

Workshop descriptions

Advocacy 101: For first-time Capitol Hill visitors (Kate McClanahan and Jeff Poulin)

Magnolia Room

Walking up to Capitol Hill for the first time can be inspiring—the buildings, the bustle of people engaged in important decision making, and just a sense of awe of where you are and what you're about to do. It can also be intimidating. Not to worry—Americans for the Arts' Director of Federal Affairs Kate McClanahan, and Arts Education Program Manager, Jeff Poulin, will help put you at ease in this Advocacy 101 session. They'll take you through an overview of what it means to advocate for support of a law, an appropriation for funding, or an issue to members of Congress and how to best do it, and review any questions you might have about the EdTA federal request for support.

Veteran EdTA advocates panel: Tips, Q&A and open discussion (Frank Pruet, Debbie Corbin, Helen Duranleau-Brennan, Kim Staples) *first session only*

Chestnut Room

The Educational Theatre Association has been a national sponsor of the annual Americans for the Arts-sponsored Arts Advocacy Day for several years. We have also had strong representation from our chapters, with some members representing their states and districts multiple times in visits to the offices of their legislators. In this informal panel, here's your chance to hear from EdTA Capitol Hill advocacy veterans and to ask them questions about what a typical (or not so typical) meeting with your Senator or Congressperson might be like.

The Every Student Succeeds Act: What it means for your state, district and school (Lynn Tuttle and Narric Rome)

Hickory Room

The 2015 Every Student Succeeds Act (ESSA) represents a new and clear intent to support a well-rounded education for our students—including through theatre and other arts education. In this session, ESSA experts Lynn Tuttle, Director of Public Policy and Professional Development for the National Association for Music Education, and Americans for the Arts' Vice President of Government Affairs and Arts Education, Narric Rome, will present an overview of ESSA and how the law's Title I, II, and IV funds can be used to support student learning in the arts and professional development for its educators. They'll give particular attention to EdTA's Capitol Hill "ask" regarding arts education appropriations request for the 2018 federal budget, along with how the law is being implemented in the current fiscal year budget.

(over)

Advocating for Advocacy: The EdTA Advocacy Leadership Network

Walnut A Room

This year, the Educational Theatre Association launched a new pilot initiative designed to train and empower our state adult members in grassroots advocacy on behalf of theatre and other arts education. The Advocacy Leadership Network (ALN), managed by EdTA Director of Educational Policy James Palmarini, selected ten state chapter representatives in a competitive application process, and will seek to add an additional ten in 2018. The three-year goal of the ALN pilot is to create an effective and self-sustaining network of EdTA state affiliates that include representatives who monitor and share state-based arts education policies, legislation, and advocacy successes with one another, their chapter leadership, and fellow members. In this session, meet the ALN members, find out what they've been doing, and share your thoughts and questions about the group and your own advocacy needs and concerns.

The Advocacy Game: Role playing exercises (Grace Alt, Ryan Pangracs, Shaila Seth, and Brittany Smith)

Walnut B Room

What do you say and how do you say it is important in any meeting in which you are trying to communicate a particular position or need. That's particularly true on Capitol Hill, where the length of your meeting and who you meet with can be unpredictable. In this session, our 2017 International Thespians Officers, all veteran Hill advocates, will take registrants through a series of role playing exercises to help prepare them for visits to legislators' offices. While the exercises can be fun (and yes, it is a lot like improvisation), there's real value and purpose in going through an imagined visit with a senator or congresswoman in which you are seeking their support for EdTA's federal ask on issues like NEA funding and wireless microphone interference protection.

Data Matters: Making your case with numbers (Jay Dick) *second session only*

Walnut B Room

Showing up in a legislator's office with your personal theatre story and a passion for the arts is an important key to your advocacy ask. People need to know that you truly care about what you're advocating for and the personal stake you have in the issue or legislation. But you also must have facts and figures to back up your request for support. In this session, presented by Americans for the Arts Senior Director of State and Local Government Affairs, Jay Dick, learn how to make your case with data gathered by AFTA in its annual Arts and Economic Prosperity Report outlining national, state, and local impact of the non-profit arts sector and surveys on arts education that detail public support for arts education in and out of school.