



# FEDERAL ADVOCACY UPDATE

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# Overview

- Lobbying 101
  - Advocacy Challenge
  - How/Why to Lobby
- Federal Policy Update
  - Of Trump & Education
  - Funding
  - Medicaid
  - Vouchers
  - ESSA
  - Perkins
  - Supreme Court
  - Things to Watch
- Stay Engaged! Questions?

# AASA Advocacy: Legislative Agenda

Our legislative portfolio is very broad, and our team is deeply connected to the broader education community for all our policy priorities:

- ESSA
- School Nutrition
- Perkins Career/Tech
- IDEA
- Rural Education (REAP, Forest Counties, Impact Aid)
- School Vouchers
- Medicaid
- E-Rate/Lifeline/EBS
- Student Data & Privacy
- Charters
- Higher Education Act
- Affordable Care Act
- Immigration
- Regulations
- Infrastructure & more!



# **LOBBYING 101**

# What's an advocate?

- A person who publicly supports or recommends a particular cause or policy
- YOU are an advocate. It is one of the many 'hats' you wear as a superintendent.
- Your voice matters. No one is better positioned to tell your district's story.
- Weigh in early, weigh in often.
- Relationships matter. It is a marathon, not a sprint.
- Are you Pollyanna? Chicken Little? Other?

## 2017: The Year of Superintendent Advocacy

- Can you commit to 5 minutes a week?
- YOU know your story. A little lobbying secret: Everything you need to know to lobby, you learned in kindergarten: CUT & PASTE
- Identify one theme/topic per month, and share the same information with your full delegation
- As you do more direct advocacy, rely on your membership benefits of belonging to both your state association and AASA
  - Topic summaries, one pagers, talking points, contact information

# March Challenge: E-Rate

- Did you know? E-Rate is the third largest stream of federal resources in the country, after Title I and IDEA
- E-Rate played a critical role in the rapid and significant expansion of connectivity in schools, and the 2014 modernization was a much needed update to ensure more schools and libraries are connected to broadband.
- Using the full information posted to the blog, make sure your Congressional delegation knows what E-Rate is, that it matters to your district, how your district uses E-Rate, and what would happen in your district if E-Rate were to go away.

# Lobbying 101

- You're the expert.
  - You are speaking for your students, your district, your program, all of which you know better than the person you are lobbying. Be comfortable with that knowledge.
- Know your limits.
  - As the Clint Eastwood character Dirty Harry said, "Know your limits." Don't pretend to have expertise you don't have. Don't ad lib if you don't know something. And if you don't know the answer to a question, say so and explain you will try to get back to the questioner with an answer. "I don't know." is both honest and a foot in the door for meeting follow up.
- Play to your strengths.
  - Use lobbying tactics that you are comfortable using. Emphasize expertise and experience in your talking points. Don't be intimidated. For example, decision makers and their staff may sometimes try to establish "superiority" by using technical jargon. Be polite and don't forget that you have a unique experience to share. No matter how they try to change the subject, keep coming back to your message



# Prep for the Meeting!

## Building Your Case

- What is your issue or cause?
- Why are you the expert?
- Who else is already on your team? May be a good addition to your 'team'?
- Who is advocating for the other angle? Who are your likely opponents?

## Know Your Audience

- Who is the audience?
- Who are the key decision makers?

# The 'ASK'

- Advocacy goals can be long-term and/or short-term.
- Some meetings are one-off, others are more of a stepping stone.
- Some will be substantive, some will be 'fluff'.
  - Ties into 'know your audience'.
- Know your ask.
  - Specific: it can't be misinterpreted
  - Tangible: it includes taking action
  - Verifiable: can be measured/evaluated

# Education is bi-partisan.

- Bipartisan works.
  - The definition of compromise is 'everyone is a little unhappy'.
  - The nation's public schools are in ALL states and ALL districts, every member of Congress should support public education.
- Demands don't work.
  - Ties back to the idea of relationships and long-term effort.
- Put issues before politics.

