

Communicating the Value of NSF to Elected Officials

Speakers include:

Erin Heath, Associate Director of Government Relations, AAAS,
CNSF co-chair

Steve Newell, Senior Legislative and Federal Affairs Officer, APA

Christina West, Assistant Vice Chancellor for Federal
Relations, Vanderbilt University

Leah Pagnozzi, Graduate Research Associate, Cornell University

July 26, 2018



CNSF INTRODUCTION

-Erin Heath

- The Coalition for National Science Funding (CNSF) is an alliance of over 130 professional organizations, universities and businesses united by a concern for the future vitality of the national science, mathematics, and engineering enterprise.
- CNSF supports the goal of increasing the national investment in the National Science Foundation's research and education programs in response to the unprecedented scientific, technological and economic opportunities facing the United States.



CNSF INTRODUCTION

-Erin Heath

- The Coalition for National Science Funding each spring sponsors an exhibition and reception showcasing research made possible by the National Science Foundation.
- Over 30 booths display a wide range of scientific research and education projects, and university researchers and educators are on hand to describe their work to interested Members of Congress and their staffs.
- Each year, the event draws hundreds of Congressional staff, Members of Congress, White House and federal agency leaders, and members of the scientific community.



CNSF INTRODUCTION

-Erin Heath



EXHIBITORS 2018

American Economic Association
Identifying and Removing Barriers to College and Economic Success
BRUCE SACERDOTE
Dartmouth College

American Educational Research Association
Teacher Knowledge of Noticing Appalachian Students' Thinking in Science
MELISSA LUNA
West Virginia University

American Institute for Medical and Biological Engineering
Healing Spine Injuries with Next-Generation Bioengineering Technology
SARIT BHADURI and VIJAY GOEL
University of Toledo

Computing Research Association
Learning Patterns of Interest from Data Heterogeneity
JINGRUI HE
Arizona State University

Cornell University
Cabernet, Copper, Caterpillar & Cement: Using High Energy X-Rays as a Multi-Disciplinary Tool of Discovery
AL KOVALESKI, JU-CHEN CHIA, CHRISTOPHER BUDROW, and SRIRAMYA NAIR
Cornell High Energy Synchrotron Source

Federation of Associations in Behavioral and Brain Sciences
Responding to the Risk of Hurricanes Harvey and Irma: Choices and Adjustment over Time
ROXANE COHEN SILVER
University of California, Irvine

Saint Louis University
Development and Assessment of Full-scale Experiential Learning Opportunities in Structural Engineering
J. CHRIS CARROLL

Society for Industrial and Applied Mathematics (SIAM)
Transforming Undergraduate Education: Enhancing Computational Skills
EMILY EVANS
Brigham Young University

Society for Industrial and Organizational Psychology
Preparing and Inspiring the Future STEM Workforce with Innovative STEM-Focused High Schools
TARA BEHREND
George Washington University



CNSF INTRODUCTION

-Erin Heath

- CNSF hopes to see \$8.45 billion in funding for NSF in FY19
- Senate and House bills reported out of committee but waiting to come before full chambers
 - House – \$8.17 billion
 - Senate – \$8.09 billion
- cnsf.us



WHY DISTRICT ACTIVITIES?

-Steve Newell

- District activities closer to home and allow for more relevant connections to district
- What activities
 - Meetings with district offices
 - Hosting staff or Members for site visits
 - Writing op-eds in local papers
 - Start university policy groups
 - Engage university administrators to convey importance of faculty science policy advocacy



WHY DISTRICT ACTIVITIES?

