

OCT. 1-3, 2024 | WASHINGTON, D.C.



**INTERNATIONAL
EXCHANGE
CONFERENCE**

DEMOCRACY AT WORK



Welcome & Meeting Kickoff



Carye Duffin
Senior Vice President,
External Affairs, CIEE



Martine Mangion
Senior Vice President,
International Exchange
Programs, CIEE



Jim Pellow
President & CEO, CIEE



INTERNATIONAL EXCHANGE CONFERENCE

OCT. 1-3, 2024 | WASHINGTON, D.C.



Welcome & Meeting Kickoff

- *A little about me...*
- *The Vision...*
- *The Agenda...*
- *Helpful Reminders & Tips...*
- *Goals of IEC..*

A litte about me...



Celebrating



This December

**Honored and grateful
to have served in 9
different roles at
CIEE over the last
quarter of a century!**

The Vision of the inaugural CIEE International Exchange Conference (IEC)

Celebrate the Impact & Power of BridgeUSA Programs

**DEMOCRACY
AT WORK**

*BridgeUSA Programs enhance and
strengthen:*

- *Public Diplomacy*
- *Economic Prosperity*
- *National Security*

The Vision of the inaugural CIEE International Exchange Conference (IEC)

PUBLIC DIPLOMACY



ECONOMIC PROSPERITY

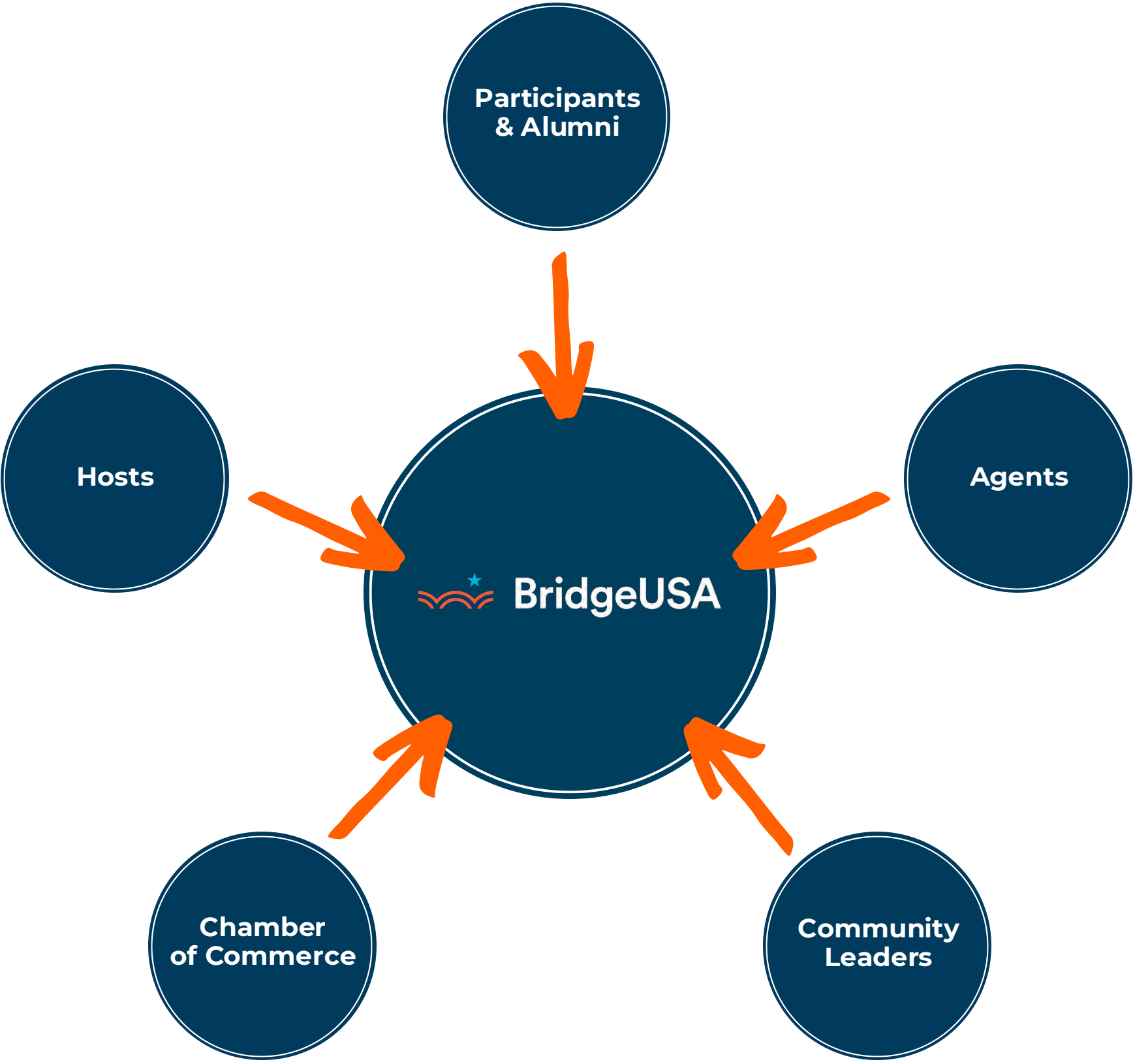


NATIONAL SECURITY

“The essence of intercultural education is the acquisition of empathy—the ability to see the world as others see it, and to allow for the possibility that others may see something we have failed to see or may see it more accurately. The simple purpose of the exchange program is to erode the culturally rooted mistrust that sets nations against one another. The exchange program is not a panacea but an avenue of hope.”

- J. William Fulbright

The Vision of the inaugural CIEE International Exchange Conference (IEC)



The Vision of the inaugural CIEE International Exchange Conference (IEC)



Celebrate & Thank our Key Stakeholders

- *Current Participants/Alumni*
- *International Representatives*
- *Hosts*

Celebrate our Key Partners

- *Bureau of Educational and Cultural Affairs (ECA)*
- *Chamber of Commerce*
- *Industry Associations*

Agenda - Wednesday, Oct. 2

9:00 AM - 9:30 AM

- Welcome & Meeting Kickoff
 - **Location: Grand Ballroom**
 - **Carye Duffin** - Senior Vice President, External Affairs, CIEE
 - **Martine Mangion** - Senior Vice President, International Exchange Programs, CIEE
 - **Jim Pellow** - President & CEO, CIEE

9:30 AM - 10:30 AM

- IEC Opening Plenary: The Big Why
 - **Location: Grand Ballroom**
 - **Panelists:**
 - **Jon Baselice** - Vice President, Immigration Policy, U.S. Chamber of Commerce
 - **Rebecca Pasini** - Deputy Assistant Secretary for Private Sector Exchange, U.S. Department of State
 - **Frank X. Taylor (Virtually)** - President & CEO, FXTaylor Associates
 - **Moderator:**
 - **Carmen Iezzi Mezzera** - Executive Director, CAPDL

Agenda - Wednesday, Oct. 2 Continued

10:30 AM - 11:30 AM

- BridgeUSA Best Practices
 - **Location: Grand Ballroom**
 - **Panelists:**
 - **Denise Beckson** - Senior Executive Officer, Morey's Piers
 - **Andrew Clifton** - Secondary Student Host Dad
 - **Jessica Lora** - Project Management, F-35 International Industrial Participation, Lockheed Martin
 - **John Lynch** - Board President, Lunch with Lynch Foundation
 - **Bastian Weinberger** - Board Chair, Smaller Earth Group
 - **Moderator:**
 - **Jamie Fisher** - Senior Director, Seasonal Exchanges, CIEE

11:30 AM - 11:45 AM

- Introduction to CAPDL
 - **Location: Grand Ballroom**
 - **Speaker:**
 - **Carmen Iezzi Mezzera** - Executive Director, CAPDL

Agenda - Wednesday, Oct. 2 Continued

11:45 AM - 1:00 PM

- Buffet Lunch and BridgeUSA Participant Spotlight
 - **Location: Outside Grand Ballroom**
 - **Panelists:**
 - **Elijah Aokoh** - Current Summer Work Travel Participant from Nigeria
 - **Shadi Madieh** - Secondary School Alumnus from Palestine, Engineer at Amazon UK
 - **Mariliis Toitoja** - Current Trainee Participant from Estonia
 - **Lara Turnbull** - Current 12-Month Work Travel Participant from New Zealand
 - **Moderator:**
 - **Stacy Benjamin** - Director, Special Programs, CIEE

1:00 PM - 2:00 PM

- Impact 2024: November Elections and BridgeUSA
 - **Location: Grand Ballroom**
 - **Panelists:**
 - **Sonnet Frisbie** - Deputy Head of Political Intelligence, Morning Consult
 - **Julia Manchester** - National Political Reporter, The Hill
 - **Ashlee Rich Stephenson** - Senior Political Strategist, U.S. Chamber of Commerce
 - **Moderator:**
 - **Asenith Dixon Bell** - Vice President, Government Affairs & Advocacy, CIEE

Agenda - Wednesday, Oct. 2 Continued

2:00 PM - 3:15 PM

- *The Gold Standard - BridgeUSA Process Improvements*
 - **Location: Grand Ballroom and Conservatory Rooms A, B, C**
 - **Speaker:**
 - **Martine Mangion** - Senior Vice President, International Exchange Programs, CIEE
 - **Facilitators:**
 - **Jentzel Boitel** - Senior Director, Industry Partnerships, CIEE
 - **Louisa Creighton Smith** - Director, Host Relations, CIEE
 - **Casey Hartnett** - Advocacy Manager, Government Affairs & Advocacy, CIEE
 - **Brandon McGuiggan** - Senior Director of Placement Operations, CIEE

