

**Leadership Institute for Legislative Advocacy (LILA) 2012 Program
January 22–24, 2012**

Sunday, January 22, 2012

4:30–5:15 p.m. Conference 101: Getting the Most out of LILA

Perhaps the most unique of ASCD's conferences, the Leadership Institute for Legislative Advocacy is a true working meeting with informational briefings and opportunities to meet with congressional offices to discuss important education issues. But the conclusion of the conference does not signal the end of advocacy activities. This interactive orientation session will help familiarize you with the conference schedule, content, expectations, and post-conference follow-up activities that will help make your participation both satisfying and successful.

5:30–7:00 p.m. Welcome—David Griffith, ASCD Director of Public Policy

Joe Trippi—Opening Speaker (Invited)

The famed political strategist, former Howard Dean presidential campaign manager, and author of the *Revolution Will Not Be Televised* ushers in ASCD's advocacy conference and the 2012 campaign season with his insights on election strategies, presidential politics, and empowering advocates to achieve their education policy goals.

7:00–9:00 p.m. Reception

Greet friends and meet new acquaintances who share an interest in policy and have a passion for politics during this informal social networking event.

Monday, January 23, 2012

8:00–8:30 a.m. Breakfast

8:30–9:30 a.m. ASCD Legislative Agenda: Key Policy Priorities for 2012

ASCD annually establishes a legislative agenda that outlines the organization's policy goals and vision for the coming year. These policy priorities are developed by a committee of ASCD members and are a comprehensive set of federal reform recommendations to support educators, improve our schools, and benefit students. ASCD Legislative Committee members will unveil the 2012 Legislative Agenda at this session and discuss its content.

9:30–9:45 a.m. Break

9:45–10:45 a.m. Where Are We, and Where Do We Go from Here?

Congress has made some progress in replacing the No Child Left Behind Act (NCLB), now four years overdue for renewal. The Senate Education Committee has approved a bipartisan bill, and the House has introduced three smaller bills. Meanwhile, the Obama administration is moving forward with a temporary waiver plan to free states from some NCLB requirements, and federal education programs are facing an estimated 10 percent cut in funding unless the congressional supercommittee makes other budget-saving recommendations. On the state level, 45 states have now approved the Common Core State Standards and are taking steps to implement them. In this session, find out the status of the

Elementary and Secondary Education Act (ESEA) reauthorization, the common core, and the budget, including what the prospects are for each in the year ahead and what it all means for educators.

10:45–11:00 a.m. **Break**

11:00–Noon **Teaching Fellows and Education Policy**

Teaching Ambassador Fellows, like their Educator Advocate colleagues, help bring the classroom to the Capitol. A panel of fellows will recount their day-to-day Washington, D.C., experiences working in the U.S. Department of Education and how peers like you can best get involved in the development and implementation of education policy for the benefit of educators and students alike.

Noon–1:00 p.m. **Lunch**

1:00–2:00 p.m. **Capitol Hill Update**

Key staff members for House and Senate education leaders will engage in a panel discussion about the latest policy and political developments and the legislative timetable and outlook for ESEA in the year ahead. These staffers will provide you with their insights on the education priorities of Congress in 2012 and answer your questions about federal issues affecting your schools and students.

2:00–2:15 p.m. **Break**

2:15–3:00 p.m. **Advocacy: Yes, You Can**

A panel of ASCD members will share their step-by-step advocacy practices and the success they've had. Attendees will learn how these experienced advocates got started, the easy-to-apply approaches they can emulate, and how ASCD can support them every step of the way.

3:00–4:30 p.m. **Any Time, Any Place: Capacity-Building Engagement and Advocacy Activities**

Breaking up into small groups, attendees will rotate through each of these 30-minute interactive and hands-on breakout sessions.

Face to Face—Maximize the time of your in-person meetings with lessons about doing your homework, honing your elevator speech, getting to your “ask,” and following up.

Persistence Pays Off—Build on your LILA learning with simple actions to take throughout the year in support of your advocacy goals.

Expand Your Circle—Enlisting a partner doubles your advocacy outreach. Increasing your influence network by persuading your colleagues can be just as powerful as direct appeals to policymakers. Become a trusted policy resource to associates and decision makers.

4:30–5:30 p.m. **State Group Meeting Planning for Hill Visits**

Attendees meet in state groups to share learning and experiences and develop meeting strategies and messages for their Capitol Hill meetings the next day.

Evening

Dinner

On your own

Tuesday, January 24, 2012

8:00 a.m.–11:45 p.m. Visits with Congressional Offices

An opportunity for ASCD members to discuss education policies and funding with federal policymakers as they relate to members' state education systems, district needs, and school situations. Members learn about the current thinking and future prospects for education reform on Capitol Hill and inform their representatives about their firsthand experiences as education leaders.

Noon–1:00 p.m. Luncheon

1:15 p.m.–4:00 p.m. Continued Visits with Congressional Offices

[Register](#) for the Leadership Institute for Legislative Advocacy.