

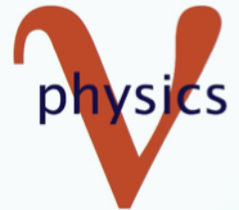
AAPT & Advocacy

Christine O'Donnell
AAPT-SPS Summer Intern

Mentor: Beth Cunningham, AAPT Executive Officer

Who I Am

- B.A. in Astronomy/
Physics ('13) from the
University of Virginia
- Master of Public
Policy ('14) from UVa



Who I Am

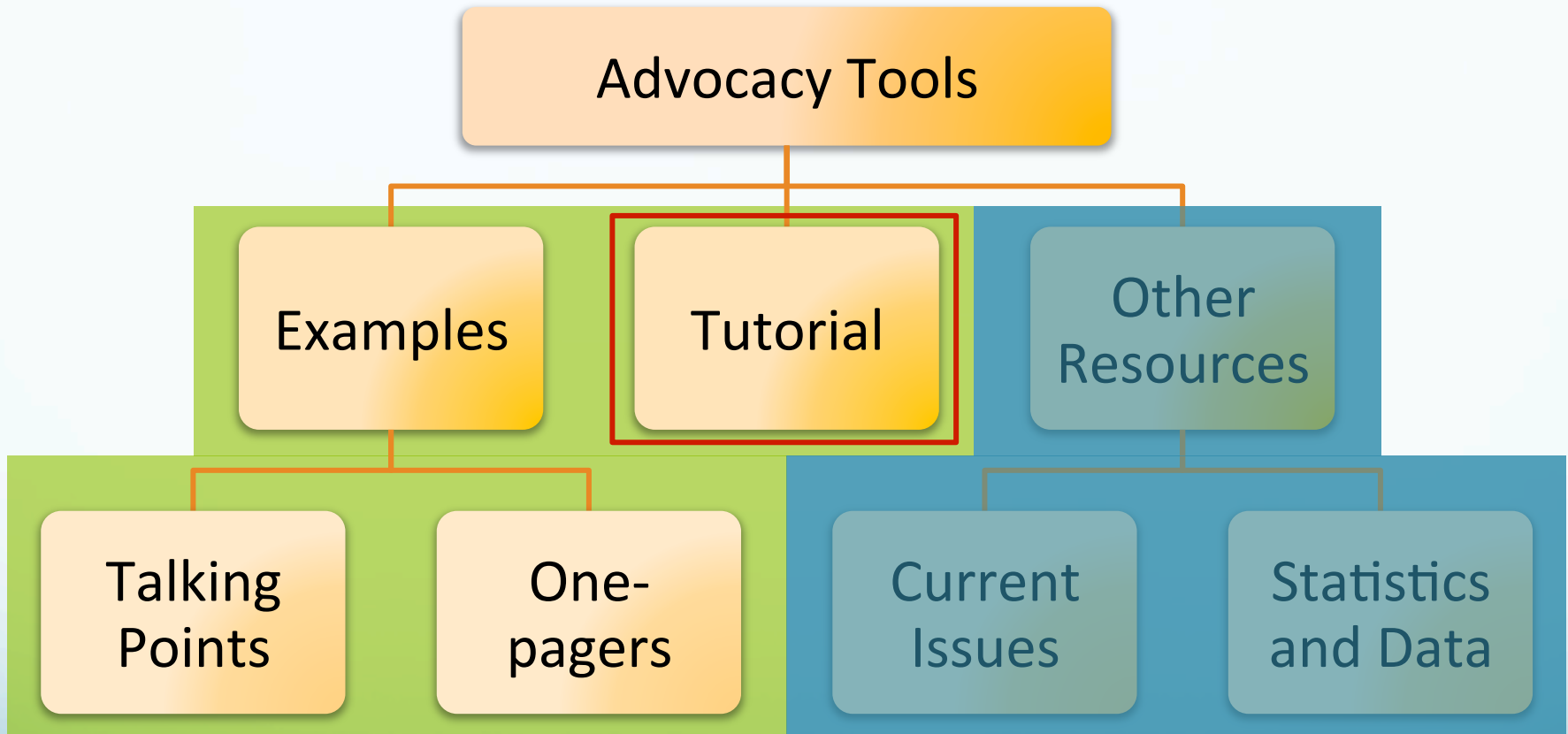
- AAPT / Society of Physics Students intern