# Top Take Aways

- You know your story. You are the expert in the narrative of your district, your students, your program.
- Relationships matter. This is a marathon, not a sprint.
- Congress will make these decisions whether you weigh in or not. Give them a shot at getting it right.
- They may not do better, but they can know better. Your advocacy matters.
- Anecdotes are king!

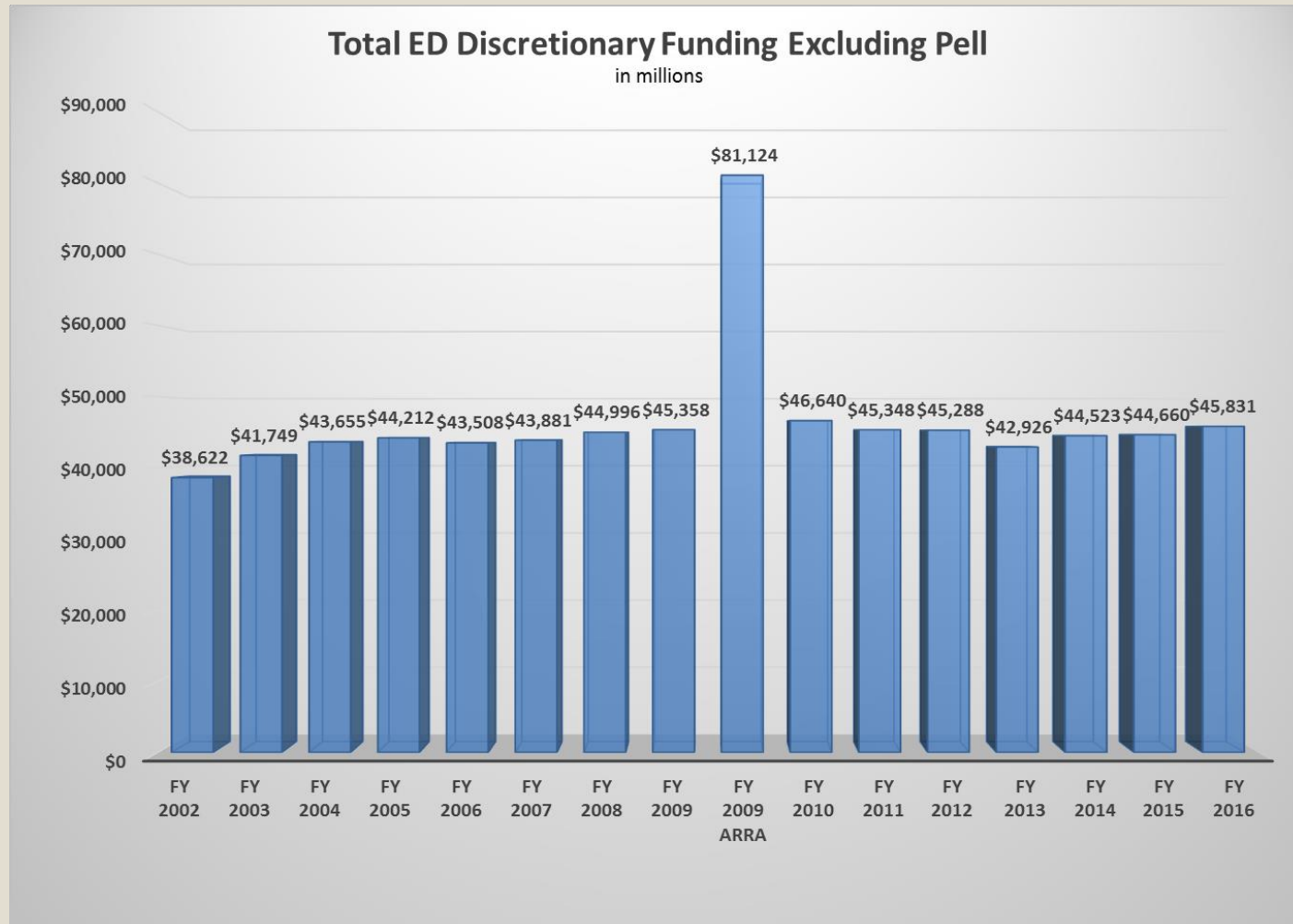


**FEDERAL  
POLICY  
UPDATE**

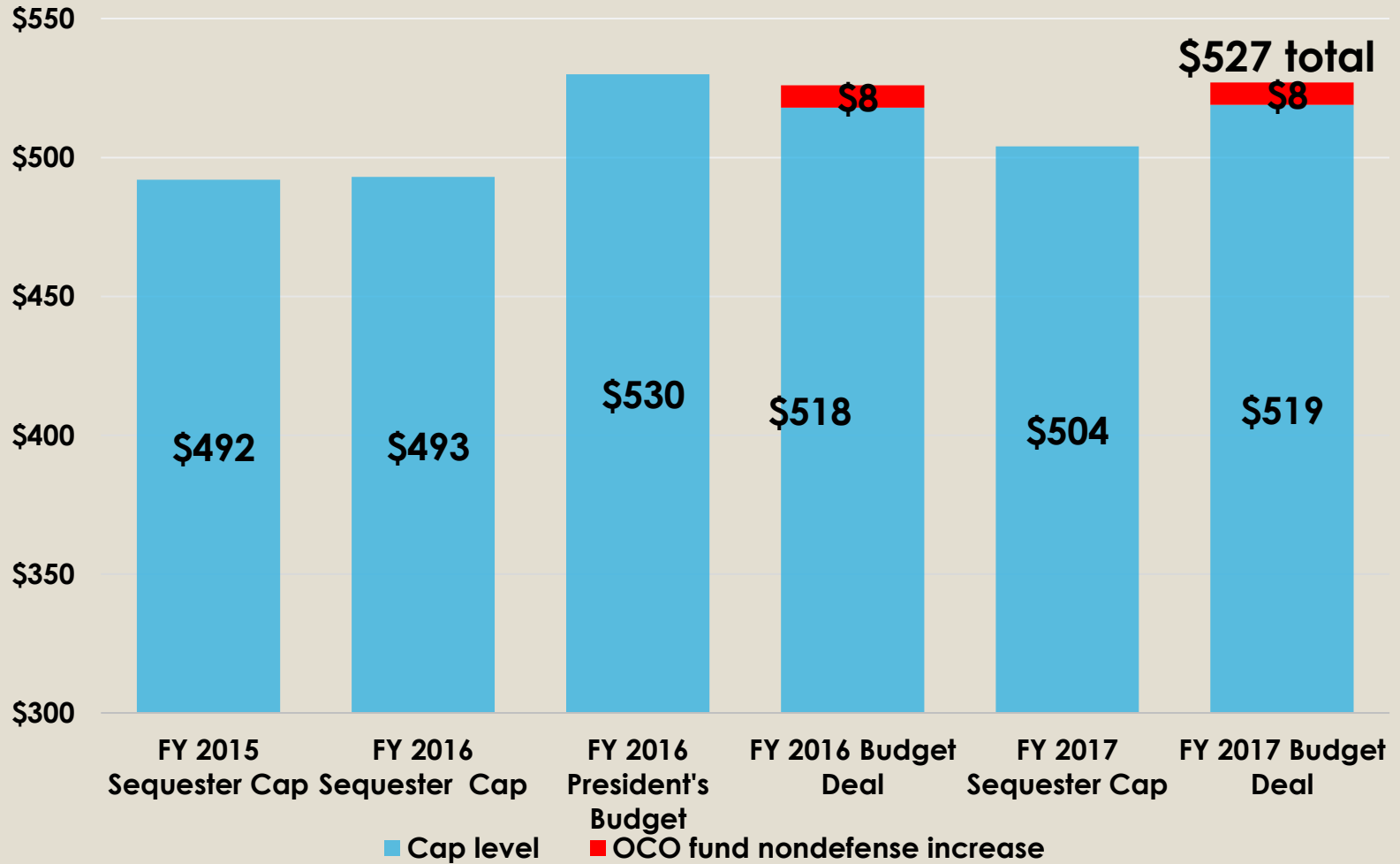
# Of Trump and Education

- Question used to be: How will he treat the department of education?
- How do the promises of the candidate compare to the policies of the President?
- Top Three Proposals:
  - Fed govt out of higher ed loans
  - Early ed (child care) – mostly through tax credits
  - K12 choice
    - \$20 b for vouchers: Convert IDEA or Title I? Bully pulpit for state dollars?
- Just as concerning: Who is head of FCC?
- Funding, funding, funding.

