

Council on Federal Relations Annual Strategic Planning Conference

January 7 – 9, 2018

Hotel Valley Ho

6850 E Main St, Scottsdale, AZ, 85251

DRAFT AGENDA

SUNDAY, January 7

11:30 a.m. – 12:45 p.m.

Tropicana Room

CFR Steering Committee Meeting

(Committee Members Only – Lunch will be provided)

12:00 – 2:00 p.m.

Main Place Courtyard

REGISTRATION

Refreshments will be provided

1:00 – 1:30 p.m.

SoHo Ballroom

Welcome and CFR Conference Overview

CFR members will be asked to provide brief responses to a live poll using real time technology which will then be discussed. ***Don't forget your smartphone or tablet!***

Moderators: **Jon Groteboer**, Director for Federal Relations, Harvard University;
Chair, CFR Steering Committee

Amanda Wintersteen, Director for Federal Relations, Pennsylvania State
University; Vice Chair, CFR Steering Committee

Matt Owens, Vice President for Federal Relations & Administration, AAU

1:30 – 2:30 p.m.

SoHo Ballroom

Free Speech on Campus

Moderator: **Kathy Eiler**, Director of Federal Relations, University of California, Irvine

Speakers: **Howard Gillman**, Chancellor, University of California, Irvine

Jane Adams, Vice President of University Relations, University of Florida

2:30 – 2:45 p.m.

BREAK

2:45 – 3:45pm

SoHo Ballroom

2018 Political Outlook

Speaker: **David Wasserman**, House Editor, Political Analyst, The Cook Political Report

3:45 – 4:00 p.m.

BREAK

SUNDAY, January 7

4:00 – 5:00 p.m.
SoHo Ballroom

A Conversation with AAU Presidents and Chancellors

What important issues, challenges, and opportunities are facing AAU member universities? How do we talk about and work on difficult issues such as public perceptions of universities, college affordability, facilities and administrative costs, campus sexual assault, and the federal budget? These and other questions from CFR members will be discussed in this session.

Moderator: **Stacy Rastauskas**, Vice President for Government Relations, The Ohio State University

Panelists: **Mary Sue Coleman**, President, AAU
Michael Drake, President, The Ohio State University; Chair, AAU
Robert C. Robbins, President, University of Arizona
Howard Gillman, Chancellor, University of California, Irvine

5:00 – 5:15 p.m.

BREAK

5:15 – 5:45 p.m.
SoHo Ballroom

Possible Remarks by Member of Congress (*invitation pending*)

5:45 – 6:15 p.m.
Skyline Rooftop

New CFR Members Meet & Greet

6:15 – 7:45 p.m.
Skyline Rooftop

WELCOME RECEPTION

Hors d'oeuvres will be provided. Beer and wine will be available.

7:45 – 9:15 p.m.

New CFR Member Dinners (*details to follow*)

MONDAY, January 8

7:00 – 8:30 a.m.
Main Place Courtyard

BREAKFAST

8:30 – 9:30 a.m.
SoHo Ballroom

Discussion with AAU President Mary Sue Coleman

9:30 – 9:45 a.m.

BREAK

9:45 – 10:45 a.m.
SoHo Ballroom

Agencies in a Nutshell: A Review of Federal Agency Priorities, Initiatives, and Activities

During this session, 2018 CFR Task Force Chairs and Agency Leads will be invited to give five-minute presentations on their respective agencies. Presentations will include, information about key personnel appointments, new key priorities and activities for the agency, and specific insights and intelligence the Task Force Chairs or Agency Leads has about their agency. Following each agency presentation, there will have a few minutes for questions and answers.

10:45 – 11:00 a.m.

BREAK

MONDAY, January 8

11:00 a.m. – 12:30 p.m.

SoHo Ballroom

Communicating Science to Policy Makers

A key responsibility of government relations professionals during meetings with policy makers is to ensure that there is clear communication. This task is often challenging, as faculty are accustomed to explaining their research using very technical and scientific terms. This session will provide an introduction to communication strategies developed by The Alan Alda Center for Communicating Science. These strategies are designed to support government relations professionals and faculty on their campuses to engage more effectively with external stakeholders.

This 90-minute dynamic session introduces participants to general principles in how to craft short, clear, conversational statements, intelligible to nonscientists, about what research is conducted on university campuses and why it matters. The session will include an interactive presentation and discussion on interpreting technical material using examples and analogies to illuminate unfamiliar concepts.

Introduction: **Lauren Brookmeyer**, Director of Government Relations, Stony Brook University

Speaker: **Laura Lindenfeld**, Director, Alan Alda Center for Communicating Science

12:30 – 1:30 p.m.

Main Place Courtyard

LUNCH (BOXED)

1:30 – 2:30 p.m.

SoHo Ballroom

Flash Talks Session

CFR members will give 3-4 minute talks designed to generate awareness of a project, event, or solution related to the work of federal relations professionals, research projects and initiatives, or issues affecting their campus communities.

Moderator: **Julia Smith**, Senior Federal Relations Officer, AAU

2:30 – 2:45 p.m.

BREAK

2:45 – 4:00 p.m.

SoHo Ballroom

Outlook and Strategy for HEA Reauthorization

Panelists will discuss the current state of play with the House and Senate HEA Reauthorization efforts, as well as strategize with CFR members about effective advocacy approaches for the coming year.

Moderator: **Leanne Hotek**, Director of Government Relations, The University of Iowa

Panelists: **Mollie Flounlacker**, Associate Vice President for Federal Relations, AAU
Craig Lindwarm, Director, Congressional & Governmental Affairs, Association of Public & Land-Grant Universities

Sarah Spreitzer, Director, Department of Government and Public Affairs
American Council on Education

4:00 – 4:30 p.m.

BREAK

MONDAY, January 8

4:30 – 5:45 p.m.
SoHo Ballroom

A Day in the Life: CFR Professional Development

This session explores successful strategies for CFR members to engage with Congress and campus. CFR members will participate in break-out sessions of their choosing to discuss specific challenges and opportunities with each topic.

Moderators: **Diane Hurtado**, Associate Vice President for Federal Relations, Texas A&M University
Julia Smith, Senior Federal Relations Officer, AAU

Round 1 Break-out Group Topics (30 minutes)

- TBD

Round 2 Break-out Group Topics (30 minutes)

- TBD

5:45 – 7:15 p.m.
Skyline Rooftop

NETWORKING RECEPTION

Hors d'oeuvres will be provided. Beer and wine will be available.

TUESDAY, January 9

7:00 – 8:00 a.m.
Skyline Rooftop

BREAKFAST

8:00 – 9:00 a.m.
SoHo Ballroom

Key Issues Session

Moderator: **Amanda Wintersteen**, Director for Federal Relations, Pennsylvania State University; Vice Chair, CFR Steering Committee

Topics:

- Topics to be identified
- Open Forum

9:00 – 9:15 a.m.

BREAK

9:15 – 10:45 a.m.
SoHo Ballroom

The Year Ahead – Shaping AAU's Advocacy

This session will outline key elements of and top issues for AAU's advocacy in the year ahead. The discussion to follow will shape and inform the development of the 2018 AAU CFR Advocacy Agenda.

Panelists: **Jon Groteboer**, Director for Federal Relations, Harvard University; Chair, CFR Steering Committee
Amanda Wintersteen, Director for Federal Relations, Pennsylvania State University; Vice Chair, CFR Steering Committee
Matt Owens, Vice President for Federal Relations & Administration, AAU

10:45 - 11:00 a.m.

Wrap Up & Adjourn

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