



2019 ADVOCACY CONFERENCE SCHEDULE OF EVENTS

SCHEDULE OF EVENTS—GROUP A

HYATT REGENCY CRYSTAL CITY AT REAGAN NATIONAL AIRPORT, ARLINGTON, VA

MONDAY, MARCH 18	
5:00–6:00 p.m.	Registration — <i>Chesapeake View Room</i>
6:00–7:30 p.m.	Welcome Reception — <i>Chesapeake View Room</i> <ul style="list-style-type: none"> • Welcoming remarks by NASSP Executive Director JoAnn Bartoletti • Presentation of the Advocacy Champion of the Year award
TUESDAY, MARCH 19	
7:00–7:45 a.m.	Buffet Breakfast — <i>Regency Ballroom ABCD</i>
7:45–8:00 a.m.	Welcome and Introduction — <i>Regency Ballroom ABCD</i> <ul style="list-style-type: none"> • Amanda Karhuse, director of advocacy, NASSP • Zach Scott, senior manager of advocacy, NASSP • Greg Waples, senior manager of advocacy, NASSP
8:00–8:30 a.m.	NASSP and LPI Research Agenda Preview — <i>Regency Ballroom ABCD</i> <ul style="list-style-type: none"> • Stephanie Levin, Learning Policy Institute • Kathryn Bradley, Learning Policy Institute
8:30–11:50 a.m.	NASSP Advocacy Skills Breakout Sessions (GROUP A)
	8:35–9:20 a.m. Using Social Media to Influence Policymakers — <i>Roosevelt Room</i> <ul style="list-style-type: none"> • Collin Berglund, vice president, Rational 360 • Carrie Jackson, principal, Northwest High School in Justin, TX
	9:25–10:10 a.m. Building Personal Advocacy Networks in Your State — <i>Lincoln Room</i> <ul style="list-style-type: none"> • Singer Crawford, client success manager, Phone2Action • Roz Thompson, director of government relations and advocacy, Association of Washington School Principals • Dan Richards, principal, Georgetown Middle High School in Georgetown, MA
	10:15–11:00 a.m. Earned Media 101 — <i>Jefferson Room</i> <ul style="list-style-type: none"> • Bob Farrace, director of public affairs, mdg • Alison Maley, government and public relations director, Illinois Principals Association

	11:05–11:50 a.m. Empowering the Voice of Students in Advocacy — <i>Kennedy Room</i> <ul style="list-style-type: none"> • Will Parker, executive director, Oklahoma Association of Secondary School Principals and Oklahoma Middle Level Educator Association • Chris LeGrande, principal, Guthrie High School in Guthrie, OK • Sydney Neal, student, Saint Mary’s Ryken High School in Leonardtown, MD
12:00–1:00 p.m.	Luncheon — <i>Regency Ballroom ABCD</i>
1:00–1:30 p.m.	BREAK
1:30–1:35 p.m.	NAESP and NASSP Advocacy Program Introductory Remarks — <i>Regency Ballroom ABCD</i> <ul style="list-style-type: none"> • Eric Cardwell, president, NAESP • Christine Handy, president, NASSP
1:35–2:35 p.m.	Education Policy Crossfire Debate — <i>Regency Ballroom ABCD</i> <ul style="list-style-type: none"> • Moderator: Denise Forte, The Education Trust • Deborah Delisle, Alliance for Excellent Education • Rick Hess, American Enterprise Institute
2:35–3:45 p.m.	Education Issues Table Discussions — <i>Regency Ballroom ABCD</i> <ul style="list-style-type: none"> • Facilitators: NAESP and NASSP board members
3:45–4:00 p.m.	BREAK
4:00–5:00 p.m.	State Team Time for Hill Meeting Prep — <i>Regency Ballroom ABCD</i>
Evening	Dinner on Your Own
WEDNESDAY, MARCH 20	
7:00–8:00 a.m.	State Lobbyist Networking Breakfast — <i>Washington Room</i> <ul style="list-style-type: none"> • State lobbyists and state executive directors ONLY
7:00–8:00 a.m.	Buffet Breakfast — <i>Regency Ballroom ABCD</i>
8:30 a.m.	Bus Departs for Capitol Hill (Bus boarding begins at 8:15 a.m.)
9:00 a.m.	NAESP and NASSP Buses Arrive at Garfield Circle
9:15 a.m.	Group Photo at Union Square
10:00 a.m.–5:00 p.m.	Capitol Hill Visits
5:00–7:00 p.m.	Post-Capitol Hill Day Reception —The State Room, 201 D Street NE