3:15 PM - 3:30 PM

- *Networking Break*

3:30 PM - 4:15 PM

- *Advocacy Training for Federal and State Engagement*
 - **Location: Grand Ballroom**
 - **Speaker:**
 - **Laura Brigandi** - Manager, Digital and Advocacy Practice, Public Affairs Council

Agenda - Wednesday, Oct. 2 Continued

6:00 PM - 7:00 PM

- Reception - Cocktail Hour, Appetizers
 - **Location: Falling Flowers**

7:00 PM - 9:00 PM

- Closing Dinner and Awards Ceremony
 - **Location: Grand Ballroom**

Agenda - Thursday, Oct. 3

7:30 AM - 8:30 AM

- Breakfast
 - Location: Grand Ballroom

8:00 AM - 12:00 PM

- Capitol Hill Visits
 - Location: Motif Boardroom, On-site Headquarters, CIEE Staff

8:30 AM - 12:00 PM

- International Rep Meetings with CIEE Staff
 - (Refer to packet for locations)

Helpful Reminders & Tips



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PROGRAM & AGENDA

Helpful Reminders & Tips

CIEE Board Member

Host Organization

Department of State

Guest

H.S. Local Coordinator

Panelists

CAPDL Board Member

BridgeUSA Participant

International Representative

BridgeUSA Alumni


Ribbon Designations

Helpful Reminders & Tips

Grand Ballroom (GB)

- General Session Wednesday
- Breakfast, Lunch, Wednesday Dinner

Conservatory A, B, & C (ABC)

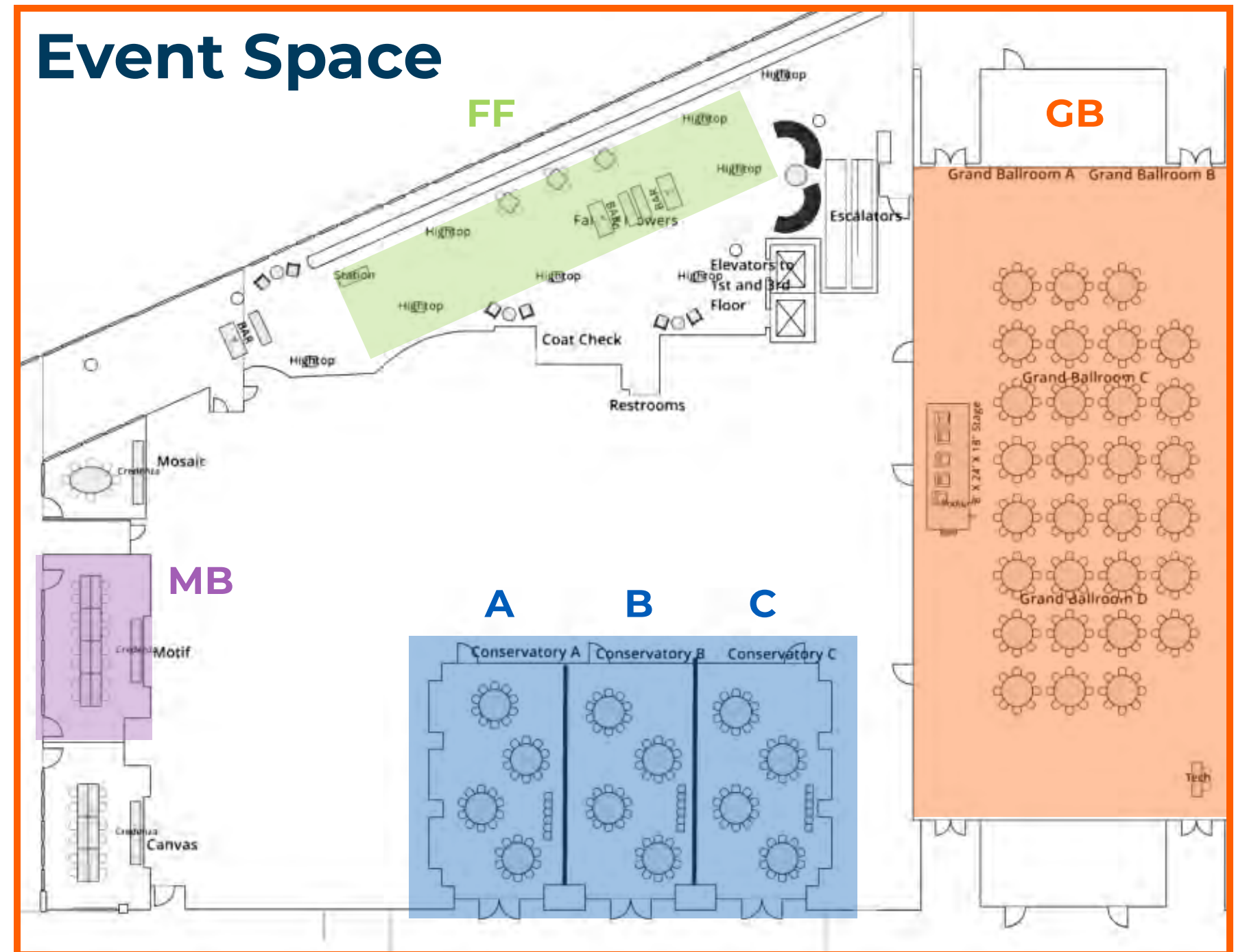
- Breakout Sessions

Motif Boardroom (MB)

- Capitol Hill Visit Meeting Center

Falling Flowers (FF)

- Welcome Table



Goals of IEC



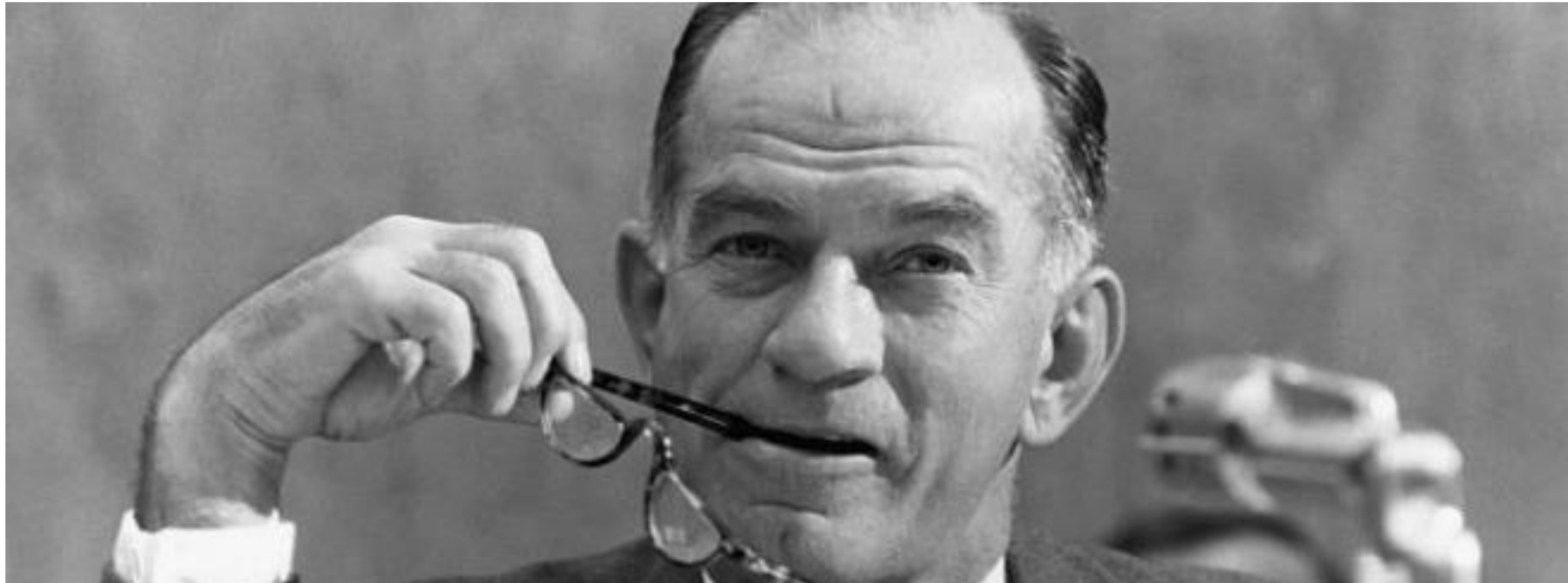
We hope that you will depart Washington DC having gained a deeper understanding regarding the following:

- *The Power of BridgeUSA*
- *The Benefits of BridgeUSA*
- *BridgeUSA Best Practices*
- *CIEE's Mission & Priorities*
- *Our Commitment & Gratitude*

Introduction of Martine Mangion

Senior Vice President of International Exchange Programs





“Educational Exchange can turn nations into people contributing as no other form of communication can to the humanizing of international relations. To this purpose I believe the Council on International Education Exchange is dedicated.”

-Fulbright –Hays Act

Who is CIEE

- ☺ A not-for-profit cultural exchange organization.
- ☺ Celebrating 75+ years.
- ☺ CIEE connects people, nations, cultures to nurture a more peaceful world.
- ☺ Over 50 years of BridgeUSA programs.
- ☺ Focused on high quality programs for all stakeholders.

