



## Museums Advocacy Day 2019 Program

**(DRAFT PROGRAM – ALL ITEMS SUBJECT TO CHANGE)**

<b>SUNDAY, FEBRUARY 24</b>		
2–5 p.m.	<b>Registration and Materials Pick Up</b>	Washington Plaza Hotel (10 Thomas Circle NW, Washington, DC)
3:30-4:30 p.m. (Optional Program)	<b>Legislative Study Hall</b> Get help researching and learning about your legislators.	Washington Plaza Hotel
3:30-5:00 p.m. (Optional Program)	<b>Student Advocates Meeting</b> We invite our student advocates and program representatives to join us for a special briefing.	Washington Plaza Hotel
6-7:30 p.m.	<b>TBD – Possible Welcome Reception</b> <i>(Dinner on your own)</i>	TBD
<b>MONDAY, FEBRUARY 25</b>		
7:30–8:30 a.m.	<b>Registration and Networking Breakfast</b> Get caffeinated and grab some nourishment while networking with advocates from around the country. Find fellow advocates from your state and region.	Washington Plaza Hotel (10 Thomas Circle NW, Washington, DC)
8:30 a.m.	<b>Welcome and Orientation</b> We formally kick off our two-day program.	Washington Plaza Hotel
8:40 a.m.	<b>Why We’re Here and What’s at Stake in 2019</b> AAM President and CEO <b>Laura Lott</b> will welcome advocates from around the nation.	Washington Plaza Hotel
8:50 a.m.	<b>Inside the National Science Foundation</b> <i>Featuring Karen Marrongelle, head of NSF’s Education and Human Resources Directorate</i>	Washington Plaza Hotel
9:00 a.m.	<b>Meet National Endowment for the Humanities Chairman Jon Peede</b> An overview of the agency’s programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:10 a.m.	<b>Inside the National Park Service</b> An overview of the agency’s programs and initiatives, and how it supports museums. <i>Featuring Megan Brown, Chief, State, Tribal, Local Plans &amp; Grants, National Park Service</i>	Washington Plaza Hotel

9:20 a.m.	<b>Meet Institute of Museum and Library Services Director Dr. Kathryn K. Matthew</b> An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:30 a.m.	Break	
9:45 a.m.	<b>Concurrent Sessions</b>	
OPTION A:	<b>Advocacy Essentials</b> Get expert advice from the Advocacy Guru <b>Stephanie Vance</b> of Advocacy Associates, on being your best advocate for museums. This session will prepare you to be successful in visiting congressional offices and helping you navigate Capitol Hill. We'll cover what to expect, how to approach the day, and how to follow up. Ideal for first-time attendees or anyone interested in a refresher.	Washington Plaza Hotel—GRAND Ballroom
OPTION B:	<b>Making the Case for Museums: Thought Leader Session (TBD)</b>	Washington Plaza Hotel—NATIONAL Ballroom
10:30 a.m.	Break	
10:45 a.m.	<b>Meet National Endowment for the Arts Chairman Mary Anne Carter</b> An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
10:55 a.m.	<b>Making the Case for Museums – TBD</b>	Washington Plaza Hotel
11:45 a.m.	<b>Making the Case with Critical Data</b>	Washington Plaza Hotel
12:15–1:15 p.m.	<b>Networking Lunch</b> Meet advocates from your state and region and begin preparing for Tuesday's visits to Capitol Hill.	Washington Plaza Hotel
1:30-2:00 p.m.	<b>Post-Election Environment with Capitol Hill Insiders</b> An overview of the new Congress, environment on Capitol Hill and post-election insights and analysis.	Washington Plaza Hotel
2:00-2:15 p.m.	<b>Preparing for Capitol Hill – Setting the Stage and Understanding the Budget Process</b>	Washington Plaza Hotel
2:15 p.m.	Break	
2:30-3:15 p.m.	<b>Preparing for Capitol Hill – Key Issues and Asks</b>	Washington Plaza Hotel
3:15 p.m.	Break	
3:30-4:00 p.m.	<b>Concurrent Public Policy Briefings</b> Not every policy issue affects every museum, but that doesn't mean they aren't vital to our cause. Get all the details on an additional issue that may be of particular interest to you or to your museum. Learn what's going on and how to best make your case.	Washington Plaza Hotel
OPTION A:	<b>The National Endowments for the Arts and Humanities</b>	
OPTION B:	<b>Historic Preservation Funding and Issues</b>	

OPTION C:	<b>STEM Funding</b>	
4:00 p.m.	Break	
4:15–5:30 p.m.	<b>Prepare and Practice Your Capitol Hill Visits</b> Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.	
<b>TUESDAY, FEBRUARY 26</b>		
8–9:30 a.m.	<b>Congressional Kickoff Breakfast on Capitol Hill</b> Get inspired and get ready to take our unified message to congressional offices. <i>Featuring keynote remarks from <b>Dr. David J. Skorton, Secretary of the Smithsonian.</b></i>	Capitol Hill – Location TBD
9:30 a.m.–5:30 p.m.	<b>Meetings on Capitol Hill</b> The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule ( <i>emailed prior to the event</i> ) will be available— <b>via electronic format</b> —when you check in at the Washington Plaza Hotel on Sunday afternoon or on Monday morning.	Refer to personalized schedule of congressional visits, previously provided.
5–7 p.m.	<b>Congressional Reception</b> Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. <i>Featuring 2019 Congressional Honorees</i>	Capitol Hill – Location TBD