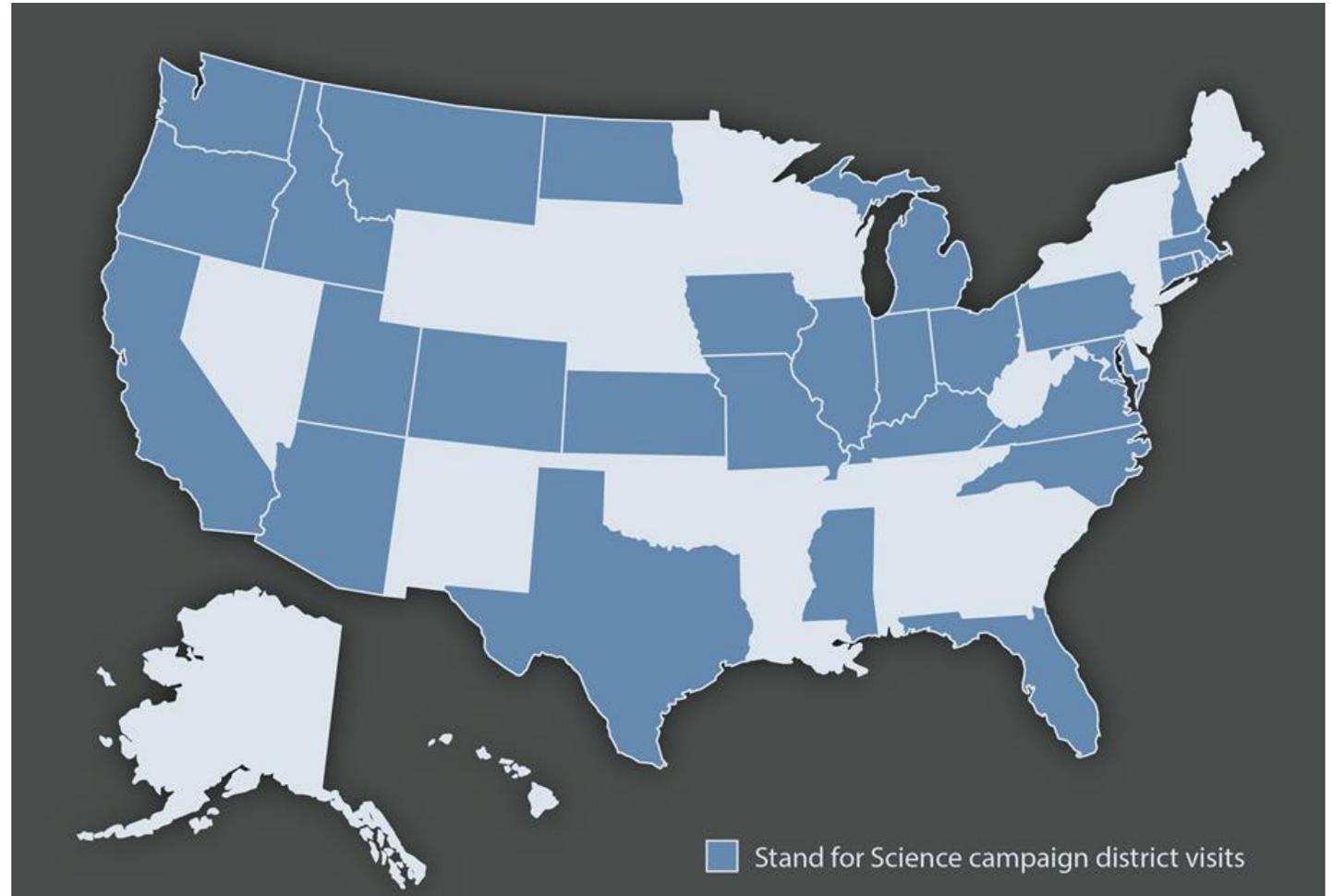
-Steve Newell

- Reinforce NSF as an issue that constituents care about
- Strengthen relationships between Members and constituent scientists
- Provide Members and staff with a more concrete idea of the research process
- Help foster social media opportunities
- Grow regional and district level support for scientific research
- Advocacy training opportunities for supporting staff and students who participate
- Encourage university administrators to think of advocacy as part of faculty role



WHY DISTRICT ACTIVITIES? -Steve Newell

- APA's Stand for Science Campaign
 - 66 psychologists
 - 29 states
 - 71 congressional offices
 - 31 Member meetings
 - 17 site visits
 - 7 Member site meetings





WHY DISTRICT ACTIVITIES?

-Steve Newell

- Gary Dunbar, PhD, of Central Michigan University (CMU) hosted Sen. Debbie Stabenow's (D-MI) visit to CMU's neuroscience lab.
- Dunbar discussed why his research is critical for gaining a better understanding of human behavior.
- "The visit with Senator Stabenow was super! She spoke with many of our students, and was very excited about the research we are doing."
- Dunbar also underscored the importance of continuing funding for this type of research in order to make any progress in the area of the psychological health of our citizens.
- "Overall, I think she really enjoyed the visit."