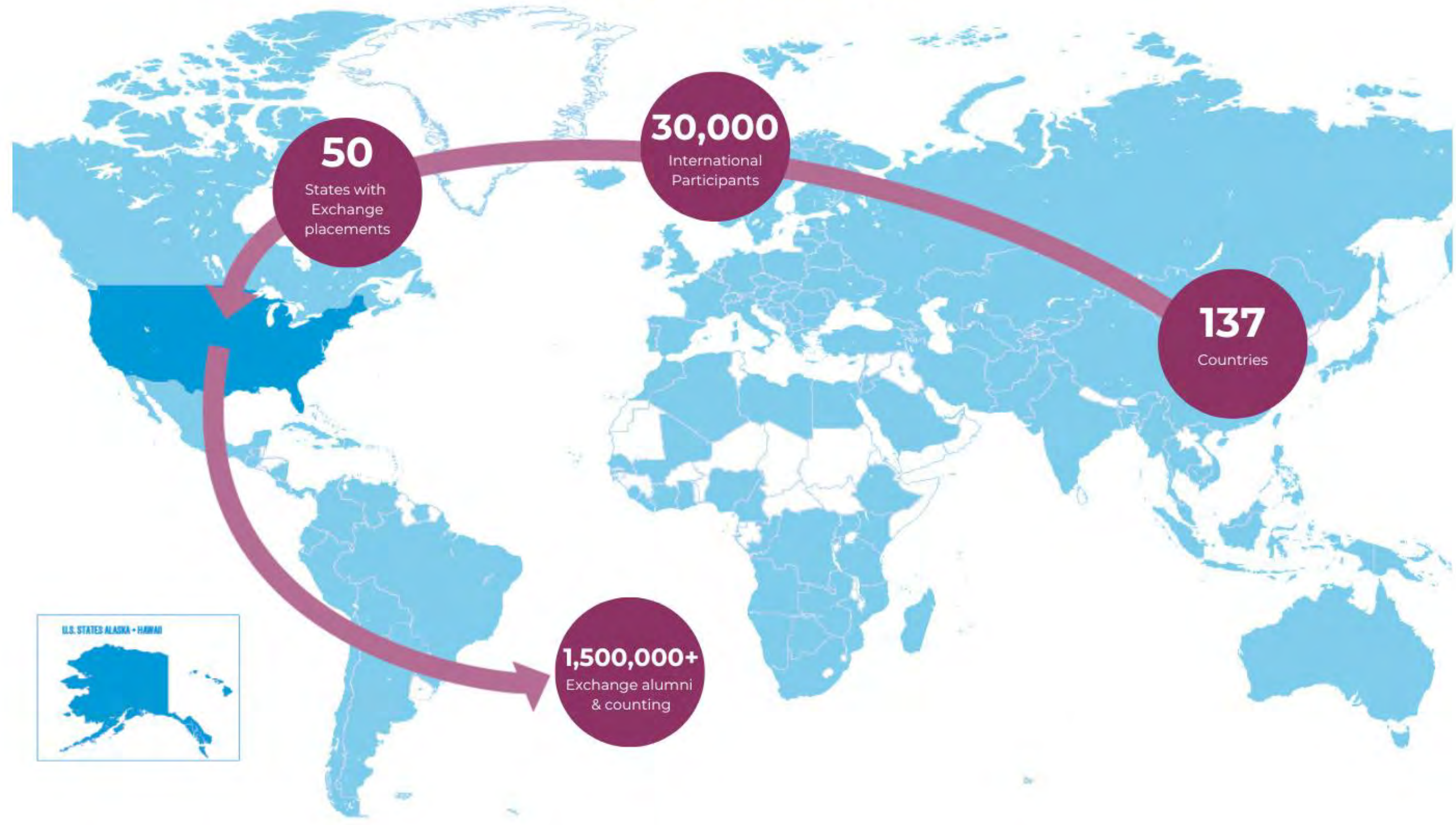


“To help people gain understanding, acquire knowledge, and develop skills for living in a globally independent and culturally diverse world.”

-CIEE Mission



INTERNATIONAL EXCHANGE PROGRAMS





Jim Pellow
President and CEO, CIEE

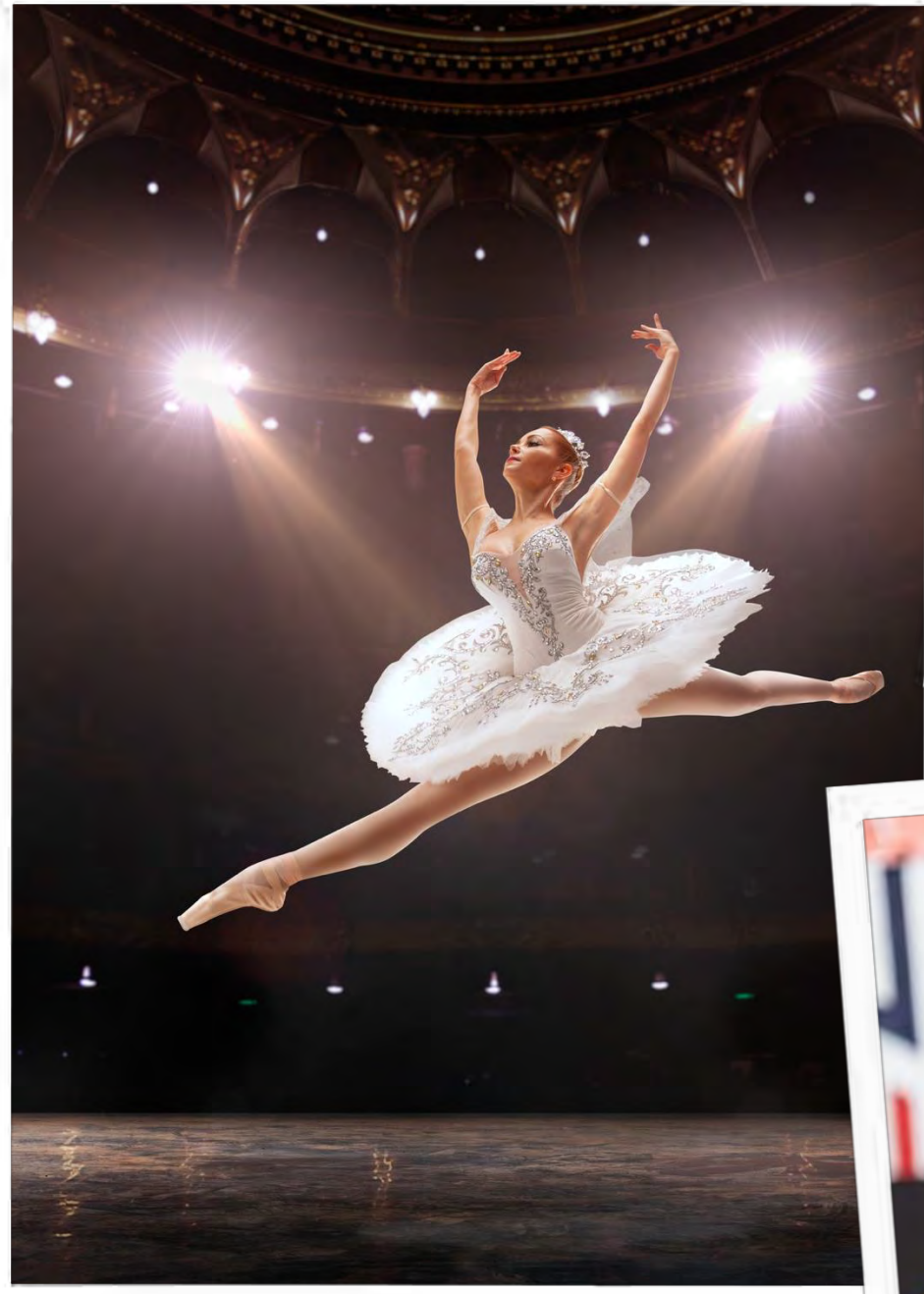


What is Public Diplomacy?

“Public diplomacy refers to the ways in which governments communicate and engage with foreign publics to promote national interests, build relationships, and enhance their image abroad.

It often involves cultural exchanges, educational programs, and strategic communication to influence public opinion.”

Per ChatGPT



What are The Top 10 Public Diplomacy Programs?

Ten effective examples of public diplomacy programs:

- **U.S. Fulbright Program**: This educational exchange program **offers scholarships** for international students **to study in the U.S.** and vice versa, fostering mutual understanding.
- **British Council**: The UK's cultural relations organization **promotes education, art,** and cultural exchange, enhancing the UK's influence and building soft power globally.
- **Alliance Française**: **promoting French language** and culture worldwide, this organization strengthens France's cultural ties and influence through language courses and cultural events.
- **Goethe-Institut**: Germany's cultural institute **promotes the German language** and culture abroad, fostering cultural exchange and understanding through programs and events.
- **Cultural Diplomacy through Sports**: Programs like the **NBA's "Basketball Without Borders"** **promote U.S. values and culture through sports**, engaging youth and building positive perceptions.

- **Public Diplomacy in Film Festivals:** Events like the **Toronto International Film Festival** showcase diverse cultures and promote dialogue through cinema, enhancing national soft power.
- **K-pop and Korean Wave:** **South Korea's promotion of its pop culture** (music, fashion, etc.) has significantly increased its global influence and soft power, attracting interest in Korean culture and language.
- **China's Confucius Institutes:** These educational organizations **promote Chinese language** and culture worldwide, enhancing understanding and engagement with China.
- **Digital Diplomacy Initiatives:** Various countries leverage social media campaigns to engage with global audiences directly, such as the **U.S. State Department's use of platforms like Twitter to communicate foreign policy.**
- **The Peace Corps:** This U.S. government program sends volunteers abroad to work on development projects, **fostering goodwill and understanding** while addressing local needs.





