



COUNCIL for OPPORTUNITY in EDUCATION

2020 ANNUAL POLICY SEMINAR

VIRTUAL EDITION

(All Times Listed are Eastern.)

Tuesday, March 24

9:00 a.m. – 11:00 a.m. State Team Webinars with COE Staff
(Round 1)

During this time, members of the COE staff will meet simultaneously via webinar with State Teams to help prepare them for their virtual hill meetings later this week with congressional offices. (Note: All meetings have been prescheduled between Team Leaders and COE staff. If you have not received this information, please email Maiah.Matthews@coenet.org.)

Policy Seminar Webinar 1 Begins
(11:00 a.m. – 1:15 p.m.)

11:00 a.m. – 11:45 a.m. TRIO Advocacy and You – What to Do, What
to Expect

Presenters: Maureen Hoyler
President
Council for Opportunity in Education
Washington, DC

Kimberly Jones
Executive Vice President
Council for Opportunity in Education
Washington, DC

Jonathan Elkin
Vice President of Public Policy
Council for Opportunity in Education

COE WILL SEND POLICY SEMINAR REGISTRANTS LOGIN INFORMATION PRIOR TO THE EVENT. IF YOU
HAVE ANY DIFFICULTIES, PLEASE CONTACT NEDA.WICKSON@COENET.ORG.
FOR THE BEST WEBINAR EXPERIENCE, PARTICIPANTS ARE ENCOURAGED TO DOWNLOAD THE ZOOM
APPLICATION AND DIAL-IN USING A LANDLINE.

Washington, DC

Stephanie Salvador
Director of Congressional Relations
Council for Opportunity in Education
Washington, DC

During this webinar, COE President Maureen Hoyler will discuss the latest news on Capitol Hill related to TRIO funding, including the most recent legislation related to the COVID-19 pandemic and how it impacts TRIO-eligible students. Members of the COE Public Policy team will be on hand to discuss talking points for congressional meetings as well.

11:45 a.m. – 12:00 p.m. Break

12:00 p.m. – 1:00 p.m. **Advocacy Story-Telling: How to Win the
Hearts, Minds, and Votes of Lawmakers**

Presenter: Seth Turner
Director of Citizen Engagement
Congressional Management Foundation
Washington, DC

People have trouble remembering facts, but they never forget a good story. Effective advocacy appeals to the heart, the head, and political health of the legislator. Learn how to organize and present your stories exercising the tactics actors use. This presentation will include the seven key elements of public policy advocacy storytelling, and walks participants through several ways to develop their own personal story to move the hearts, minds, and votes of lawmakers.

1:00 p.m. – 1:15 p.m. **Video Messages from the Honorable Mike
Simpson (R-ID-2) and the Honorable Joe
Courtney (D-CT-2)**

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Special video message from TRIO Caucus Co-Chair, Representative Mike Simpson (R-ID-2), who Co-Chairs the Congressional TRIO Caucus and serves on the House Appropriations Committee, which funds the Federal TRIO Programs. This will be followed by a special video message from Representative Joe Courtney (D-CT-2), who serves on the House Committee on Education and the Workforce, which is responsible for authoring the legislation that governs TRIO – the Higher Education Act.

*Policy Seminar Webinar 2 Begins
(1:15 p.m. – 4:00 p.m.)*

1:15 p.m. – 2:15 p.m.

What Hill Staffers REALLY Think: An Inside Perspective from Those Who Have Been There & Done That

Discussants:

Michelle Chin
Academic Director
The Archer Center, University of Texas
Washington, DC

Martyn Griffen
Client Services Manager
Phone2Action
Arlington, VA

Cheniqua Johnson
Legislative Assistant
U.S. House Subcommittee on Aviation
Washington, DC

Moderator:

Jonathan Elkin
Vice President of Public Policy
Council for Opportunity in Education
Washington, DC

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Do you ever wonder what Capitol Hill staff REALLY think during meetings with constituents from back home? Or wonder what is the best way to get your point across? During this webinar, you will hear from current and former Hill staffers who will draw from their institutional knowledge to offer TRIO supporters the best tips and tricks for successful advocacy meetings.

2:15 p.m. – 3:00 p.m. Break

3:00 p.m. – 3:45 p.m. 2020: Year of Civic Engagement

Panelists:

Maryam Arab, Student Support Services
Metropolitan State University

Yuliana Calvillo-Solis, Student Support Services
California State University-Chico

Benignie Dorsainvil, Student Support Services
University of Alabama-Birmingham

Chandler Loudon, McNair Postbaccalaureate
Achievement
University of Maryland-Baltimore County

Moderator:

Kristian M. Wiles
Past Board Chair
Council for Opportunity in Education
Executive Director of Retention & Academic
Support Programs
Office of Minority Affairs & Diversity
University of Washington
Seattle, WA

At the 2019 Policy Seminar, COE leadership challenged our community to engage more high impact practices to ensure that our students have the most meaningful educational experiences. One such practice is civic engagement. In continuing this effort, COE has gathered a group of talented TRIO participants from across the country to spearhead an effort to get more students engaged in non-partisan

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advocacy around issues like voting rights, financial literacy, and mental health. This webinar will showcase the members of our Student Steering Committee.

4:00 p.m. – 6:30 p.m. State Team Webinars with COE Staff
(Round 2)

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Wednesday, March 25

8:00 a.m. – 6:00 p.m. Virtual Meetings with Congressional Offices
Online/Conference Call

Using information provided by COE staff, State Teams will conduct virtual meetings with congressional offices (via webinar or conference call) to allow participants to engage with their Members of Congress and legislative aides.

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