



2018 Capitol Hill Day Memo

NASSP's Principals Institute, honoring the 2018 State Principals of the Year (POY), is coming up in September and it's time to begin preparing for your trip to Capitol Hill. Having the nation's most outstanding middle level and high school principals converge on Congress and speak in a unified voice delivers a powerful message to legislators about the role of principals and the needs of all of America's educators and their students.

Schedule of Events

A full schedule of activities and events for NASSP's Principals Institute will be posted on the POY webpage, www.nassp.org/poy-materials. However, the purpose of this memo is to share specific information with you about Capitol Hill Day, which will occur on **Tuesday, September 25, 2018**. The dress for Capitol Hill Day is **business attire**. We also encourage you to bring an umbrella, comfortable shoes (many women wear sneakers or flip-flops to enter the buildings, and then switch into their heels after going through the metal detectors), and a camera if you would like to take photos with your legislators. Security is tight at the Capitol Hill complex (similar to airport security), so be sure to leave all unnecessary items at home. Please note that any food or drink, or containers for food or drink (such as coffee mugs) are prohibited in the Capitol building and the Capitol Visitor Center.

Scheduling Meetings with Your Members of Congress

NASSP staff will make preliminary contact with the schedulers for your representative and senators to provide information about the National POY program. Some congressional offices may immediately respond to NASSP staff with suggested times for your Hill meetings. We will include these on our master schedule and notify you if a meeting has already been scheduled. If you have not yet received a confirmation for a meeting time from NASSP staff, **we ask that you follow up with the staff for each of your members of Congress to schedule your meetings.**

Contact information for your members of Congress is included in this [Google Doc](#). We recommend that you email your meeting request to the scheduler (sample text is provided below) and then follow up with a phone call if you have not received a response within several days. In your message, identify yourself as a constituent and the 2018 State Principal of the Year, and let the staff person know that you would like to speak to the legislator about education issues on **Tuesday, September 25, between 10:00 a.m. and 4:30 p.m.** If the legislator does not have time on his or her schedule that day, ask to meet with the legislative staff person who handles education issues. You will have to be persistent with some offices, as they may not

immediately respond to your request or will wait until closer to the meeting date to schedule the meeting, so several follow-up emails or phone calls may be necessary.

Hill meetings can last anywhere from 30 minutes to a full hour, so you may want to give yourself an hour for each meeting to be on the safe side. In addition, please allot at least 15 minutes between meetings on the House and Senate sides of the Capitol complex.

SAMPLE EMAIL (feel free to personalize and revise as necessary):

Dear *[scheduler's name]*,

My name is *[name]* and I am the principal of *[school]* and the *[state]* Principal of the Year, from *[city]*. I am a constituent of *[member of Congress name (i.e. Senator Alexander or Representative Kline)]*. I will be in town on Tuesday, September 25, 2018, and would like to request the opportunity to meet with *[member of Congress name]* to discuss the role of principals in our schools and the needs of our nation's educators, students, and schools. I am available to meet between 10:00 a.m. and 4:30 p.m.

Thank you for your time and I look forward to hearing from you.

Sincerely,
[name]

Once you have scheduled your meetings, please add the relevant information to the green highlighted columns of the [Google Doc](#). **We ask that you fill in your scheduled meetings by Friday, September 14, 2018.** Having a schedule of your appointments helps us prepare sufficient materials for your Hill meetings and allows us to schedule our staff photographer and videographer to capture some of your meetings. If you have trouble scheduling your appointments, email or call Greg Waples, NASSP's senior manager for state engagement and outreach, as soon as possible for assistance.

Preparation for Hill Day

NASSP staff will host a **webinar on August 28, 2018 from 2:30–4:00 pm (ET)** to help you prepare for your Capitol Hill visits. The webinar will be broken up into two sections: 1) How to Have Successful Hill Meetings and 2) Federal Education Policy and Funding Overview. You will be sent an Outlook calendar invite that includes [this link to RSVP for the webinar](#), but it will also be recorded if you are unable to join at the scheduled date and time. We strongly encourage you to review the recording prior to your arrival. The links for the recording will be sent to you in a separate communication. Along with the webinar, additional Hill Day materials and documents will be posted on the POY materials webpage for your review.

We encourage you to do some additional research before coming to Washington to prepare for your meetings. Visit the [Policy & Advocacy Center](#) on NASSP's website and the [School of Thought blog](#), and follow us on Twitter ([@nassp](#), [@akarhuse](#), [@zachscott33](#), and [@gwaples](#)) to

learn more about education issues and advocacy. Know which federal programs are at work in your school and in your district and be prepared to share some examples of how they are working (or not working) with your representatives. Your on-the-ground perspective is invaluable to legislators and their staff. You also may want to visit the websites of your members of Congress to better understand their positions on education issues. Those pages can be accessed at www.house.gov and www.senate.gov.

Please feel free to contact us with any questions or concerns. We look forward to seeing you in September!

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