BridgeUSA





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**INTERNATIONAL
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CONFERENCE**

CIEE BridgeUSA

Video Montage!



ciee®



BridgeUSA

IEC Opening Plenary: **The Big Why**

Panelists:



Jon Baselice
Vice President,
Immigration Policy, U.S.
Chamber of Commerce



Rebecca Pasini
Deputy Assistant
Secretary for Private
Sector Exchange,
U.S. Department of State



Frank X Taylor (Virtually)
President and CEO,
FXTaylor Associates

Moderator:



Carmen Iezzi Mezzera Executive
Director, CAPDL

BridgeUSA Best Practices

Panelists:



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John Lynch
Board President, Lunch with Lynch Foundation



Bastian Weinberger
Board Chair, Smaller Earth Group

Moderator:



Jamie Fisher
Senior Director, Seasonal Exchanges, CIEE

Introduction to the Coalition for American Public Diplomacy and Leadership (CAPDL)

Speaker:



Carmen Iezzi Mezzera Executive
Director, CAPDL

**2024 Relaunch of the
Coalition for American Public
Diplomacy and Leadership
(CAPDL)**

Introduction to CAPDL

The mission of the Coalition for American Public Diplomacy and Leadership is to **strengthen and expand** the US Department of State's BridgeUSA programs by:

- (1) educating key constituents on the history and power of BridgeUSA programs to advance US public diplomacy, national security, and economic prosperity
- (2) cultivating a global network of supporters who promote best practices in BridgeUSA program delivery



Contributions of BridgeUSA

Advance Public Diplomacy

- 300k participants per year
- 76% of SWT report a more favorable impression of the US



Advance National Security

- 1 in 3 current world leaders
- Offers experience with US democracy, free commerce



Advance Economic Prosperity

- \$1.2 billion to US economy each year
- 50% of SWT employers said participants enhance business success



What will set us apart?

- Education and Training
 - Tools, resources, modules
- Sharing Best Practices
 - Online
 - In-Person
- Positive Storytelling
- Inclusion
 - Accessible to all sizes, all locations

The Whole Community Together		
Agents	Hosts	Sponsors
Alumni	Chambers	Allies



Who are we?



Jon Baselice,
VP of Immigration
Policy, US Chamber
of Commerce



Denise Beckson,
VP of Government
Affairs and Human
Resources, Morey's
Piers & Beachfront
Waterparks



Russ Hedge,
CEO, Hostelling
International USA



Carye Duffin, Senior
VP of External
Affairs, CIEE;
Board President



Bastian Weinberger,
Chairman, Smaller
Earth Group



Rick Ruth, Former
Acting Principal DAS
for ECA,
US Department of
State



Bettina Wiedmann,
Executive Director,
Experiment in
International Living
in Germany

CAPDL Board of Directors (as of September 2024)

What's Coming Next?

- October 3: One-On-One Agent Meetings
- Fall 2024: Introduction to CAPDL Webinars
- Fall 2024: Release of Best Practices Manuals
 - Content for Sponsors, Hosts, Agents
 - 6 /13 Designations to Start
- Winter 2024: Expected Relaunch
- Spring 2025: Regional Programming in CA, FL, MA, NJ
 - Relationship Building with Local Leaders
 - Best Practices Sharing
- Spring 2025: Online Community Conversations / Town Halls
- **Summer / Fall 2025: Launch of the Scholarship Fund for BridgeUSA**



Let's Connect!



Carmen Iezzi Mezzera

cmezzera@capdl.org



@capdl



@c.a.p.d.l

Buffet Lunch and BridgeUSA Participant Spotlight

Panelists:



Elijah Aokoh
Current Summer Work Travel Participant from Nigeria, Cedar Point - OH



Shadi Madieh Secondary School Alumni from Palestine, Engineer at Amazon, London - UK



Mariliis Toitoja
Current Trainee Participant from Estonia, Victims of Communism Museum and Memorial Foundation, Washington D.C.



Lara Turnbull
Current 12 Month Work Travel Participant from New Zealand, Sea Island - GA

Moderator:



Stacy Benjamin
Director, Special Programs, CIEE

Impact 2024: November Elections and BridgeUSA

Panelists:



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Julia Manchester
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Ashlee Rich Stephenson Senior Political Strategist, U.S. Chamber of Commerce

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Politics, people power, and international exchange

CIEE International Exchange Conference

 OCTOBER 2024

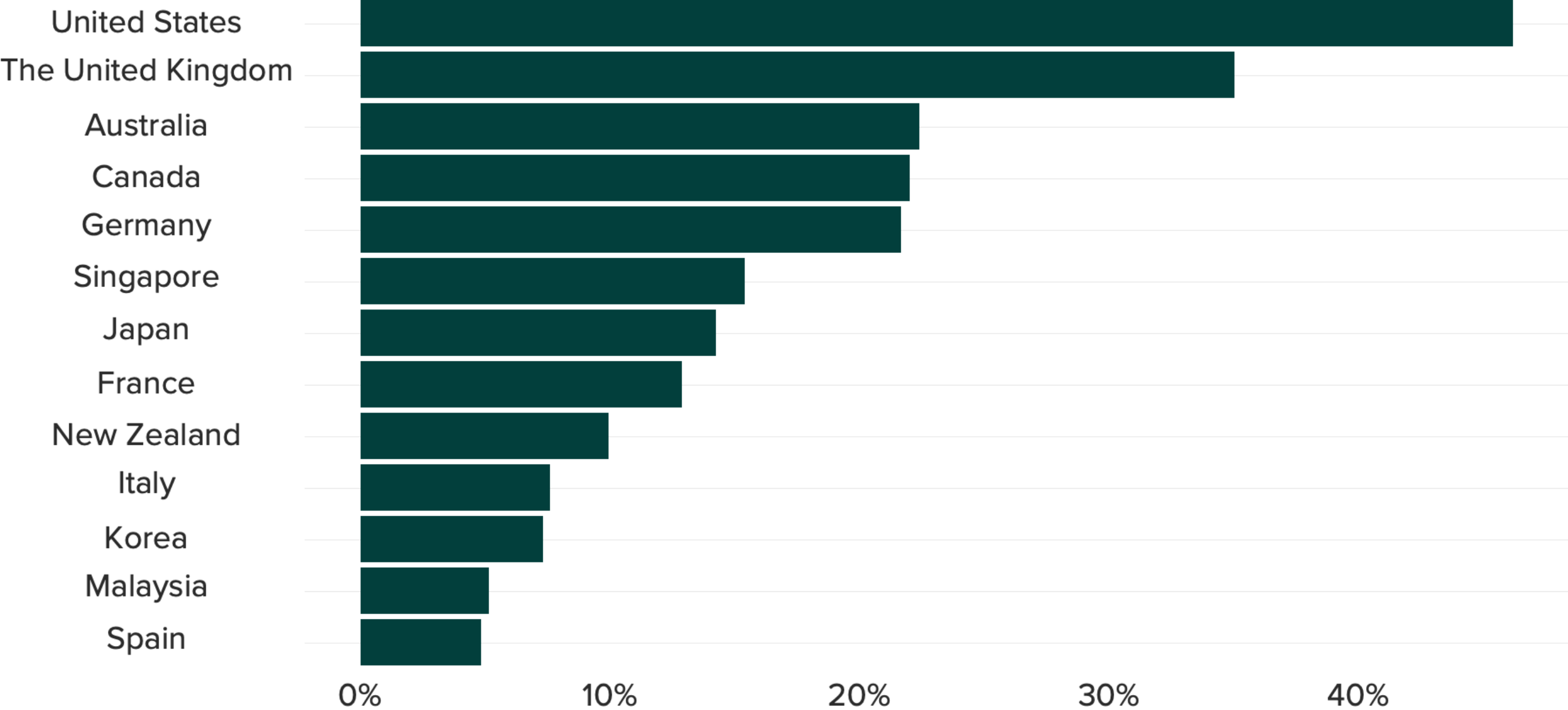


About Morning Consult

[Morning Consult](#) is a global decision intelligence company changing how modern leaders make smarter, faster, better decisions. The company pairs its proprietary high-frequency data with applied artificial intelligence to better inform decisions on what people think and how they will act.

The United States has incredible pull as a destination

Average shares of Indian and Chinese adults who selected each of the following as one of their most recommended study abroad destinations:



EDUCATION

What's the Trump effect on international enrollment? Report finds new foreign students are dwindling.

Has gun violence made America too dangerous for tourists?

