



Government Relations for Research & Education

# Advocacy Training for Capitol Hill Meetings: You Are the Voice of Social Work Education

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Lewis-Burke Associates LLC

November 10, 2012

# Outline



- **Part 1:** About CSWE Government Relations & the Public Policy Initiative
- **Part 2:** Overview of Advocacy CSWE Advocacy Priorities
- **Part 3:** Making it Happen: How to Schedule, Prepare for, and Conduct Congressional Meetings

# Lewis-Burke Associates LLC



- Washington, DC federal relations firm employing 18 government relations and policy professionals.
- 22 clients exclusively from the non-profit higher education and science and technology sectors.
  - These institutions are nonpartisan, highly dependent on federal funding, and have long term goals and needs.
  - Higher education includes public and private institutions that receive funding from the federal government.
- Efforts are directed at increasing funding for education and scientific research, and reducing federal interference with the operations of these organizations.
- We lobby Congress and Executive Departments/Agencies.
- Started working with CSWE in January 2008 and guide CSWE's advocacy efforts.



# PUBLIC POLICY

COUNCIL ON SOCIAL WORK EDUCATION

- Began in 2008 to develop and implement a strategic and coordinated public policy agenda for social work education and serving the needs of vulnerable populations.
- Four basic principles:
  - Debt Load and Loan Forgiveness
  - Higher Education and Accreditation Policy
  - Fostering a Skilled and Diverse Workforce
  - Ally Building
- Audiences:
  - United States Congress
  - Federal agencies
  - Likeminded organizations
  - General public

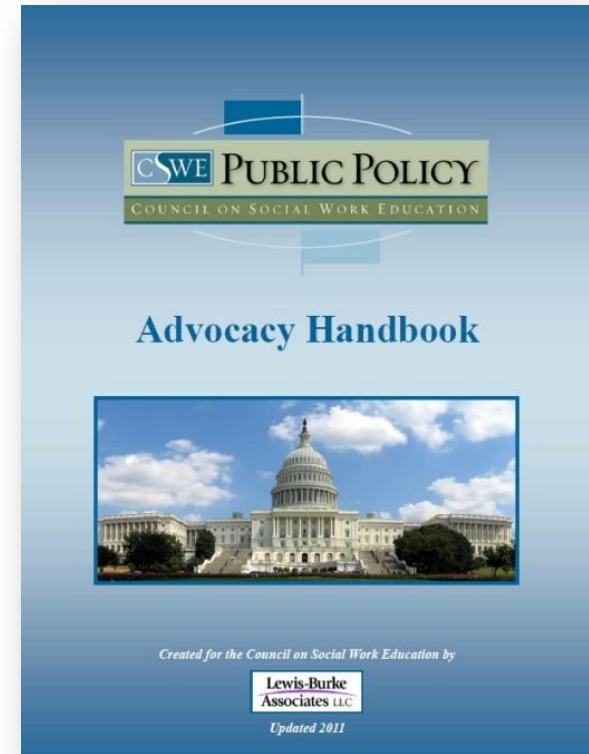


Lewis-Burke  
Associates

# How Does CSWE Advocacy Work?



- We represent CSWE on Capitol Hill, at Federal Agencies, and in meetings with other national associations.
- We enlist the help of CSWE leaders and members:
  - Grassroots advocacy (Where you come in!)
- Goals of CSWE Advocacy:
  - Spread the word about social work education
  - Advocate for CSWE priorities
  - Make important contacts throughout the gov't
  - Learn about timely issues/activities of the gov't
  - Become a resource for policy makers



# Social Work and the U.S. Congress



- Social Workers in Congress:
  - Sen. Mikulski (D-MD)
  - Sen. Stabenow (D-MI)
  - Rep. Davis (D-CA)
  - Rep. Gutierrez (D-IL)
  - Rep. Lee (D-CA)
  - Rep. Schwartz (D-PA)
  - Rep. Towns (D-NY)
- Congressional Social Work Caucus
  - Purpose: Elevate social work on Capitol Hill, provide information to Members of Congress about social work, and support legislation that would yield positive outcomes for the profession.

# Year in Review: CSWE Gov't Relations Recap



- Increase visibility at federal advisory committee meetings
- Submit written testimony to Congressional Appropriations Committees
- Nurture Hill champions
- Cultivate and strengthen new White House and federal agency contacts
- Continue engagement with like-missioned organizations
- Alert CSWE members to grant and federal student aid opportunities
- Advocate for ACA provisions
- Establish and fund new education and training program at HRSA
- Advocate for minority health programs
- Engage on interprofessional health care opportunities
- Work with HHS to implement Alzheimer's plan
- Continue outreach to federal officials
- Prepare for 113<sup>th</sup> Congress and next Administration



# CSWE's Advocacy Priorities



**Testimony for Fiscal Year 2013  
Programs funded within the Department of Health and Human Services**

Submitted to the Subcommittee on Labor,  
Health and Human Services, Education, and Related Agencies  
Committee on Appropriations  
United States House of Representatives  
March 28, 2012

Submitted by  
Dr. Julia M. Watkins, Executive Director  
Council on Social Work Education  
Phone: (703) 683-8080  
E-mail: jwatkins@cswe.org

On behalf of the Council on Social Work Education (CSWE), I am pleased to offer this written testimony to the House Appropriations Subcommittee on Labor, Health and Human Services, Education, and Related Agencies for inclusion in the official Committee record. I will focus my testimony on the importance of fostering a skilled, sustainable, and diverse social work workforce to meet the health care needs of the nation through professional education, training and financial support programs for social workers in the Department of Health and Human Services (HHS).