# FUNDING



# NDD Spending Caps



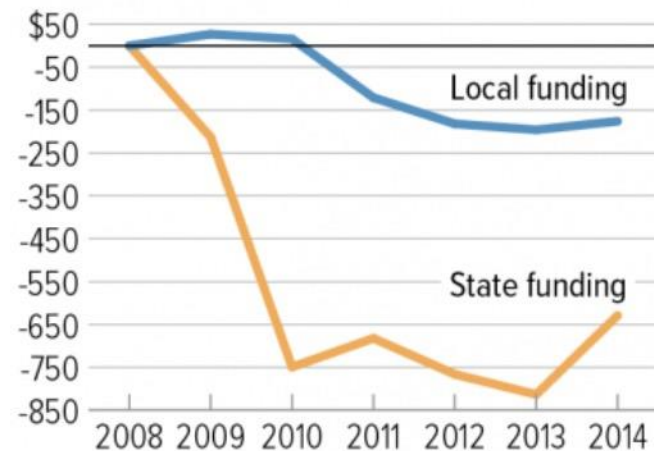


# FUNDING

- 35 states provided less overall state funding per student in 2014 school year than in 2008 the year the recession took hold
- In 27 states, local government funding per student fell over the same period, adding to the damage of state cuts

## K-12 Funding Fell Sharply After Recession Hit

Change in funding per pupil compared to 2008, inflation adjusted



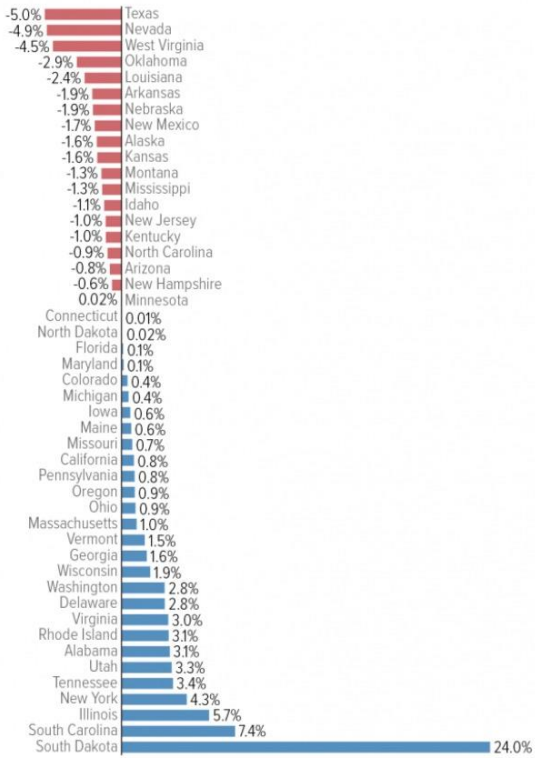
Note: Excludes Hawaii and Indiana due to lack of data.