There is demonstrably more gun violence in the U.S. than in any other large, wealthy country

CHINA-UNITED STATES

Geopolitical tensions dim prospects for US-China exchanges

Yojana Sharma 28 June 2024

Visa rules are restricting the future of international students in the US

The World

June 20, 2019

By Marnette Federis

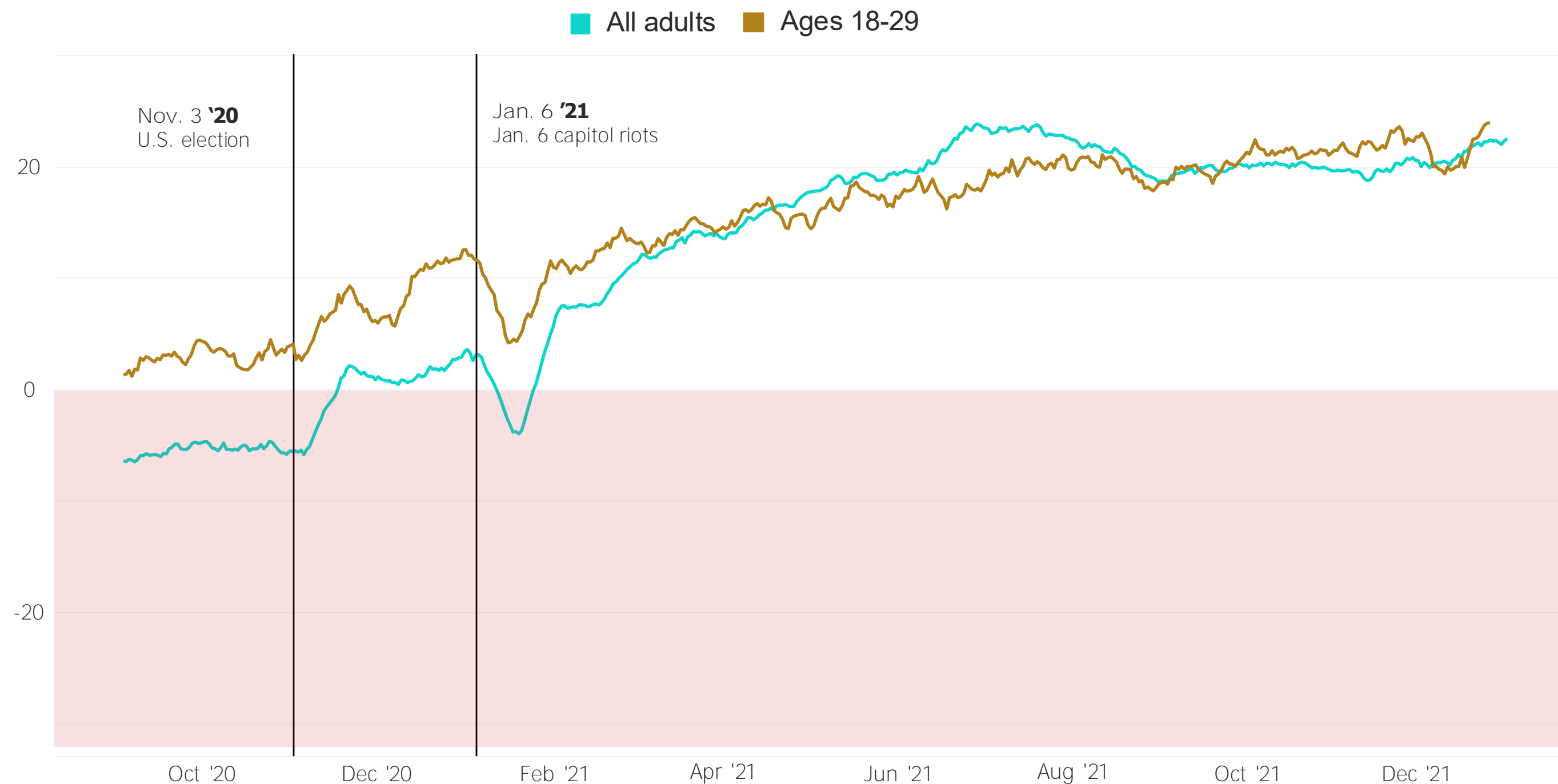
The screenshot shows the top navigation bar of the Associated Press (AP) website. The navigation bar includes the AP logo, a hamburger menu icon, and several category links: WORLD, U.S., ELECTION 2024, POLITICS, SPORTS, ENTERTAINMENT, BUSINESS, SCIENCE, FACT CHECK, ODDITIES, and BE WELL. Below the navigation bar, there is a secondary row of links: Election 2024, Russia-Ukraine, Tulsi Gabbard, Mariah Carey, and Oasis reunites. On the right side of this row, there is a partially visible link that says "EVEN W SUPPO". The main headline on the page reads "Foreign students show less zeal for US since Trump took over".



U.S. Elections and the Trump Effect

Overseas audiences greeted **Trump's** departure with relief, but youth were less affected

Average net views of the United States among adults and young adults in 11* foreign countries

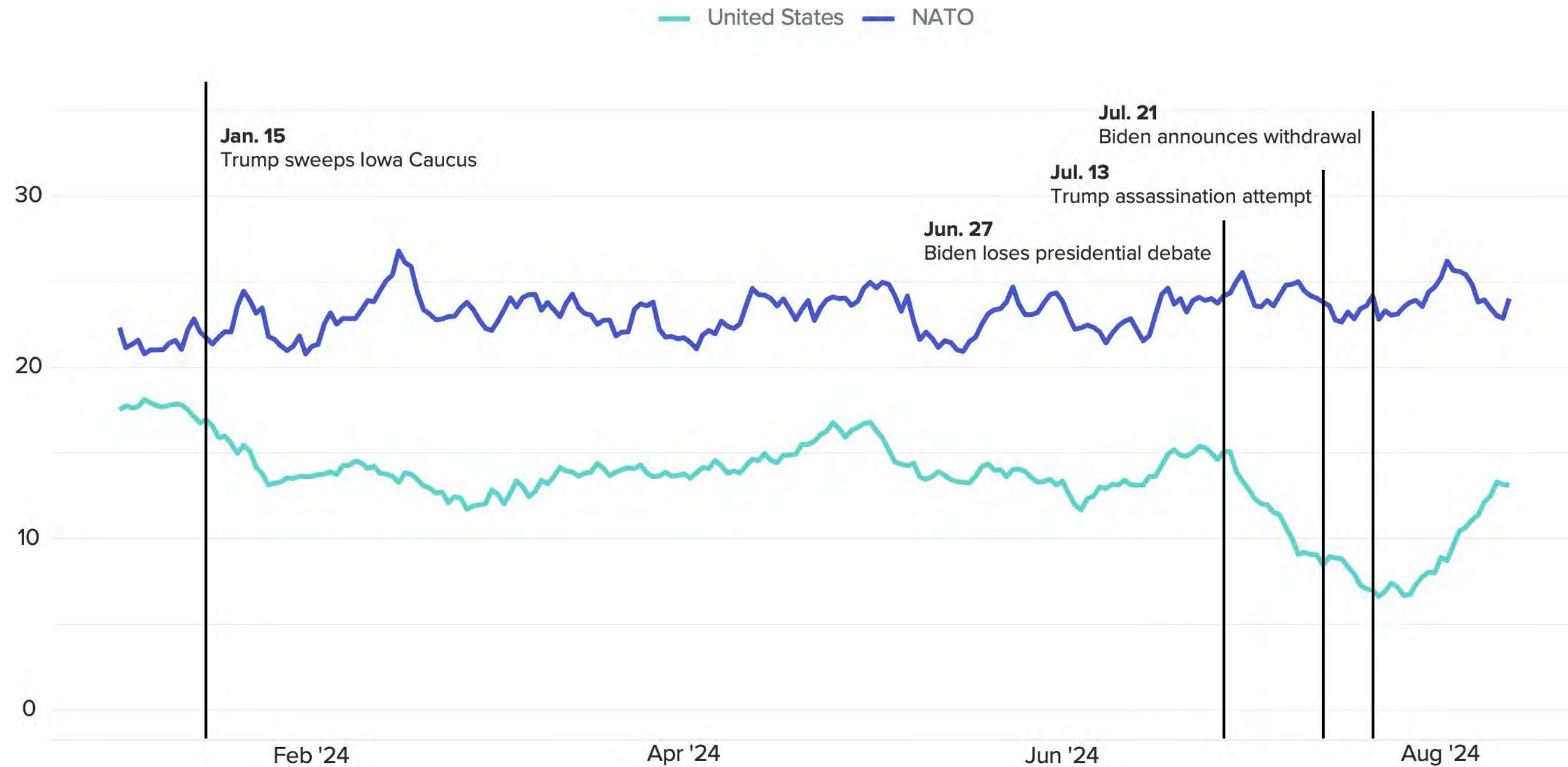


Source: Morning Consult Political Intelligence. Data points represent 15-day simple moving averages of daily survey values.

*Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, Russia, United Kingdom

The likelihood of a Trump effect 2.0 is high, seen in responses to events during the election

Average net views of the United States among adults in 5* European countries



Source: Morning Consult Political Intelligence. Data points represent 7-day simple moving averages of daily survey values.

*Germany, France, Italy, Spain and the United Kingdom



U.S. China Relations

Chinese and Indian respondents who **recommended** the United States see these as the main reasons for doing so