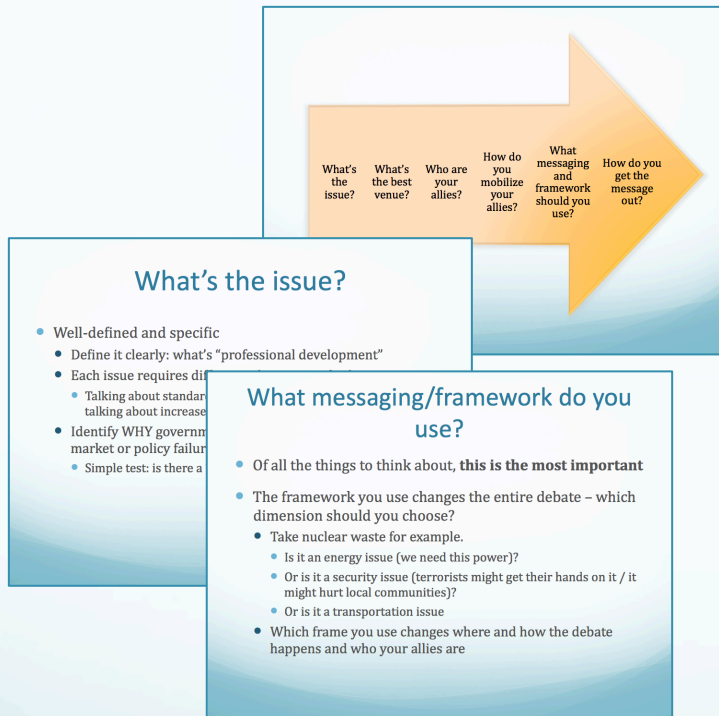
Advocacy & Science

- Policy is everywhere
 - Professional development funding
 - Testing standards
 - Research Experiences for Undergraduates (REUs)
 - Diversity in science (e.g., women in physics)
 - Etc...

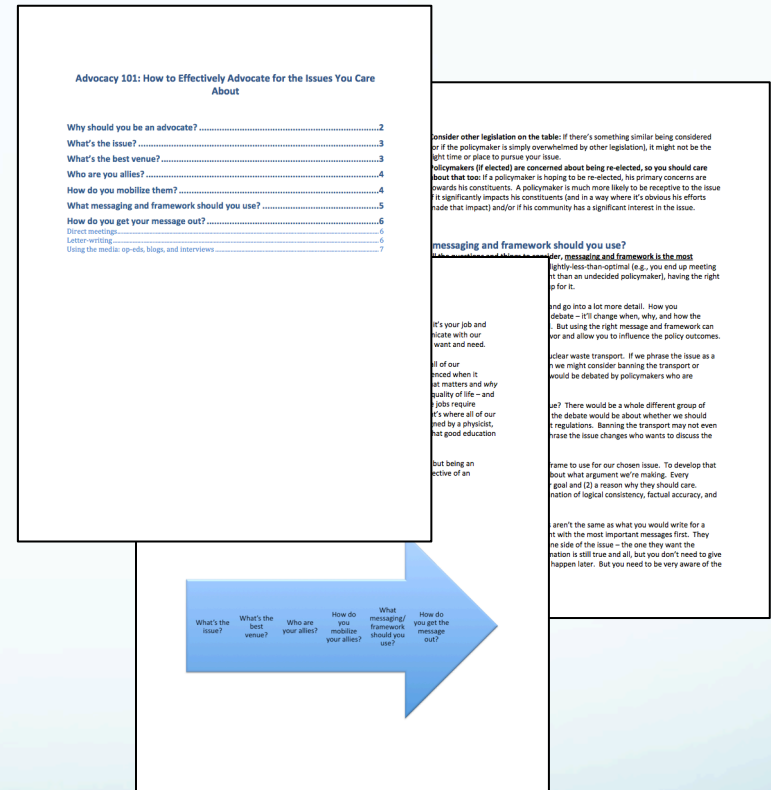
Advocacy Resources



Advocacy Tutorial



PowerPoint presentation for people to use and share



Longer in-depth written document

Specific Examples: Everything you need to know to advocate effectively

Increasing Funding for Research Experiences for Undergraduates (REUs): An Example for Advocacy