Source: CBPP analysis of U.S. Census Bureau, "Public Education Finances: 2014"

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

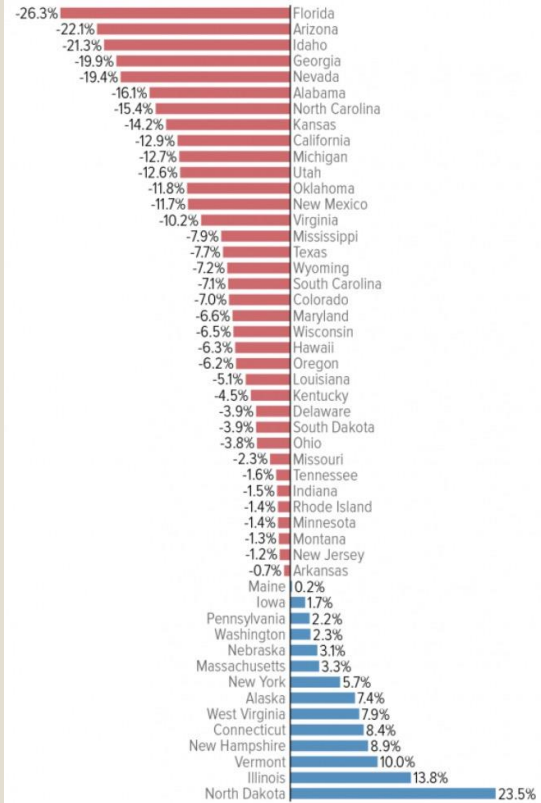
### Nineteen States Cut General Funding Per Student This Year

Percent change in state formula funding\* per student, inflation adjusted, fiscal years 2016-2017



### Combined State and Local School Funding Per Student Below 2008 Levels in Most States

Percent change, inflation adjusted, fiscal years 2008-2014



# FY17 & FY18: Tale of Two Budgets

- FY17 CR through April 28
  - In CR, we need conforming language for Title I/SIG money and for Title IV
- FY17 Priority:
  - Title I must be funded at level to meet state set aside and preserve LEA allocations and avoid \$200m shortfall for LEAs
  - IDEA: Level funding of IDEA puts the federal share at 16%, below the 2005 level, when federal share was 18%
  - Title IV: Fund Title IV at a level that supports local formula allocation

# FY17 & FY18: Tale of Two Budgets

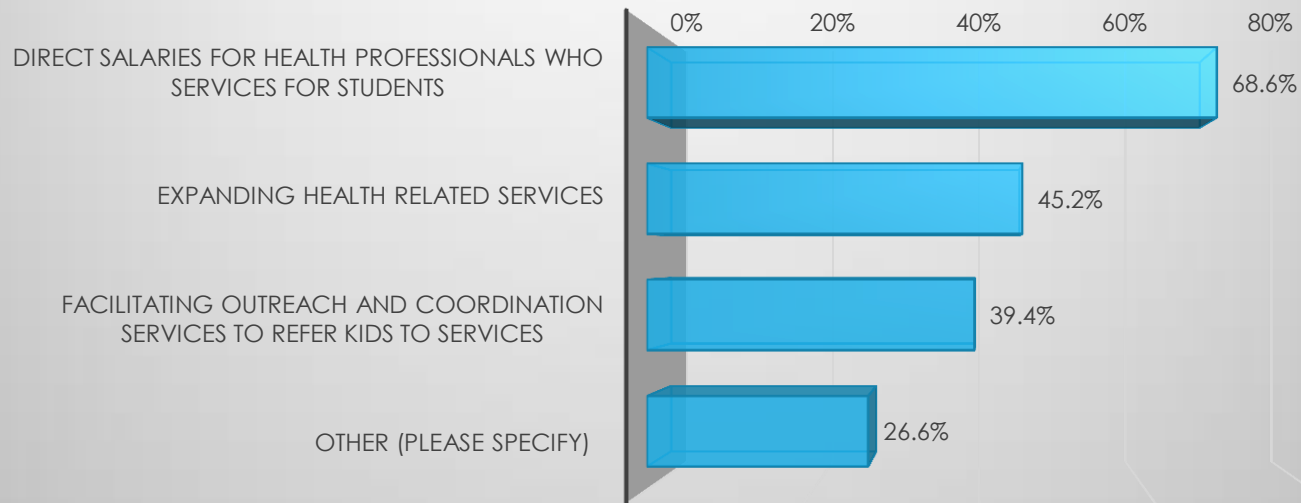
- FY18 Priority:
  - Very real threat of deep cuts.
  - Parity between defense/non-defense discretionary
- \$54b increase for defense discretionary; paid for with \$54 b cut to NDD
- \$9 b (13%) cut to USED
- \$1.4 b increase for school choice/privatization
  - \$1b for Title I portability; \$250 m for vouchers; \$168 m for charters
- Level funds IDEA
- Eliminates Title IIA and 21<sup>st</sup> Century Community Learning grants
- Eliminate 20 other categorical grants