China



India



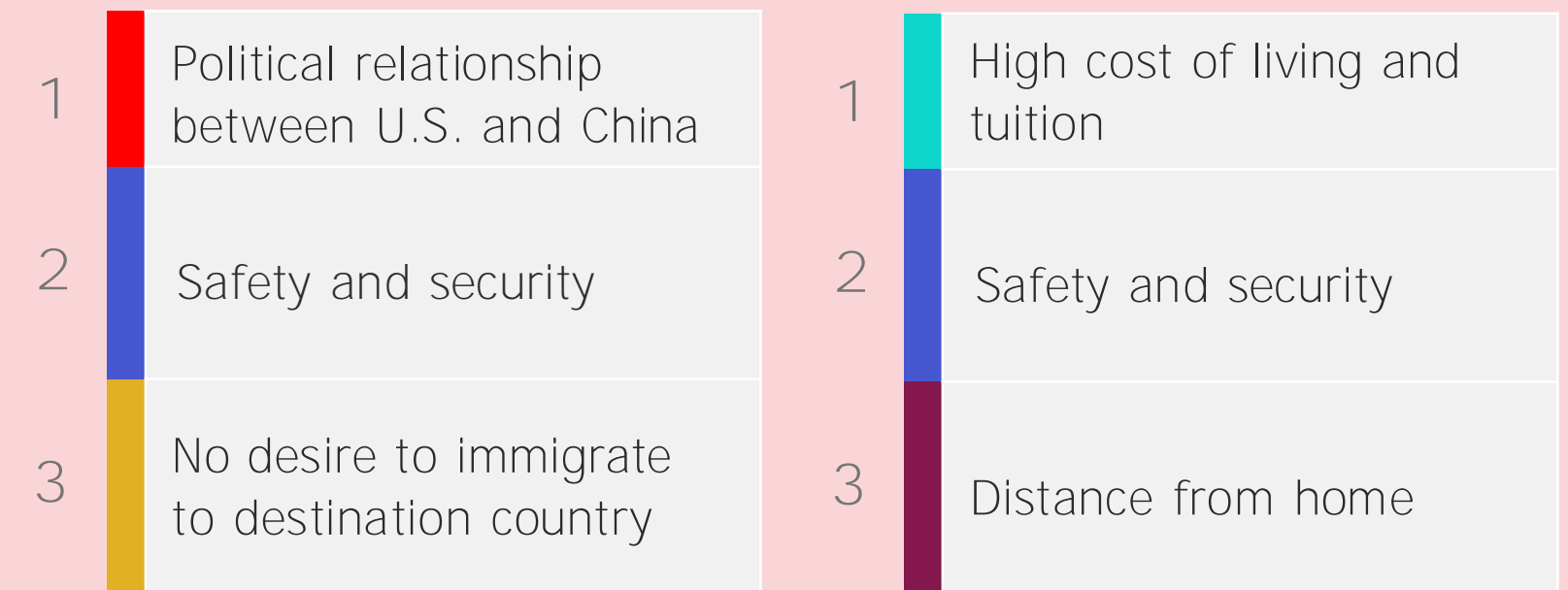
Chinese and Indian respondents who **did not recommend** the United States see these as the main reasons for not doing so



China

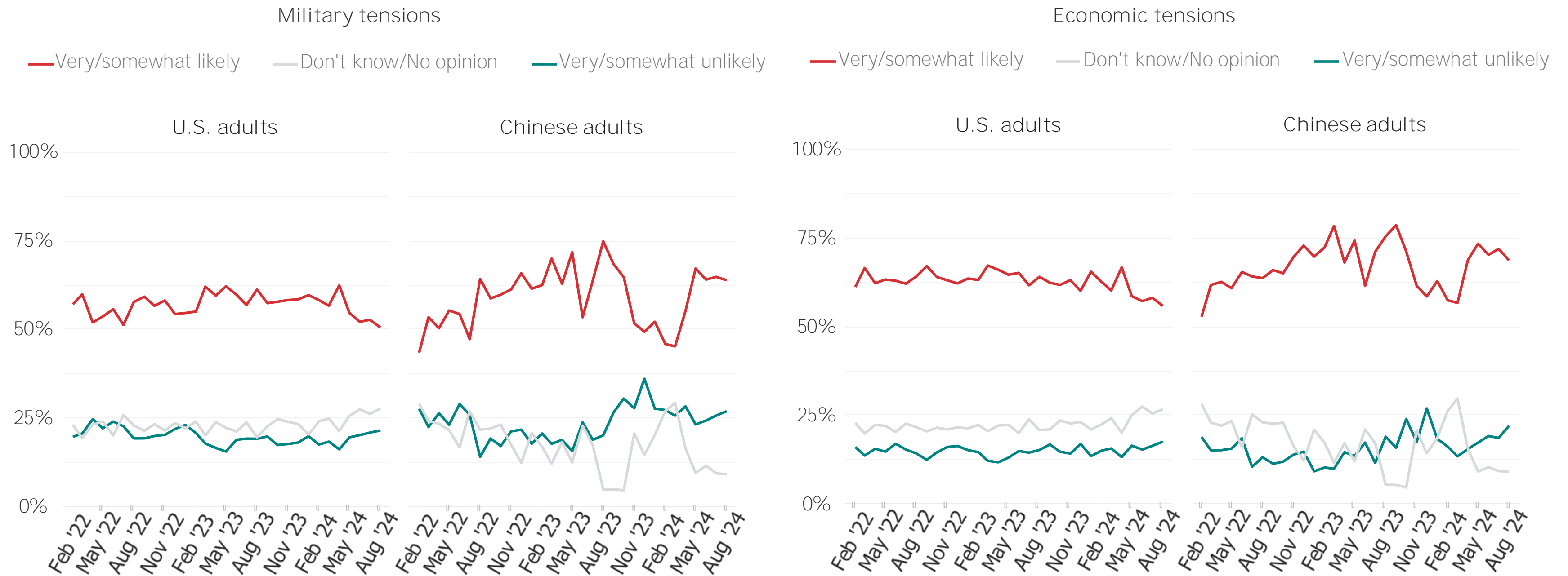


India



U.S. and Chinese adults expect economic tensions in particular to escalate

Shares of adults per country who think military and economic tensions are likely to escalate over the next five years

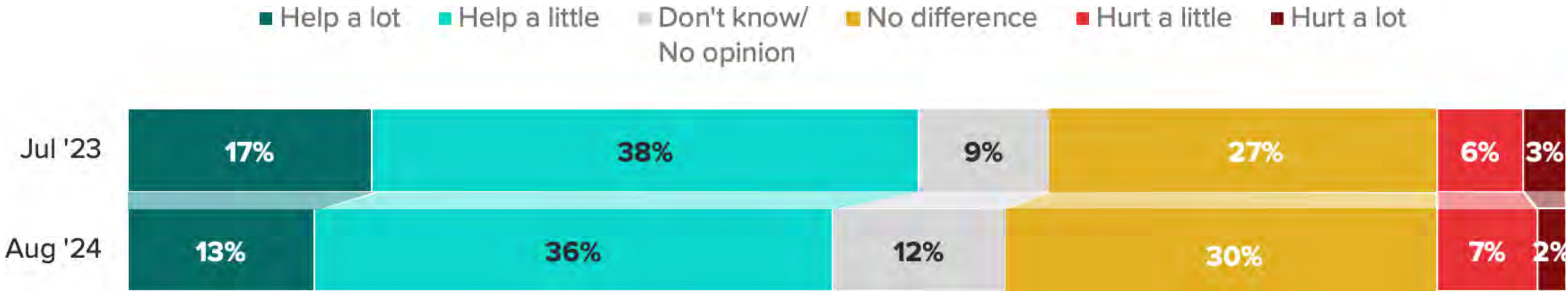


Surveys conducted monthly in the United States from February 2022-June 2024 among representative samples of roughly 850-1,200 adults, with an unweighted margin of error of up to +/-3 percentage points.

Surveys conducted monthly in the United States from February 2022-June 2024 among representative samples of roughly 850-1,200 adults, with an unweighted margin of error of up to +/-3 percentage points.

Chinese adults still think educational exchange helps bilateral relations, but faith is waning

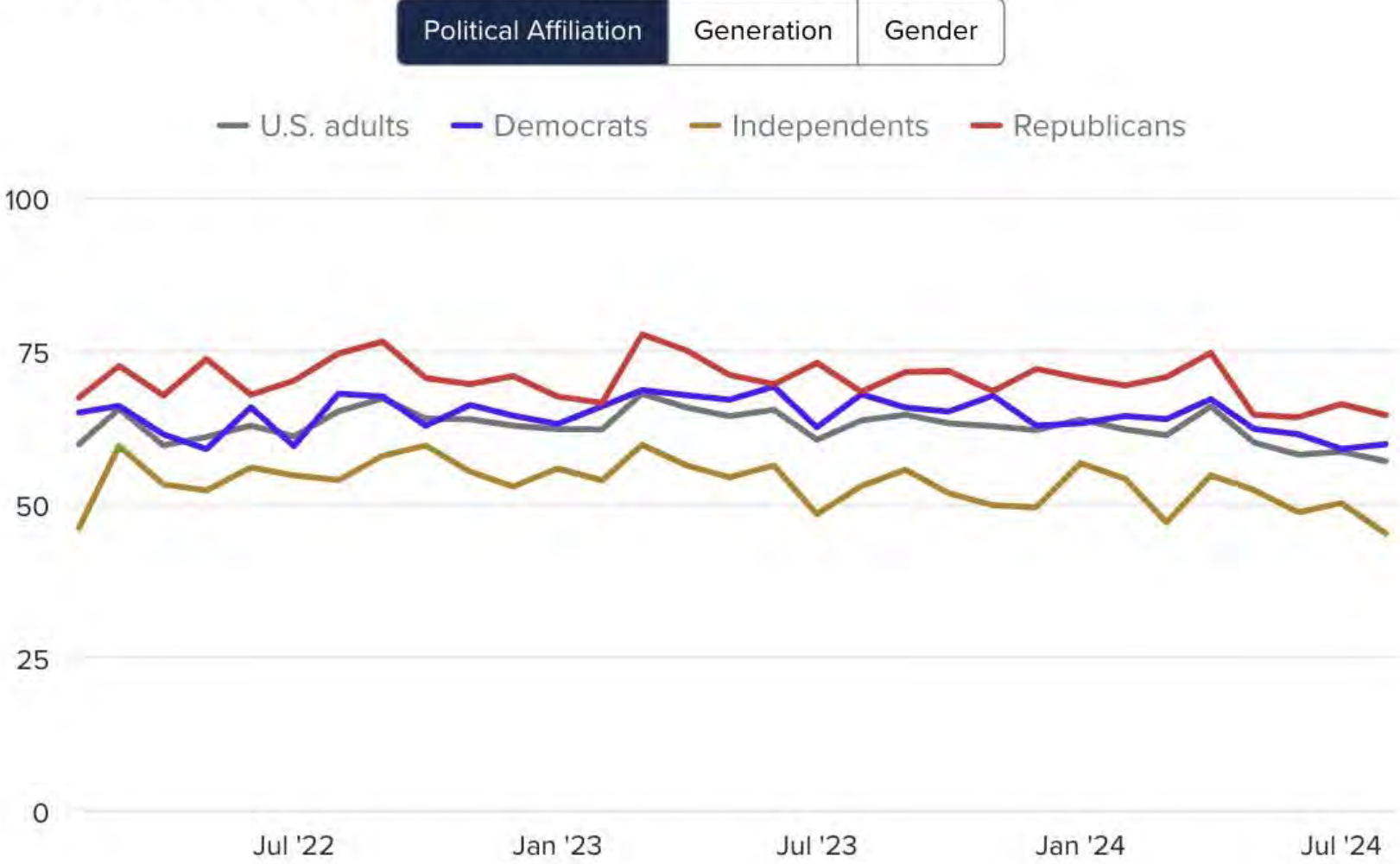
The share of Chinese who said Chinese students returning from studying in the United States help or hurt U.S.-China relations



Republicans have a higher level of concern over China as a geopolitical competitor

U.S.-China Fear Gauge: Trends by demographic

Index of Americans' concerns about the trajectory of U.S.-China relations



Morning Consult's U.S.-China Fear Gauge is derived from a simple average of five different survey questions reflecting Americans' concerns about the trajectory of bilateral relations, including economic and military tensions, their forecasts that each will escalate over the next 12 months, and their views of China as an enemy/unfriendly nation. Higher values indicate greater concern.