Background

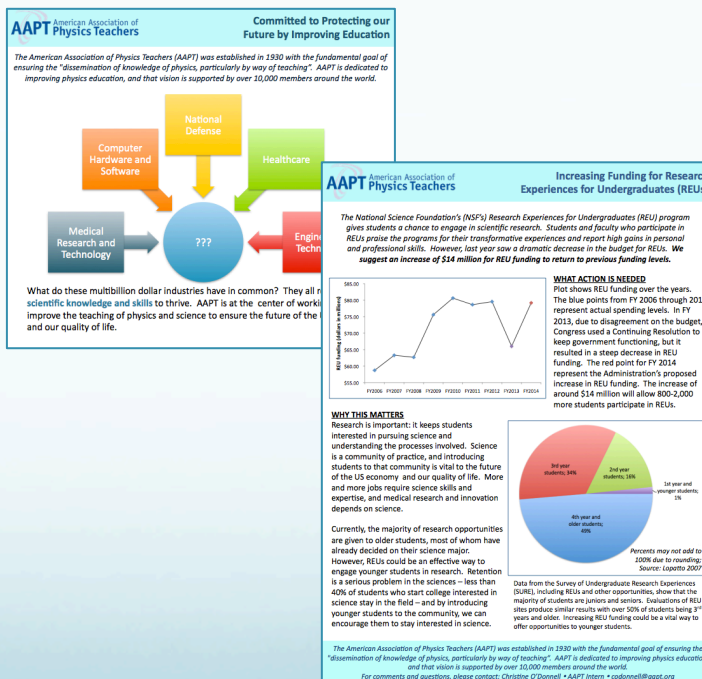
For the past couple years, funding for REUs has slightly decreased. However, REUs can be extremely important experiences by showing students what science is really like (rather than what the classroom is like). Multiple studies (discussed below) show that REUs help students decide what they want to do, and the programs are also useful to the faculty/mentors since they have to design and explain projects for the potential next generation of scientists.

Both the Obama Administration's proposed reorganization of STEM education programs and the President's Council of Advisors on Science & Technology (PCAST) Strategic Plan suggest increases in REU funding (around \$14 million). NSF estimates that in FY2013, an REU site housing 8-10 students will be funded \$70-120,000 from the NSF (although there isn't a firm upper or lower limit). Thus the \$14 million would support about 100-200 additional sites, or 800-2,000 additional students.

Defining the Issue

So, let's focus on this issue of increasing REU funding. We want the issue to be as specific as possible, so we'll ask to "increase REU funding by \$14 million". Now, there's still an open question of what do we want the \$14 million for – do we want to allow sites to host more students, create new REU sites, or focus on minority students? While these are all very important goals, I'm going to focus this example on increased funding to include more Freshman and sophomore students in REUs. Currently, the majority of students that participate in REUs are juniors and seniors, and they report that the experiences are transformative. But most juniors and seniors already have some attachment to science – they've probably declared a major and are just trying to decide what to do with it. Younger students, on the other hand, might not be as certain about whether or not they want to end up in a science field. By providing funding to include these students in particular, we could attract more students to science and improve retention rates. At minimum, we'll have more students learn advanced skills that will be important for their future careers regardless of which field they pursue.

Example one-pagers



Direct Meetings

HOW TO GET IN CONTACT:

- You can find your Senator at <http://www.senate.gov/> (the top right corner has a drop-down menu to find your Senator) and Representative at <http://www.house.gov/representatives/find/>
 - Remember US Senators and Representatives have offices in their local district
 - Get a group together: a single meeting with 5 people from the district (i.e., voters) leaves a much stronger impression than 20 separate meetings over several months
- Also, be sure to look up local government officials, school board members, etc.
- Another good resource is <http://www.govtrack.us/congress/members>
- You can also track bills at <http://www.govtrack.us/start>
 - Search "science" or "education" to look up related legislation

TO DO BEFORE:

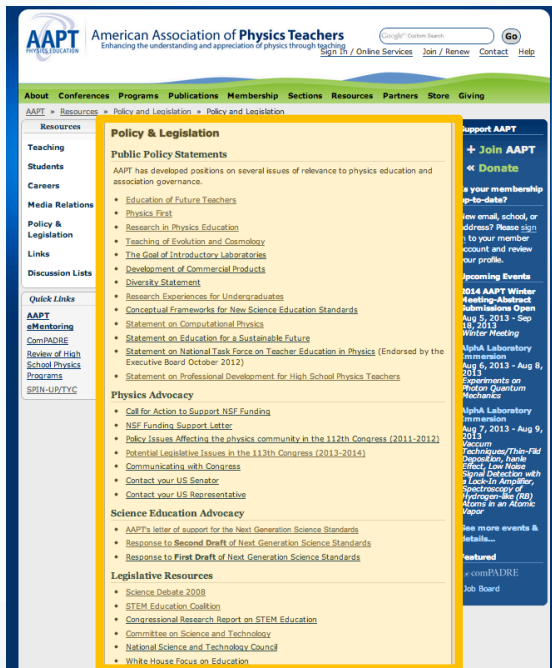
- Research their district:
 - Know if there are major research universities, companies, outreach programs, etc. in the area
 - If there are other organizations/groups in the area who would support your advocacy, you should consider having them attend the meeting too
- For example, if you're advocating for increased REU funding, and a local university is an REU site, have the REU director join you when meeting with your Congressman
- Know the policymaker's voting record (be aware of what they have or haven't done in the past)
- Know the policymaker's personal story, institutional ties, and ideology
- Find out what current legislation is being considered, both in terms of the issue you're advocating for as well as other major issues

