg, NSBA Director

Leveraging Connections: Protecting Public Schools in Court

Independence E, Level 4

A panel discussion illustrating how NSBA leveraged its connections to deliver a powerful message in three notable cases involving national, federal, and state issues.

Presenters: **Naomi Gittins**, Deputy General Counsel, NSBA; **Allison Schafer**, Director of Policy/Legal Counsel, North Carolina School Boards Association; **Abbey Hairston**, Partner, Thatcher Law Firm, Greenbelt, Md.; **Sonja Trainor**, Director, Council of School Attorneys and NSBA Senior Staff Attorney

Presider: **Neil Putnam**, NSBA Director

3:45-4:00 p.m. Break

Foyer – Marquis 6-10, Level 2

4:00-5:00 p.m.

Marquis 6-10, Level 2

Closing General Session

Presenter: **Dr. John B. King, Jr.**, Senior Advisor Delegated Duties of Deputy Secretary, U.S. Department of Education

Your Day on Capitol Hill and Call to Action

Presenters: **Michael C. Zola, Esq.**, Associate Executive Director, Federal Advocacy, NSBA; **Kathleen Branch**, Director, National Advocacy Programs and Services, NSBA

Presider: **John D. Tuttle**, President-elect, NSBA

Tuesday, February 3, 2015

8:00 a.m. - 5:00 p.m.

Federal Relations Network (FRN) Day on Capitol Hill

FRN members meet with members of Congress and their staff to discuss NSBA key legislative priorities and how it will impact your school district.

NSBA Hill Day Room

A place to relax and meet with NSBA staff in between your Hill appointments.

9:00 a.m. - 2:00 p.m.

2261 Rayburn House Office Building

2:00 - 5:00 p.m.

B-357 Cafeteria, Rayburn House Office Building

MORNING SEMINAR SESSION AT THE MARRIOTT MARQUIS

10:00 - 11:15 a.m.

Marquis Salon 1-2

Meet the Experts from NSBA's Center for Public Education (CPE)

Learn the latest research and analysis on public education.

(This session is designed for individuals who are not FRN members and are not participating in the FRN Day on Capitol Hill. All conference participants are welcome to attend).

SHUTTLE BUS INFORMATION

NSBA provides shuttle buses from the Marriott Marquis to Capitol Hill.

7:00 a.m. - 5:30 p.m.

Shuttle buses will be operating at 20-minute intervals from the Marriott Marquis at the L Street entrance to and from the stops indicated below on Capitol Hill.

Drop-off location (House and Senate)

At First Street, SW, and Maryland Avenue
(also referred to as Garfield Circle)

Pick-up location (House and Senate)

At First Street, NW, and Pennsylvania Avenue
(also referred to as Peace Circle)

Please remember to complete your Congressional Contact Sheets and Conference Evaluations online. Your feedback is critical to both our lobbying efforts and future conference improvements.

Conference adjourns following your Capitol Hill appointments.

We thank you for being a part of the NSBA Advocacy Institute 2015.

Thank you to the following organizations who helped support this event.