MORNING CONSULT

Source: Morning Consult Political Intelligence. Underlying surveys conducted monthly among representative samples of roughly 1,000 U.S. adults, with unweighted margins of error of +/-3 percentage points.

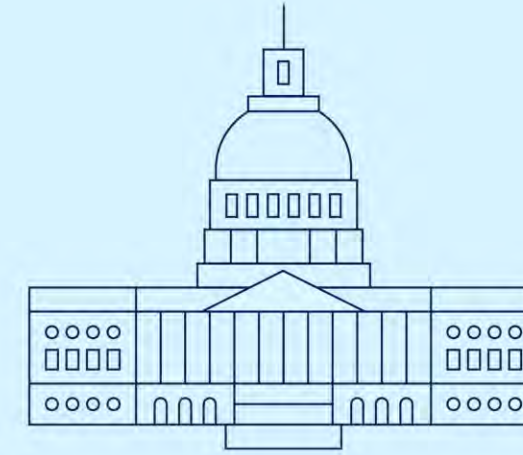
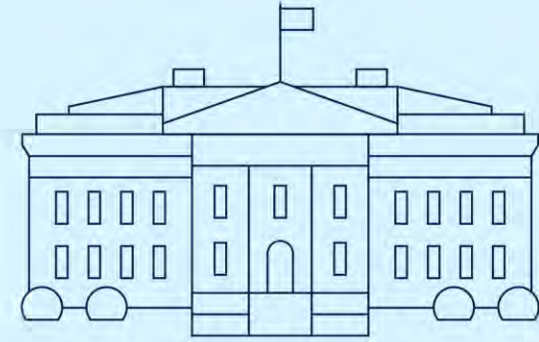


Preparing for Political Outcomes and Policy Implications



U.S. Chamber of Commerce

Five Possible Outcomes



	White House	Senate	House
GOP Sweep	GOP	GOP (Majority or VP)	GOP
Dem Sweep	Dem	Dem (Majority or VP)	Dem
Total Switcheroo	GOP	GOP (Majority or VP)	Dem
Congressional Switcheroo	Dem	GOP (Majority)	Dem
Maximum Conflict	Dem	GOP (Majority)	GOP

	WH	S	H	
GOP Sweep	R	R	R	<ul style="list-style-type: none"> • Rollback of Biden reg agenda (CRA and via new regulations) and efforts to rollback provisions of the IRA (reconciliation) • 2017 tax provisions should largely extended, flash points - SALT cap, deficit, and competing demands in reconciliation • Pressure to limit application of filibuster on priority items (e.g., border / immigration policy)
Dem Sweep	D	D	D	<ul style="list-style-type: none"> • Return of original Build Back Better tax and spending proposals (including major rewrite of 2017 tax law) • Elimination of filibuster likely • Continued aggressive regulatory efforts with President's appointees being easily confirmed
Total Switch	R	R	D	<ul style="list-style-type: none"> • Continued Congressional gridlock; expiration of much of 2017 tax bill will be flash point • Policy principally through regulations and appointments (executive branch and judicial)
Cong Switch	D	R	D	<ul style="list-style-type: none"> • Continued Congressional gridlock; debt limit and expiration of much of 2017 tax bill will be flash points • Policy principally through regulations which will be even more aggressive • More difficult for President to get new nominees confirmed
Max Conflict	R D	R D	D R	<ul style="list-style-type: none"> • Continued Congressional gridlock; expiration of much of 2017 tax bill will be flash point • Policy principally through regulations and appointments (executive branch and judicial)

Trump Transition

- Former SBA Administrator Linda McMahon and Cantor Fitzgerald CEO Howard Lutnick to lead the pre-election transition effort. McMahon also chairs the American First Policy Institute.

Harris Transition

- Yohannes Abraham, the current Indonesia-based US ambassador to the Association of Southeast Asian Nations to lead her pre-election transition effort. Abraham played a similar role for Biden in 2020.
- Should Harris prevail, how will she handle a “same-party” transfer of power? Do existing officials remain in place? How would Republican control of the Senate impact turn-over?
- The two most recent same-party transfers were George H.W. Bush in 1989 and Gerald Ford in 1974.
- Most Senate-confirmed officials serve indefinitely at the pleasure of the President and could technically be carried over from a Biden to a Harris administration.

Legislative

- Who are the potential bipartisan dealmakers in the House whichever party wins control?
- Assuming a GOP Senate majority, who are the Democrat dealmakers that get you to 60 votes to break a filibuster?

Impact 2024: November Elections and BridgeUSA

QUESTIONS?

The Gold Standard - Improvement of the BridgeUSA Process with CIEE

Speaker:



Martine Mangion

Senior Vice President,
International Exchange
Programs, CIEE

Facilitators:



Jentzel Boitel

Senior Director,
Industry Partnerships, CIEE



Louisa Creighton Smith

Director,
Host Relations, CIEE



Casey Hartnett

Advocacy Manager,
Government Affairs
and Advocacy, CIEE



Brandon McGuiggan

Senior Director of
Placement
Operations, CIEE

The Gold Standard – Collaborative Improvement of the BridgeUSA Process with CIEE

The goal of this session is for us to have a discussion on best practices and process improvements that we at CIEE can make in the BridgeUSA Programs that will elevate the:

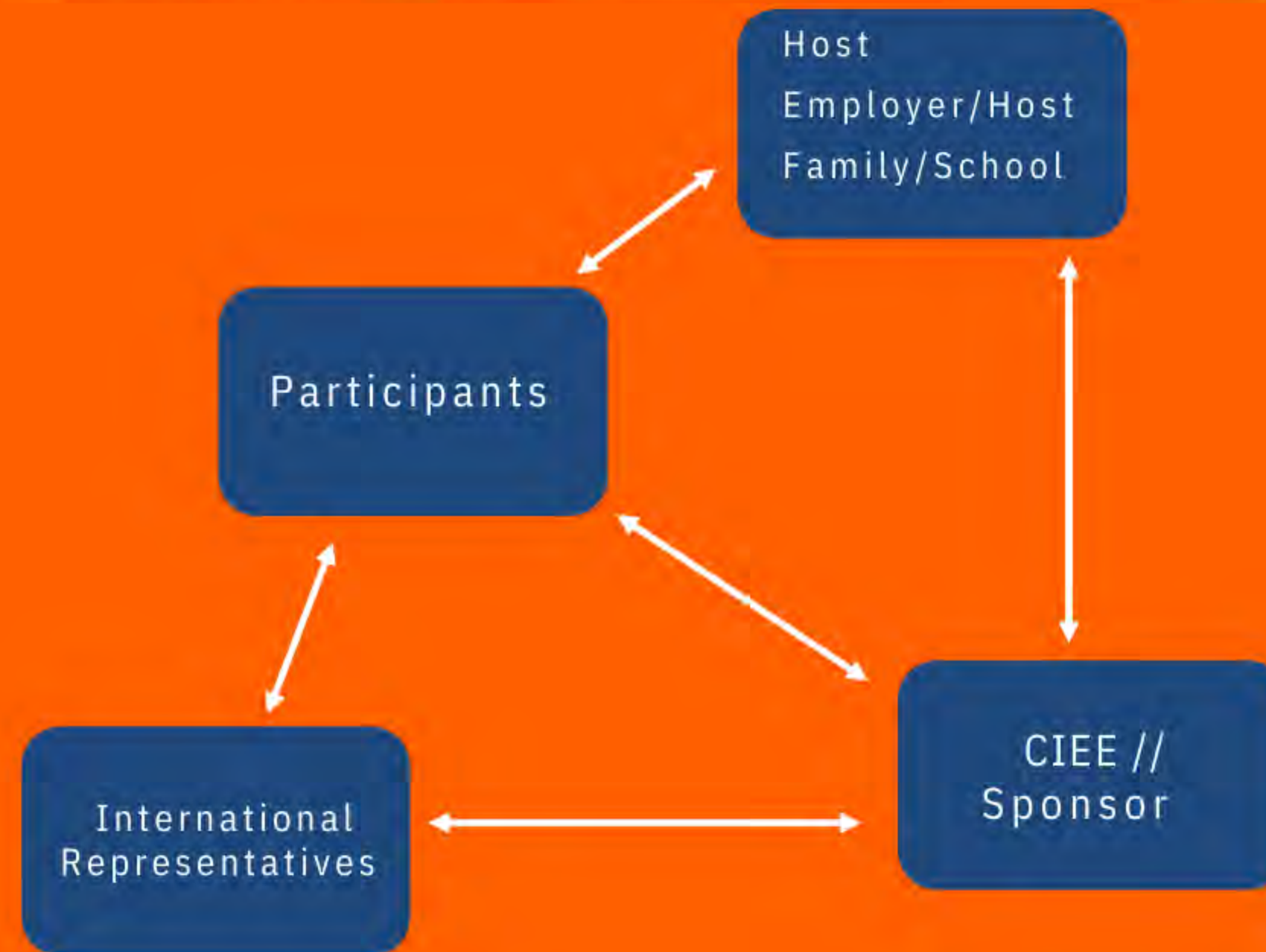
- 1. Participant Experience**
- 2. Host Engagement**
- 3. Host Employer Benefits**
- 4. International Representatives' Success**