# Cuts to School-Based Medicaid on the Horizon

- GOP Goal: Reduce federal expenditures by 30%
- GOP Plan: Institute a block-grant or per-capita cap on Medicaid
- GOP Legislative Vehicle: Budget Reconciliation
- Since 1968, districts can provide EPSDT services for Medically eligible children and be reimbursed.
- Since 1988, districts can bill for medically-necessary services related to IEP
- Is it easy to bill? NO. Is it worth it for some districts? ABSOLUTELY.
- 1% of all federal Medicaid dollars go to schools
- 46% of Medicaid beneficiaries are children
- 19% of the costs of Medicaid are incurred by children.

# Findings from AASA Medicaid Report

How do you utilize your Medicaid reimbursement in your district?



# Findings from *Medicaid Cuts: A Prescription to Hurt the Neediest Children*

- 50% of districts have taken steps recently to increase Medicaid enrollment in their districts
- Economic consequences for Medicaid cuts: furlough or lay-offs for personnel; higher taxes
- IDEA compliance may be jeopardized if professionals can't or won't work in your district

# Types of Vouchers



## Traditional Vouchers

- All Students
- Targeted
  - Military
  - Disabilities
  - Poverty
  - Poor Performing Schools
  - Foster Child

## Backdoor Vouchers

- Tuition Tax Credits
- Education Savings Accounts

## Portability

- A Step Towards Vouchers
- Title I funds "follow the student"



# ESSA

- Implementation is full steam ahead, and starts for the 2017-18 school year.
- Congressional Review Act rescinds the accountability regulations. For you, that means write your state accountability plans to the statute.
- Implementation of ESSA will hinge on how much your state makes significant changes to the accountability workbook AND funding.
- In light of the CRA, its important for Congress to be diligent in its ESSA oversight.
- Funding will be important part of initial roll out of ESSA.

# Perkins CTE Reauthorization

- House passed bipartisan legislation in July 405-5 to reauthorize Perkins
- Senate didn't take action
- House expected to re-introduce legislation soon—should be very similar.
- Senate is a big ?
- AASA supported the House bill

# SCOTUS and Education

- Three cases relevant to education in front of SCOTUS
- Grimm
  - Case, referred back to lower court, re: transgender students and bathrooms
- Fry:
  - Must a family exhaust provisions under IDEA before exercising protections under ADA?
  - Signed onto NSBA amicus
- Endrew:
  - Filed amicus
  - Question of level of 'benefit' special education must provide

# Things to Watch

- CRA: ESSA and Teacher Prep Regs
- Immigration (DACA)
- Vouchers/Charters/Portability
  - Sen Scott proposal introduced this week
- ACA Repeal and Replace:
  - Impact for Medicaid block grant
  - 30 v 40 hr work week; Excise (Cadillac) Tax; Employer Mandate
- Infrastructure Plan
  - Offset by negating ability of state/local taxes to be deducted from federal income taxes
- E-Rate/Lifeline
  - Net neutrality
  - Reduction of funding increase provided in 2014
- Supreme Court Decisions

# Sources for education policy news

- Websites & Newsletters

- EdWeek
- [Politics K12](#)
- [Morning Education](#)  
(Politico)
- [Real Clear Education](#)
- [Cabinet Report](#)

- Coalitions

- National Coalition for Public Education
- Committee for Education Funding
- Medicaid Claiming
- Forest Counties
- E-Rate
- Rebuild America's Schools

# Get Involved, Stay Engaged

- AASA Policy Blog The Leading Edge
- AASA Advocacy on Twitter (@AASAhq)
- Weekly & Monthly Updates

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QUESTIONS?