- Mental and Behavioral Health Grants – Increase funding in FY 2013.
- Other HRSA Programs – Maintain funding in FY 2013.
- Minority Fellowship Program – Restore funding and work toward a sustainable future.
- VA Scholarship – Secure first time funding in FY 2013 and make outreach to CSWE members once funded.

- Federal student aid programs – Support Pell and protect non-Pell programs from cuts.

	FY 2012 Enacted	FY 2013 Request	Request vs. FY 2012
<b>HRSA Title VII Health Professions</b>	268.2	228.1	-40.1 (15.0%)
<b>Mental Health Training Grants</b>	10.0	5.0	-5.0 (50%)
<b>SAMHSA Minority Fellowship Program</b>	5.706	4.372	-1.334 (23.3%)
<b>National Institutes of Health</b>	30,698	30,698	--
<b>VA Scholarship Program</b>	0	3.506	+3.506



# Our Outreach Efforts



- Make new friends on Capitol Hill
- Increase CSWE contacts within the Obama Administration
- Engage with other higher education associations

# Why Advocate?



- **Advocacy:**  
The process by which ordinary citizens make their interests known to Congress
- By educating policy makers, you can help them make informed decisions about programs and policies that affect you
- Individuals who are willing to take the time to visit Congress put their issues on the map
- Persistent, effective, disciplined communication strategies and follow up will take your message further



# Opportunity is NOW



## **The need for social workers and social work education is clear!**

- Implementation of the Affordable Care Act
- The nation's population is aging; vulnerable populations are under-served
- Social work skills translate well across populations and services
- Emerging higher education policies

# Making it Happen: Getting the Meeting



- Go online to find your members of Congress and obtain their Washington, DC office contact information.
- Call the office and say you are a constituent who is in DC and would like to meet with the staffer who handles education, health, or social issues.
- Ask for the staffer's e-mail address or request the meeting via phone.
- When requesting the meeting via e-mail or phone, make sure you include the following information:
  - Who you are, and who you represent (institution and/or yourself and CSWE)
  - Purpose for meeting (to talk about CSWE and the importance of social work education)
  - Availability for a meeting (date and timeframe)



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112th Congress

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Please review the frequently asked questions if you have problems using this service.

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 Congresswoman **Barbara Lee**  
Proudly Serving California's 9<sup>th</sup> District

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### CONTACT CONGRESSWOMAN BARBARA LEE

- Who Should I Contact?
- E-mail Congresswoman Lee
- Sign-up for my E-newsletter
- Scheduling Requests
- Press Inquiries





*Office Contact Info*

**Oakland District Office**  
1301 Clay Street Suite 1000-N  
Oakland, CA 94612  
Phone: (510) 763-0370 Fax: (510) 763-6538  
Hours of Operation: 9am - 5pm PST

[Click Here to View Map](#)

**Washington, D.C. Office**  
2267 Rayburn HOB  
Washington, D.C. 20515  
Phone: (202) 225-2661 Fax: (202) 225-9817  
Hours of Operation: 9am - 5pm EST

**Connect with Lee**

**LeeMail Signup**

Enter your email address

# Before the Meeting

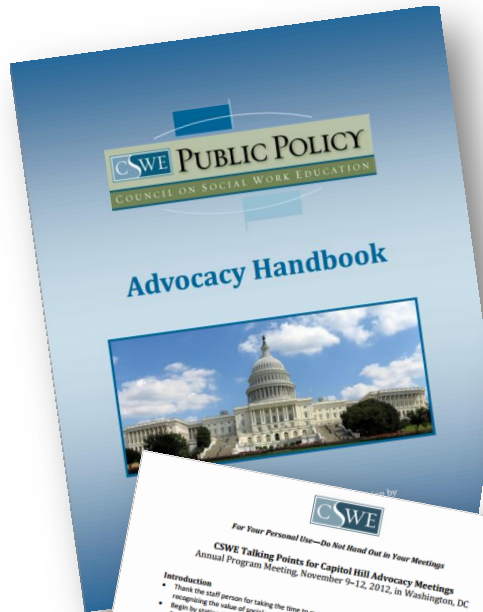


## Do Your Homework

Familiarize yourself with the Members and offices you will be visiting:

1. Current events
2. Background/BIO
3. Committees
4. Legislation
5. Voting Record
6. Caucuses

# Advocacy Tools



- *Shared Agenda for Social Work Education*
- Advocacy Handbook
- Talking Points
- Public Policy Monthly Review
- Public Policy Website



# Logistics



## What will I wear?

- Formal business attire
- Comfortable shoes

## How will I get there?

- Capitol Hill is easily accessible via Metro or Cab
- Plan 15 minutes to walk from House to Senate
- Plan extra time for security

# During the Meeting



Don't expect staff or Members to be experts, these meetings can be very basic and informational.

1. Introduction
  - Keep things simple
2. Are you familiar with CSWE? Let me tell you who we are
  - Deliver one-pager
  - Stay on topic
  - Business card
3. State your “ask”
4. THANK YOU!

# After the Meeting



Thank you!

- Follow-up with any requested information
  - Keep in touch

# Tips for Success



## DO

- Be on time
- Be courteous to everyone
- Be a good listener
- Offer specifics when discussing legislative context
- Offer to provide information after the meeting
- Follow up with a thank you note

## DON'T

- Prolong the meeting if it would seem forced
- Be surprised or discouraged if the staff you meet with seem young
- Be surprised if you are kept waiting
- Use technical jargon



Questions?