The Visa Sponsor - CIEE

- ✓ Program advocacy
- ✓ Source, vet and maintain relationships with international representatives all over the world
- ✓ Source, vet, maintain relationships with host employers, host families and US high school
- ✓ Responsible for health, safety and welfare of the participant while in country
- ✓ In country participant support – available 24/7
- ✓ Provide participant insurance
- ✓ Promote cultural exchange

Lines of Communication



The International Representatives

- ✓ Represent countries throughout the world – CIEE works with over 200 international representatives
- ✓ First point of contact for participants
- ✓ Recruit, pre-screen, and advise participants
- ✓ Prepare participants for interviews and set expectations
- ✓ Assist with the visa application process post-hire and in many cases flight bookings
- ✓ Answer pre-arrival questions
- ✓ Transfer oversight of program to host sponsor once participants are in country



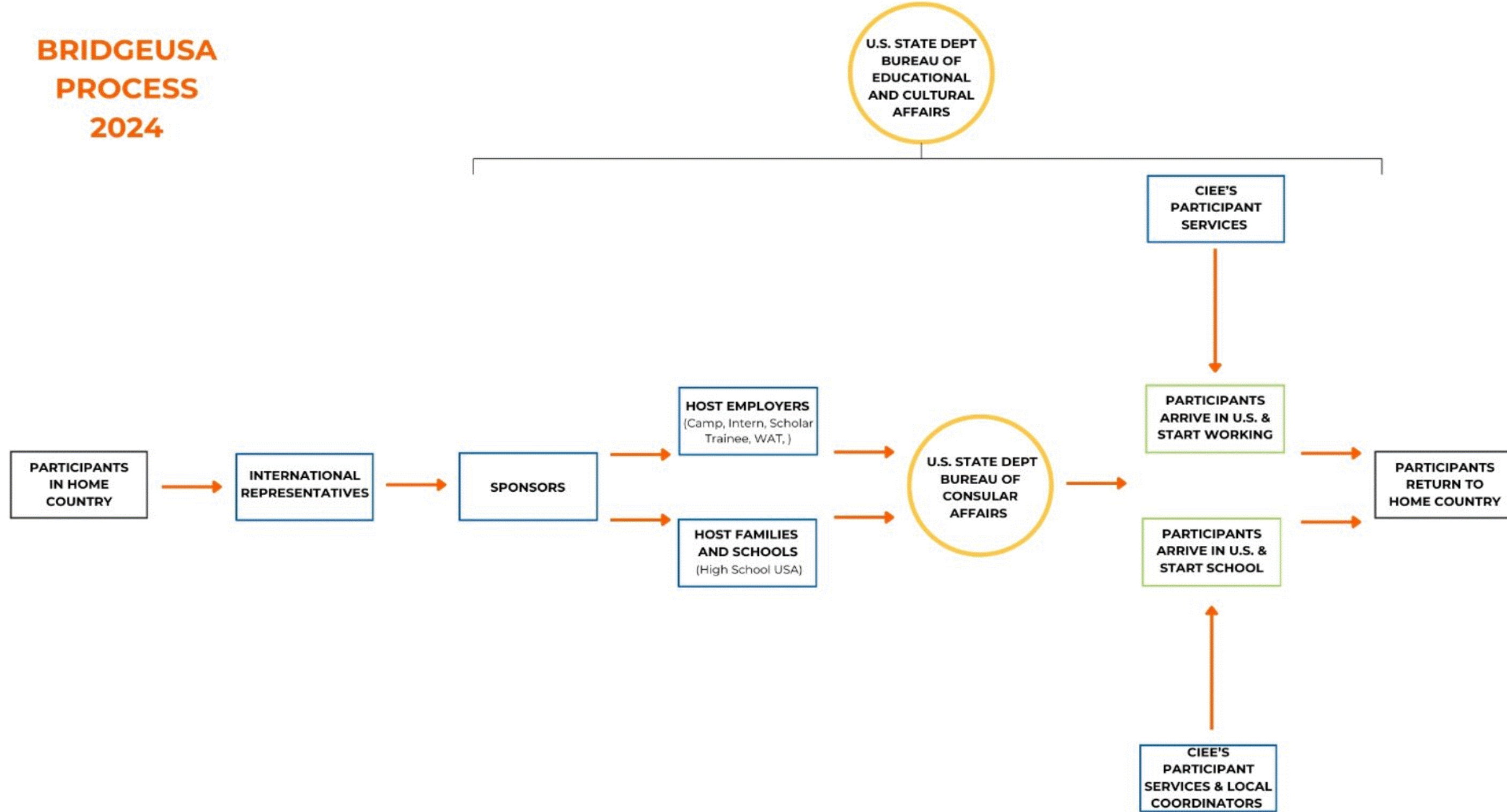


The Host

- ☺ #1 - Commit to providing a **quality experience** – High School, Host Family or Host Employer
- ☺ If Work & Travel, Camp, Intern and Trainee – Identify realistic needs based on housing capacity and available hours; Set expectations on all program details; Educate domestic staff and supervisors and Integrate elements of cultural exchange. Pay attention to the experience and well-being of participants
- ☺ If High School/Host Family– Welcome them in their homes and schools, Set expectations on all scholastic and program details; Educate school staff about program and Integrate elements of cultural exchange. Pay attention to the experience and well-being of participants
- ☺ Communication with sponsor on changes//updates

The Gold Standard - Improvement of the BridgeUSA Process with CIEE

BRIDGEUSA PROCESS 2024



CIEE is committed to Excellence. We want to keep evolving and improving and want to hear from you on how we can do that!

Breakout Room Assignments

Sticker on Name Tag = Room Assignment
Number Inside of Sticker = Table Number

 **Conservatory A**

 **Conservatory B**

 **Conservatory C**

 **Motif Boardroom**

BREAKOUT SESSION

Advocacy Training for **Federal and State Engagement**

Speaker:



Laura Brigandi -

Manager,

Digital and Advocacy Practice,

Public Affairs Council

OCTOBER 2, 2024



Public Affairs
Council

Advocacy Training for Federal and State
Engagement

Laura Brigandi, Manager, Digital & Advocacy Practice

About the Public Affairs Council

The leading global association for public affairs professionals for 70 years

750+ member companies, nonprofits and universities

Learn more at pac.org

Expertise



Community



Executive Education



The Importance of Advocacy

Do you want to be
here or here?



Expectations vs. Reality

Expectations:

- My voice doesn't matter. Legislators don't really care what I think.
- They're important people, and that's intimidating!
- They're going to expect me to be an expert in legislative... stuff...
- They're going to ask me questions I can't answer.

Reality:

- Elected officials want to hear from their constituents. It's how they stay in office.
- Members of Congress are people, too!
- They know you're not a lobbyist. You're there to provide the constituent perspective.
- They might! But it's 100% okay to say, "I don't know, I'll have to get back to you."

What Do Legislators Want to Know?

Your Role: Who are you, who do you represent, and are you a constituent?

Their Interest: How does this impact their district/state or issues they care about?

Your Ask: What do you want them to do?

Preparing for Your Meeting

- Research their committee assignments, areas of expertise, and personal interests
 - Areas of commonality are a great conversational icebreaker
- Review any materials you're provided, especially leave-behinds
- Practice what you're going to say
 - Role play with a partner if you can

Develop Your “Elevator Pitch”

S

- Specific: “We would like you to cosponsor this bill” or “We encourage you to sign this letter”

P

- Personal: How does it impact you and/or the constituents in the district?

I

- Informative: Share statistics to support your position and any relevant background info

T

- Trustworthy: Position yourself as a resource for further information & offer to follow up

Why Do We Tell Stories as Advocates?



Puts a face on the issue and make it personal



Helps legislators understand the impact of policy



More memorable than facts and statistics

Do's and Don'ts for Legislative Meetings

Do:

- Practice what you're going to say ahead of time
- Bring leave-behind materials with you
- Be on time
- Share your personal story
- Make the ask clear
- Say thank you
- Follow up

Don't:

- Be dismayed if you meet with staff instead of the legislator
- Take last minute changes personally
- Be afraid to say "I don't know"
- Go off-topic
- Get angry or argumentative
- Mention campaign donations

What Do I Do After My Meeting?

- Share feedback with CIEE staff so they know how the meeting went and can follow up if needed
- Send a thank you note – either via email or handwritten
 - Be sure to take the business card of any staff member you meet with, so you have their contact info!
- Keep the relationship warm with in-district activity
 - Follow them on social media and/or subscribe to their newsletter to find out about events in the district



YOU ARE THE EXPERT

Advocacy Training for **Federal and State Engagement**

QUESTIONS?

THANK YOU!