

Lessons Learned:
*Effective Communication and
Advocacy with Today's Legislators*

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Agenda

- Legislative Landscape in 2011
- What it all means for CTE
- Do's and Don'ts of Legislative Advocacy
- Case Studies
- Questions

Legislative Landscape

- Republican sweep of statewide offices.
- 49 new members of the General Assembly.
- 25 + members with little to no previous elected experience.
- Gerald Stebelton (R-Lancaster), House Education Committee Chair.
- No Senate Committee Chair named.
- 5 new appointments to State School Board (Rob Hovis elected President).

What 2011 Means for CTE.

- EBM on the chopping block.
 - Administration sensitive to RttT dollars.
- CTE Awareness high in State Legislature.
- Unfunded mandates targeted by both House and Senate.

What We Don't Know.

- What will possible school district consolidations look like?
- What will primary and secondary education funding look like in the new biennium?
- What will the continued role of the Ohio Board of Regents be in CTE?

Do s and Don't s General Information.

- Staff hold the keys.
- Your meeting with legislators may get rescheduled or cancelled last minute.
- Know where you are going in the Statehouse and Riffe Center.
- Everyone has a connection to CTE, you just have to find it.
- RELAX!

Do s

- Meet with all legislators regardless of party.
- Thank members for support in the past, and be as specific as possible.
- Know your facts and be prepared- data, graduation rates, job placement facts, anecdotes.
- Ask for their support of CTE in the budget and beyond.
- Invite them to your school for a visit.
- Be brief and concise.

Don't s

- Don't disparage or compliment another member or party, you never know how relationships work in the General Assembly.
- Don't engage in disparaging remarks of a member even if the legislator you are meeting with does the same.
- Don't share your partisan views or opinions (“Just the facts, ma’am.”).
- Don't interrupt the member (but do correct misconceptions in a polite way).

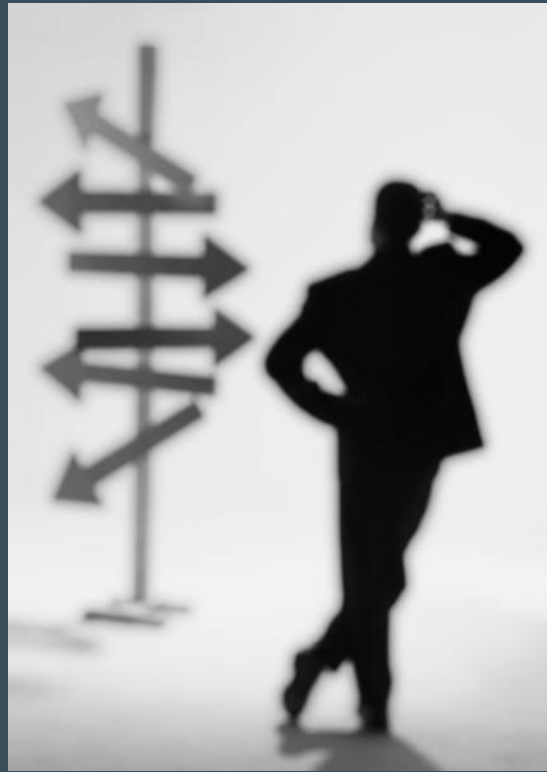
Case Studies: Wake Up!



Case Studies: Focus!



Case Studies: Who's on First?



Case Studies: Stay on Track.



Case Studies: Be Brief!



Case Studies: Peer Pressure.



Case Studies: Where's the Beef.



Questions?

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