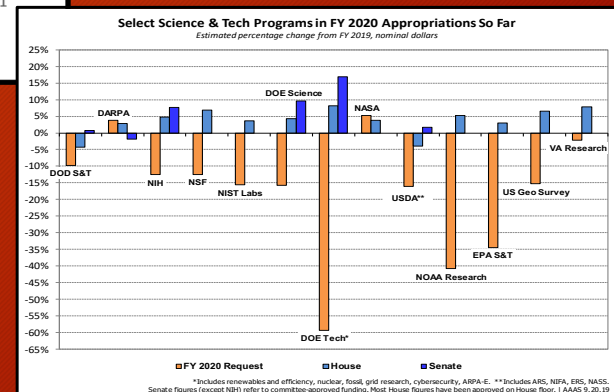# CRA's Leadership in Science Policy Institute
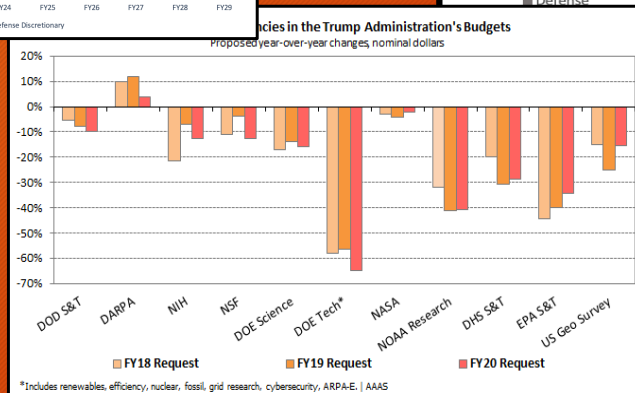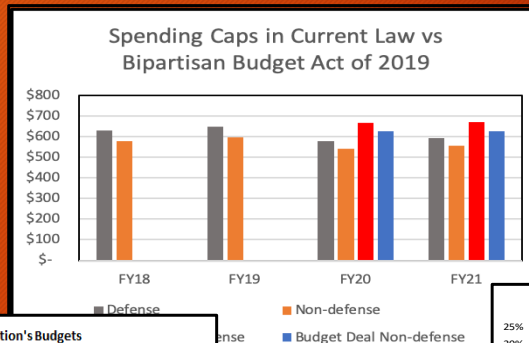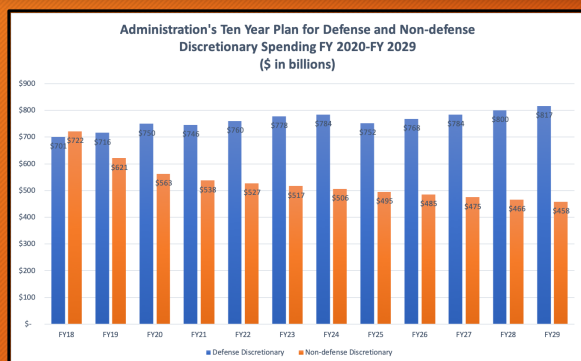# November 2019

Having the Conversation – Getting Ready; The Execution; The Follow Up

Joel Widder
Partner and Co-Founder
Federal Science Partners

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Know Something About The Federal Budget Environment for Research

Administration's Ten Year Plan for Defense and Non-defense Discretionary Spending FY 2020-FY 2029 ($ in billions)

Spending Caps in Current Law vs Bipartisan Budget Act of 2019

...cies in the Trump Administration's Budgets
Proposed year-over-year changes, nominal dollars

*Includes renewables, efficiency, nuclear, fossil, grid research, cybersecurity, ARPA-E. | AAAS

Select Science & Tech Programs in FY 2020 Appropriations So Far
Estimated percentage change from FY 2019, nominal dollars

*Includes renewables and efficiency, nuclear, fossil, grid research, cybersecurity, ARPA-E. **Includes ARS, NIFA, ERS, NASS. Senate figures (except NIH) refer to committee-approved funding. Most House figures have been approved on House floor. | AAAS 9.20.19

The Message

- What is your message?

- Who is your audience for that message?

- What do you want them to do once delivering your message?

- Refine & continue delivering of your message without "wearing out your welcome"

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The Congressional Audience

- Public Policy Oriented Individuals

- Probably Young and Overworked

- Definitely Smart and Underpaid

- Committee Staff or Personal Office Staff?

- House Staff or Senate Staff

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Widder's Do's and Don'ts
Deliver the Message & Establish a Relationship

- Know Your Audience; Establish Yourself as a resource for them
- Know something about the role they play in the legislative process
- Introductions and get to the point: "Jobs, jobs, and jobs"
- How much time will you have – 30 minutes if you are lucky
- Expect the meeting environment to be chaotic
- Don't ask "Do You Know About ….."
- Don't kill them with your acronyms, "inside baseball" or "paper"
- "Localize" the message
- "Internationalize" the message
- Data vs Anecdotes

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What Kind of Reactions Can You Expect During Your Meetings?

- We are big supporters of computing research. In fact my boss is a strong supporter of the America COMPETES bill and cybersecurity legislation.

- What is this "Internet of Things"

- Are we falling behind our international competitors in artificial intelligence?

- Do the Chinese still have the fastest supercomputers in the world? What are we doing about that?

- My boss is fully supportive of funding science but we are facing record setting deficits and we have to hold the line on spending.

- Is the funding authorized for the computing research and education your are advocating? You know that funding has to be authorized before it can be appropriated.

- With respect to NSF, do you think the Congress should specify funding for the CISE directorate?

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Homework – Prep for a 30 Min Meeting with Congressional and/or Exec Branch Staff (OMB)

- Develop a message that you (as a team) can deliver in 15 minutes
- Prepare for audiences with different degrees of familiarity or points of view in re computing research and education issues
- Practice as a team/group – who takes the lead in which meeting and why
- Use of "props and docs"
- Run through your talk with your colleagues this evening
- You will get a chance to try it out on a variety of the personalities you are likely to meet
- Real time feedback to be provided by role players

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Thank You

Questions?

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