WHY DISTRICT ACTIVITIES?

-Steve Newell

- Bryan Cochran, Ph.D. of the University of Montana met with Ryan Zinke (R-MT).
- Cochran discussed his NIDA-funded research on the misuse of prescription drugs, opioids in particular, as well as understanding substance abuse among underserved populations, with an emphasis on the needs of LGBT individuals.
- In addition, he talked about the importance of research funding, particularly for psychological science, as well as the need to protect the scientific peer review process.



WHAT TO KNOW ABOUT DISTRICT ACTIVITIES?

-CHRISTINA WEST

- Connect with your university federal relations office before issuing an invitation – every campus has their own process
- Understand your university's broader federal relations priorities – how does this fit in?
- Benefits of working with your university federal relations office
 - University GR staff have long-standing relationships with their representatives and know who to invite, when to invite them, and what they may be particularly interested in
 - Can provide guidance and advice -AND/OR-
 - Can help facilitate on-campus visits and tours or district/state-office meetings
 - Can ensure compliance with congressional ethics rules
- Ask the federal relations office about coordinating with communications/public affairs to ensure appropriate media coverage
 - Members love photo-ops



Sen. Lamar Alexander (R-TN) visiting the Vanderbilt lab of Dr. Jim Crowe to learn about his work in Ebola antibodies

WHAT TO KNOW ABOUT DISTRICT ACTIVITIES?

-CHRISTINA WEST

- Understand who is visiting and their role – there is value in *both* Member and staff visits but they may be different
 - Member?
 - District/state staff?
 - DC staff?
- Planning a visit to your lab
 - Who is responsible for all the little details?
 - What does a 30 min tour look like?
 - What is most visually appealing? Show, don't tell
 - What story do you want to tell?
 - What is the key takeaway message?
 - Who else should you involve? Students (grad or undergrad)? Post-docs? Other faculty researchers?
 - Prep work pays off!
 - Make sure your lab is ready for a visit!
 - Make sure you follow-up with thank you's



Appropriator Rep. Chuck Fleischmann (R-TN) visiting Vanderbilt's newly opened engineering & science building

EXPERIENCES IN DISTRICT ADVOCACY?

-LEAH PAGNOZZI

- Determine your (policy outreach) assets!
 - Scientists have access to fascinating networks and labs!
 - Who works around you? In the next building? Down the road?
 - Most campuses and workplaces have a built in communication network of newspapers and newsletters
- Use your research skills to determine your contacts and messaging-staffers are usually the best resource
 - Propose a subject specific tour
 - Email, call, and follow up
 - Contact the state or federal relations department in early and consistently
- Collaborations, consortiums, graduate student groups, and Google are excellent campus resources
- Working in a team to share hosting helps spread out the work and costs



Mayor Svante Myrick looks at mouse neural networks in real time with graduate students and post doctoral researchers

EXPERIENCES IN DISTRICT ADVOCACY?

-LEAH PAGNOZZI

- Our efforts led to the development of Take a Politician to Work Day!
 - Tours are led by graduate students and post doctoral researchers to encourage a long term relationship between representatives and rising scientists
 - Lab tours are sticky experiences
 - Hands on activities
- After tours we hold an open discussion session for students and faculty to communicate directly with their representatives
- We make our tour schedule flexible to fit time constraints
- Incorporate diverse representation and compelling people in your event



Mayor Svante Myrick does spatial development testing in the Infant Study and Advanced Imaging labs before meeting with the broader campus for open, informal discussions

EXPERIENCES IN DISTRICT ADVOCACY?

-LEAH PAGNOZZI

- Many other options to directly engage with your representatives
 - Attend a march
 - Start a science policy happy hour
 - Join a science policy club
 - Go to a town hall meeting
 - Meet with your representatives at home or in DC
 - Write a blog, post on social media, or get active on Twitter (#scipol)
 - Join the school board
 - Write an Op-Ed
 - Call your representatives



State Representative Barbara Lifton looks at 3D printed meniscus samples with a graduate student

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