NIEA Advocacy 101 Training
ADVOCACY TRAINING

Part 1: Policy Overview
- Local Advocacy at Work
- New National Landscape
- NIEA’s Hill-Facing Agenda

Part 2: Meeting Tactics
- Purpose of Advocating on Capitol Hill
- The Value of Your Story
- How to Tell Your Story
PARENTS IN ACTION

Amy Sazue – Rapid City Area Schools Parent Advisory Committee

Valeriah Big Eagle– Rapid City Area Schools Parent Advisory Committee
LEGISLATIVE WINS IN 2021 (1 of 2)

- $1.1 billion in Native Education contained in the American Rescue Plan Act (signed into law on March 11, 2021)
- Secured $15 billion in tribal specific funding mechanisms in H.R. 3684, the Infrastructure Investment and Jobs Act
  - $500M in building facilities
  - $5B in clean school bus program
  - $17.3B broadband in Native communities
  - Additional provisions for workforce development grants
• Supplemental Impact Aid Flexibility Law (January 21, 2022)
  • Allows school districts to use their FY 2022 student count and acreage valuation for their FY 2023 Impact Aid application.
  • School districts may also choose to conduct a new student count and acreage valuation.
  • Legislation refers only to the student count and acreage valuation aspects of the FY 2023 Impact Aid application.

• The STANDUP Act (S.1543/H.R. 586)
  • Sent to the president to sign into law on March 3, 2022.
  • Requires state, tribal, and local educational agencies to implement evidence-based suicide awareness and prevention training policies.
  • Substance Abuse and Mental Health Services Administration with the Department of Education and Bureau of Indian Education, must provide educational agencies with best practices for these trainings
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<th>Department of Interior</th>
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**Title VI**
Indian Education Formula Grant
- $199 million
- Provides funding for culturally relevant education programs

**School Construction**
- $430 million (BIE), $500 million (Public)
- Provides funding to renovate and build new schools

**Native Language Immersion Programs**
- $7 million
- Provides funding and resources for language immersion programs

**Impact Aid**
- $2 billion
- Replaces state and local funding for schools on tribal lands
Appropriations Priorities (FY 2023)

- $677.3 million in construction for BIE schools. An increase of $412.3 million above FY 2021 enacted and the current Continuing Resolution
- $530 million in funding for construction of public schools that primarily serve Native students. No such funds currently exist.
- $199 million for Indian Education Formula Grants (Title VI, Subpart 1 of ESSA). An increase of $17.8 million above FY 2021 enacted and the current Continuing Resolution
- $2 billion in funding for the Impact Aid Program (Title VII, Part A of ESSA). An increase of $499 million above FY 2021 enacted and the current Continuing Resolution
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WHAT IS ADVOCACY

Advocacy is…
• Organized action in support of an idea or cause; constituents educating elected officials.

Effective advocacy:
• Educating Congress about NIEA’s priorities;
• Connecting policy priorities to a Member’s home district or state;
• Building relationships with Members and staff;
• Establishing oneself as an expert on a specific topic and becoming a trusted resource.

Can I advocate?
• Yes! You do not need to be an expert in federal policy to advocate. You are already expert at what you do in this field every day.
## HOW TO CONDUCT A HILL MEETING

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<th>Step</th>
<th>Why?</th>
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<td>Thank Member or staff</td>
<td>Regardless of the Member’s stance, it is always good practice to start on a positive note.</td>
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<td>Tell a personal story</td>
<td>Personal stories provide context to why you are making requests of lawmakers; draw in Members and staff; establish your expertise.</td>
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<td>Make your “asks”</td>
<td>Every office will expect you to make a legislative or appropriations request- it is their job to accept these “asks” and prioritize them.</td>
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<td>Provide local context</td>
<td>Members and staff are most engaged in an issue when it has a local impact- locally impacted initiatives prove their value to their districts.</td>
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<td>Ask and answer</td>
<td>Ask and answer questions, unless they outside your comfort zone. “Let me follow up” is a good response to a question you can’t field.</td>
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<tr>
<td>Thank Member or staff</td>
<td>Courtesy at both the beginning and the end of a meeting is a good first step in relationship-building.</td>
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YOUR STORY: DIGGING DEEPER

FINDING YOUR STORY

• Everyone has a personal story to tell
• What personally motivates you to come to NIEA’s Hill Day?
• How have your personal experiences shaped your desire to support NIEA’s legislative priorities?

PRACTICING YOUR STORY

• In preparation for a meeting, write down a few notes about your personal story- your story should be condensed to 1-2 minutes
LOGISTICS

CONGRESSIONAL MEETINGS

• Most meetings are virtual at the moment (No strict security or extra time running between meetings!)
• Arrive a couple of minutes early to address any technical difficulties that may arise
• Some staff may appear on video from the office, while others may be meeting with you from their homes.
• In the event of an in-person meeting, each office has instructed us with the appropriate safety protocols. Please follow those directions exactly as the office requests.
QUESTIONS?

Chris Topoleski  
Legislative Director  
ctopoleski@niea.org  
202-878-6285

Shanise Ka’aikala  
Legislative Analyst  
skaaikala@niea.org  
202-847-0041