

Agenda

Sunday, February 26: Power to the Profession Bootcamp

Goal: Participants will have new knowledge and skills to help prepare for and implement the Power to the Profession initiative, and, as state teams, be working to advance the early childhood profession in their own states and communities

NOTE: All Sunday sessions, except where noted, will be held in the National Ballroom at the Westin

1:00 - 1:15 pm: Welcome

- Rhian Evans Allvin, NAEYC

1:15 - 2:45 pm: Power to the Profession

- What is a profession? What is an occupation?
 - Stacie Goffin, Goffin Strategy Group
- What is Power to the Profession?
 - Kat Kempe & Marica Mitchell, NAEYC
- What does a more defined profession look like?
 - Kathleen Ogle, Ph.D., RN, FNP-BC, Maryland Nurses Association and Department of Nursing, Towson University

2:45 - 3:00 pm: Break

3:00 - 4:30 pm: Concurrent Sessions

- ***Network Mapping + Basic Communications (National Ballroom A)***
 - Lori McClung, Advocacy and Communications Solutions
- ***In-Depth Communications + Dialogues (National Ballroom B)***
 - Cassie Batson, Advocacy and Communications Solutions
- ***Keeping & Growing Diversity in our Profession: Focus on Higher Education Accessibility & Success (National Ballroom C)***
 - Sherry Cleary, New York Early Childhood Professional Development Institute; Jocelyn Rodriguez, Committee for Hispanic Children and Families; Sue Russell, T.E.A.C.H. Early Childhood National Center; and Bweikia Steen, Trinity Washington University
- ***Building State Professional Development Systems that Lay the Foundation for P2P (East Room)***
 - Lauren Hogan, NAEYC; Dianna Wallace, Indiana AEYC

4:30 - 4:45 pm: Break

4:45 - 5:45 pm: State Team Meetings

- Including brief presentations from “deep-dive” states

5:45 - 6:00 pm: Closing Conversation

6:00 - 7:15 pm: Decision Cycle 1: Group Conversation (optional)

- *Facilitator: Lynette Fraga, Child Care Aware of America and P2P Task Force Member*

Monday, February 27

Goal: Participants will have new knowledge about the current federal and state policy landscape; new skills, strategies, tools and resources; new and stronger relationships with fellow advocates within and across state teams; and will feel confident and prepared for meetings on the Hill

NOTE: All Monday sessions, except where noted, will be held in the National Ballroom at the Westin

7:30 am: Breakfast and Networking

8:00 am: Welcome

- Tammy Mann, President of the Governing Board, NAEYC

8:20 - 8:40 am: Table Conversations: Biggest Opportunity & Challenge in Your State

8:40 - 9:30 am: Federal Budget: Appropriations, Authorizations and Reconciliations (Oh My!)

- Martha Coven, Princeton University (former OMB Associate Director for Education, Income Maintenance and Labor)

9:30 - 9:45 am: Break

9:45 - 11:00 am: What Might Move: The 115th Congress

- Moderator: Lauren Hogan, Senior Director, Public Policy & Advocacy, NAEYC
- Panelists: Amy Matsui, NWLC; John Monsif, First Focus; Sarah Rittling, First Five Years Fund; David Morgenstern, Podesta Group

11:00 - 11:30 am: America for Early Ed

- Rhian Evans Allvin & Lauren Hogan

11:30 am - 12:30 pm: The Words We Use and What They Mean

- Moderator: Lucy Recio, Senior Policy Analyst, NAEYC
- Panelists: Sheryl Cohen, Center on Education Funding; Patty Garcia, National Association of Latino Elected Officials (NALEO); Katharine Stevens, American Enterprise Institute (AEI)

12:30 - 1:15 pm: Lunch

- Welcome Sponsor Remarks: Dr. Susan Canizares, Chief Academic Officer, Learning Care Group

1:15 - 2:30 pm: What Is Moving: ESSA and CCDBG Implementation in Your State

- ESSA Conversation: Danielle Ewen, Education Counsel; Rolf Grafwallner, CCSSO; and Guy Johnson, Opportunity Institute
- CCDBG Implementation Summary: Hannah Matthews, CLASP

2:30 - 3:00 pm: NAEYC AMA (Ask Me Anything)

- Rhian Allvin, Lauren Hogan, Marica Mitchell and Stephanie Morris

3:00 - 3:15 pm: Break

3:15 - 4:45 pm: Concurrent Sessions to Build Your Skills & Knowledge

- ***Building a Relationship with Elected Officials (Monticello)***
Prepare for Hill Day and beyond with an interactive session covering the basics of meeting and engaging with your elected officials
 - Amy O'Leary, Strategies for Children
- ***How to Effectively Make Your Case (Again, and Again) (National Ballroom A)***
Elevate your game at home with a session on communications and messaging, including a tactical focus on navigating social media and crafting effective narratives
 - Paul McKay and Tony Wolak, Integrated Web Strategies
- ***Taking Advantage Of An Opportunity: Tax Reform Ahead (National Ballroom C)***
Increase your knowledge of and comfort level with tax policy while exploring President Trump's tax proposal, alongside opportunities to make tax policy better for low-income children & families
 - Amy Matsui, National Women's Law Center and John Monsif, First Focus
- ***Advancing Higher Education: From Accreditation to HEA Reauthorization (East Room)***
Focus on the critical role of higher education faculty and systems, with information on a potential reauthorization of the Higher Education Act
 - Leslie Tatum, House Education and Workforce Committee and Mary Harrill, NAEYC
- ***Organizing: Beyond the Basics (Ashlawn North)***
Learn about how to operationalize a range of strategies to organize and engage members and supporters, including coalition-building, strategies for mobilization campaigns and media relations
 - Vanessa Gonzalez, consultant

4:45 - 5:00 pm: Break

5:00 - 5:45 pm: Prepare for Hill Day: Key Talking Points Review & State Team Meetings

6:00 - 7:15 pm: Reception (1400 North and Vista Terrace)

Tuesday, February 28: Day on the Hill

7:30 - 9:00 am: Breakfast and Team Meetings

8:00 am: First Group Boards the Bus (leave at 8:20 am)

9:00 am: Second Group Boards the Bus (leave at 9:20 am)

9:00 am - 3:00 pm: Hill Visits

Thank you to our sponsors!

