

# Monday Program

All Monday sessions and events take place in WebEx and accessed via the virtual Museums Advocacy Day platform. All times listed are in **Eastern Time**.

## Monday, February 22

11 – 11:15 a.m. ET

### Welcome

**Barry Szczesny**, Director, Government Relations and Public Policy, American Alliance of Museums

**Dale Strange**, President & General Manager, Arts & Cultural Solutions, Blackbaud

**Crosby Kemper**, Director, Institute of Museum and Library Services

11:15 – 11:25 a.m. ET

### Why We're Here and What's at Stake in 2021

AAM President and CEO **Laura Lott** welcomes advocates from around the nation.

11:25 – 11:40 a.m. ET

### Break

11:40 a.m. – 12:25 p.m. ET

### Advocacy Essentials

Get expert advice on being your best advocate for museums from the Advocacy Guru **Stephanie Vance** of Advocacy Associates. This session will prepare you to be successful in meeting with congressional offices and helping you navigate working with Capitol Hill offices. We'll cover what to expect, how to approach the day of virtual meetings, and how to follow up.

12:25 – 1:30 p.m. ET

### Break

1:30 – 2 p.m. ET

### Making the Case with Critical Data

Highlights from *Museums as Economic Engines* and *Museums and Public Opinion*. Featuring:

**Elizabeth Merritt**, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums - American Alliance of Museums

**Susie Wilkening**, Principal, Wilkening Consulting

2 – 2:10 p.m. ET

### Making the Case for Museums – A Chief of Staff's Perspective

**Kimberly Rudolph**, Chief of Staff, Representative André D. Carson (D-IN)

2:10 – 2:25 p.m. ET

### Preparing for Capitol Hill – Setting the Stage 117th Congress Outlook and Understanding the Budget Process

**Sarah Abernathy**, Deputy Executive Director, Committee for Education Funding

## Monday, February 22 (continued)

2:25 – 2:40 p.m. ET

### Break

2:40 – 3:25 p.m. ET

### Preparing for Capitol Hill – Key Issues and Asks

Get the latest developments on the key policy issues facing museums, including what we are asking for and how to frame the issues. This session is essential for everyone making the case on Capitol Hill, so we can all speak with an informed, unified voice.

**Barry Szczesny**, Director, Government Relations and Public Policy, American Alliance of Museums

**Andy Finch**, Director of Policy, Association of Art Museum Directors

3:25 – 3:40 p.m. ET

### Break

3:40 – 3:50 p.m. ET

### Priorities of the Biden-Harris Administration

**Courtney Chapin**, Executive Director, The Better Angels Society

3:50 – 5:25 p.m. ET

### Public Policy Briefings

Not every policy issue affects every museum, but that doesn't mean they aren't vital to our cause. Get all the details on these additional issues that may be of particular interest to you or your museum. Learn what's going on and how to best make your case.

### The National Endowments for the Arts and Humanities

**Alexandra Klein**, Communications Manager, National Humanities Alliance

**Lauren Cohen**, Federal Affairs and Grassroots Senior Coordinator, Americans for the Arts

### Historic Preservation Funding and America250

**Ted Monoson**, Senior Director of Government Relations, National Conference of State Historic Preservation Officers

**John Dichtl**, President and CEO, American Association for State and Local History

### STEM Funding and Priorities

**Adam Fagen**, Director of Communications and Advocacy, Association of Science and Technology Centers

**Jennifer Keaton**, Vice President, Congressional Affairs, Association of Zoos and Aquariums

5:25 – 5:35 p.m. ET

### Break

5:35 – 7 p.m. ET

### Advocate Networking Reception

Join us to network with your fellow advocates and connect with our 2021 Supporters, featuring Advocacy Leadership Awards!

## Tuesday Virtual Congressional Meetings

### All Day:

The Alliance is arranging your virtual Congressional meetings for you based on information you provided during registration. Your customized schedule, including virtual meeting information, will be made available to you—via email and online—through the 2021 Congressional Meeting Web Portal prior to Museums Advocacy Day.

### Access Your Schedule:

Refer to personalized schedule in the **2021 Congressional Meeting Web Portal** via the direct link that was emailed to you.

For a refresher and tips about the Congressional Meeting Web Portal and preparing for Congressional meetings, review the **Meeting Coordination Instructions** document which was emailed to you with your Congressional meetings schedule. Also review the “What to Know Before You Go 2021” [recording](#) and [slides](#) for additional information.

A few highlights are below:

- In your meetings, you will be grouped with any other advocates from your Congressional District, and everyone from your state will be grouped together for meetings with Senate offices.
- In the 2021 Congressional Meeting Web Portal, review the contact information for your fellow advocates, reach out to them over email to introduce yourself and start to connect, and watch for any messages from the meeting leader if one is already noted for that meeting.
- On Tuesday, February 23, dial into your virtual Congressional meetings **5 minutes early** if you are able, as this will give you time to adjust your video/audio preferences and ensure all advocates are on the line and ready to go before the congressional office joins.

See the **Meeting Coordination Instructions** in your Congressional Meetings schedule email for further tips and instructions.

## Pre-Event Recordings

You will be provided with early access to the pre-event recordings in the Museums Advocacy Day virtual platform. To access them, login with the information that will be provided to you on February 15 and then navigate along the left-hand bar to **Recorded Content**. Check them out before Monday, February 22!

### Agency Recordings

An overview of each agency’s programs and initiatives, and how the agency supports museums:

- **Inside the Office of Museum Services at IMLS**

**Paula Gangopadhyay**, Deputy Director of Museum Services, Institute of Museum and Library Services

- **Inside the National Endowment for the Humanities**

**Anne-Imelda Radice**, Director, Division of Public Programs, National Endowment for the Humanities

- **Inside the National Endowment for the Arts**

**Ra Joy**, Chief of Staff, National Endowment for the Arts

- **Inside the National Park Service**

**Megan Brown**, Chief, State, Tribal, Local Plans & Grants Division, National Park Service

- **Inside the National Science Foundation**

**Dr. Sylvia James**, Deputy Assistant Director, Directorate for Education and Human Resources, National Science Foundation

### What to Expect at Museums Advocacy Day & Beyond

Tune in to this conversation to learn more about the different elements of Museums Advocacy Day and participating in virtual and in-person advocacy throughout the year. Featuring:

**Lori Kartchner**, Curator of Education, The George Washington University Museum and The Textile Museum

**Melissa Ballard**, Director of Programs, Association of Science and Technology Centers

**Ember Farber**, Director, Advocacy, American Alliance of Museums

**George Moroz**, Special Assistant to the President, The Henry Ford

**Andy Finch**, Director of Policy, Association of Art Museum Directors

**Grace Stewart**, Diversity, Equity, Accessibility and Inclusion Project Manager, American Alliance of Museums

### Making the Case: Leveraging Twitter for Advocacy

Learn more tips, guidelines, and pointers for leveraging social media, with a focus on Twitter. Featuring:

**Natanya Khashan**, Director of Marketing and Communications, American Alliance of Museums

**Rachel Lee**, Marketing & Communications Manager, American Alliance of Museums