AT THE MEETING:

- Always get there early (at least 5 minutes early), and let the office know if you'll be late
- Policymakers are busy people, so the meeting "may" start late, but you should always be early in any case
- When the meeting starts, introduce yourselves
- Short introductions: they should be less than 30 seconds per person and should get the most important information across
- If someone has a connection to the policymaker's district (e.g., works at an institution/company there, etc.), be sure to include it
- Know your messages ahead of time – you probably only have 15 minutes to talk with them
- Put your best arguments first

Tips for meeting with policymakers

Website Redesign



Advocacy Tools

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

How-to-guide

Other Issues

Additional Resources

Communicating with Washington

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

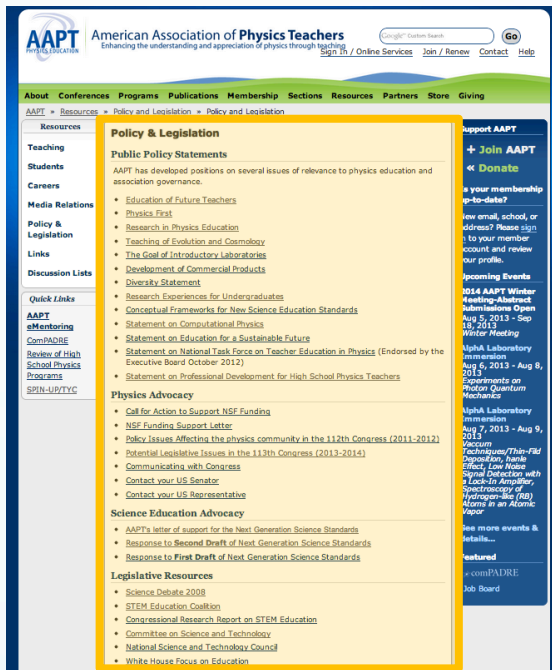
Statements

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

Show/hide

Website Redesign



Advocacy Tools

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

How-to-guide	Other Issues	Additional Resources	Communicating with Washington
In-depth tutorial			
Meeting with a policymaker			
AAPT			
Examples	REU funding		

Statements

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sollicitudin. Fusce varius pellentesque ligula. Proin condimentum purus a nunc tempor pellentesque. Proin ac pede in leo tincidunt varius. Ut sed nibh. Praesent adipiscing, sapien sit amet sagittis convallis, dolor neque venenatis diam, at feugiat lacus quam vel pede. Mauris vel enim. Nunc nunc nibh, bibendum ornare, mattis ac, elementum at, mi. Mauris orci massa, vehicula ut, elementum nec, bibendum pretium, elit.

[Show/hide](#)

Website Redesign



Advocacy Tools

Lorem ipsum...

How-to Guide

Other Issues

Additional
Resources

Communicating
with Washington

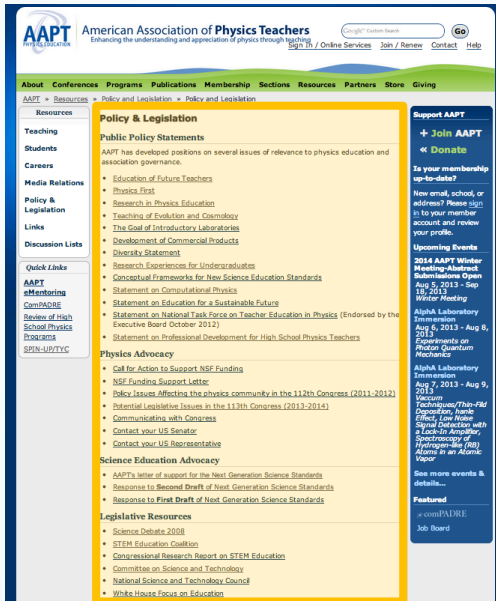
Lorem ipsum...

Statements

Lorem ipsum...

Show/hide

Website Redesign



Advocacy Tools

Lorem ipsum...

How-to Guide	Other Issues	Additional Resources	Communicating with Washington
In-depth Tutorial			
Meeting with Policymakers			
Examples ▶	REU funding		

Statements

Lorem ipsum...

[Show/hide](#)

Further Work...

- Continue working on the tutorial and website design
- Host a workshop/tutorial at an AAPT Meeting
- At the AAPT Summer Meeting in Portland, members were interested in advocacy, but they didn't know where to start – and that's what I hope I managed to accomplish

Acknowledgements

- American Association of Physics Teachers
 - Beth Cunningham, Jack Hehn
 - Bob Hilborn
 - AAPT Policy Consultancy
- American Institute of Physics and the Society of Physics Students
- And, of course, the other interns!

