Advocacy on the State Level

2013 National Congress on Science Education
Friday, July 19
San Juan, Puerto Rico
Jodi Peterson
"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Mead, Margaret
Why Should You be an Advocate for Science Education?

• Politics is all about “What you have that you don’t want to lose and what you don’t have but would like to gain.”
• If not you, who?
• Teachers have traditionally been underrepresented in the state decision-making process.
Association Leaders: What You Need to Know

- What is lobbying and how is it different from grassroots advocacy?
- What is a grassroots network?
- What can my state group do?
- What type of resources can we put into grassroots efforts and lobbying?
Create Your Agenda

- What are your issues?
- Learn about existing issues, legislation and funding resources.
- Tracking, monitoring, analyzing STEM initiatives and policy/legislation
- What is your message?
- Develop white paper/issue briefs.
Getting Started

• Get organized! Listservs, website, personal contacts.
• Motivate and educate your members.
• Join with others/use 3rd party endorsement.
• Develop a Legislative Handbook
• Tips for a successful grassroots advocacy
Advocacy and Lobbying at the State Level

• Know who your state policymakers are and identify key players.
• Know how the state legislature and state education agency work.
• Legislation vs. rulemaking.
• Things that influence policymakers.
• Develop champions/know the opposition.
• Who else is interested in these issues?
• Hiring a lobbyist.
Grassroots Advocacy

- Grassroots advocacy for STEM education is necessary. Constituents play a critical role in the legislative process by being a conduit of information between elected officials and their districts.
Making the Case for STEM Ed

• Real life experiences are key. Legislators they know the issues with STEM education. Many have the statistics and research. Constituents can make the statistics come alive and make sense.
Advocating for STEM

How do you prefer for Members of Congress and/or their staff to learn about policy issues? (Select all that apply)

- Constituent meetings (83.9%)
- Lobbyist meetings (75.6%)
- Roundtables/Briefings (58.2%)
- Organization’s website(s) (27.7%)
- Research/Issue experts (51.8%)
- White papers (53%)
- E-updates, Newsletters (19.7%)
- CEO meetings (38.6%)
- On-site visits (60.7%)
- Survey, Poll results (11.7%)
- Podcasts (3%)
- Webcasts (4.6%)
- Blogs (6.3%)
- Facebook (4%)
- Other (4%)
What Else Can You Do?

- Get Involved with elections.
- Contribute to candidates who support your cause.
- Work with the news media to gain visibility for your issues.
STEM and Jobs

Jobless rate soars

—Taxes That Kill Jobs—

JOBS, JOBS, JOBS!
TAX EXPERT URGES

New York Comptroller Says Federal Government Can
Open Spillways of Employment by Throwing Out
‘Work-Blighting’ Levies on Business

This is the last of five articles by an eminent and practical
authority on taxation, who served as Comptroller of New York State
under Governors Al Smith and Franklin D. Roosevelt and still holds
that post. He proposes that the government change its policies so
as to unleash business and restore better times.
STEM and Jobs

* STEM is defined here to include non-medical occupations.

## STEM and Jobs

<table>
<thead>
<tr>
<th>STEM Field</th>
<th>Jobs 2010-2020</th>
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<tbody>
<tr>
<td>Architecture/Engineering</td>
<td>2.8 million</td>
</tr>
<tr>
<td>Computing</td>
<td>4.6 million</td>
</tr>
<tr>
<td>Mathematics</td>
<td>0.1 million</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>0.6 million</td>
</tr>
<tr>
<td>Physical Sciences</td>
<td>0.4 million</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>0.6 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9.2 million</strong></td>
</tr>
</tbody>
</table>

* Subtotals do not equal 9.2 million due to rounding.

Source: Jobs data are calculated from the Bureau of Labor Statistics (BLS). Employment Projections 2010-2020, available at http://www.bls.gov/emp/. STEM is defined here to include non-medical occupations.
STEM and Jobs

All Occupations

Number of Unemployed

Overall, unemployed people outnumbered job postings by 3.6 to one

STEM Occupations

Number of Unemployed

In the STEM occupations, job postings outnumbered unemployed people by 1.9 to one
Advocating for STEM

Do you approve or disapprove of the way Congress is handling its job?

% Approve

Recent trend: January 2011–February 2013

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