

# Welcome to Today's Webinar

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- Thank you for joining us – we are waiting for all attendees to log in. This webinar is meant to be heard over your computer speakers. Please check your computer speaker volume.
- We will begin the webinar promptly at 2 p.m. EST
- For this webinar, you are automatically muted, so please use the Chat panel to post questions at any time. Questions will be answered live (if time permits), or via e-mail.
- This session will be recorded, and an archived copy will be available at [www.careertech.org](http://www.careertech.org)

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# Overview

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- Context
  - Advocacy v. Lobbying
  - Advocacy Tips
  - Resources



# Gridlock in Congress

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- Partisanship
- Election mode
- Fewer days in DC



# Funding Battles

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- Growing debt/deficit
- Spending cuts
- Poor economy
- Return on investment



# Advocacy v. Lobbying

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- What's the difference?
- Why is it important?
- What can you do?



# Advocacy

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- Any activity that seeks to influence policies
  - Education
  - Op-eds
  - Messaging
  - Testimony



# Lobbying

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- Asking policymakers to take a specific position or to vote on a specific piece of legislation



# Why Advocacy is Important

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- Decision making
- Constituent input
- Education
  - **You are the experts!**



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# Advocacy Tips



# Know Your Elected Officials

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- What is their personal background?
  - What do they care about?
- Where are they connected?
  - Committee assignments
  - Seniority
  - Relationships with power



# Local Staff

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- Start close to home
  - Develop relationships
  - School visits



# Hill Staff

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- Get to know the staff
  - Issue Experts/Gate Keepers/Your Advocate
- Often are young
- Lots of turnover
- May not understand CTE issues



# Outreach to Congress

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- Tell Personal Stories
- Have statistics and facts
- Stress partnerships
- Be direct but polite
- Informational but **short** leave behind



# Outcomes

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- Data
  - Student achievement
  - Postsecondary
  - Credentials
  - Employment



# Jobs, Jobs, Jobs

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- Tie CTE to jobs and local economy
- Data to back it up
- Business testimonials or letters



# Impact of Cuts

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- Layoffs
- Program closures
- Program quality
- Tech Prep
- Student engagement
- Business needs



# Show them

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- School visits
  - Students
  - CTSO competitions



# Stay in Touch

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- Thank you
- More information
- Newspaper clippings
- Newsletters
- School visits



# Grassroots

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- Constituent concerns
- Meetings
- Phone calls
- Letter writing campaign
- State ACTE chapter



# Media

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- Pitch a story
- Write an op-ed
- Press release
- Social media



# Resources

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- Advocacy Tools
  - NASDCTEc website
  - Advocacy Tip sheet
  - Data sheets
  - B&I resources
  - CTE Vision
  - “CTE: Learning that works for America” campaign materials



# Resources

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- Information
  - NASDCTEc website
  - Issue briefs
  - Research
  - State profiles
  - NASDCTEc blog



# Resources

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- Stay current
  - NASDCTEc blog
  - NASDCTEc listserv
  - Congressman newsletters
  - *The Hill* newspaper
  - *Politico* website
  - Thomas (<http://thomas.loc.gov>)



# Questions?

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Please use the  
Chat feature to  
ask questions

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Learning that works for America

**CTE™**

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