

# NASFAA's Leadership Conference


## Maximizing Your Hill Visit

Presented February 2, 2010

National Association of Student  
Financial Aid Administrators

**NASFAA's Leadership Conference**  
**Maximizing Your Hill Visit**  
**February 2, 2010**

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Welcome

Mary Sommers  
Chair, NASFAA Leadership Development  
and Professional Advancement Committee  
Director of Financial Aid  
University of Nebraska at Kearney


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Introduction: NASFAA Staff

Jennifer Martin  
Associate Director  
Professional Assessment,  
Training, and Regulatory Assistance


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Introduction: NASFAA Staff

Justin Draeger  
Vice President  
Public Policy and Advocacy


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Introduction: University of Georgia Staff

Bonnie Joerschke  
Chair, NASFAA Federal Issues  
Committee  
Director of Student Financial Aid  
University of Georgia


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Introduction: NASFAA Resource Staff

Joan Berkes  
Director  
Legislative and Regulatory Analysis

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### Downloading Handouts for this Webinar

Links are posted at the bottom of the Leadership Conference web page, under Webinar Materials.

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### Technical Assistance

For technical assistance, contact Chris McInnis at [webinars@nasfaa.org](mailto:webinars@nasfaa.org).

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### Technical Assistance: Sound

Please turn the speaker

VOLUME UP

on your personal computer or telephone in order to better hear the presentation.

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### Questions, Please!

If you wish to ask a question, please do so by using the "SUBMIT QUESTION" button in the lower left hand corner of your screen.

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### Handouts & Resources

- NASFAA Advocacy Web Center ([www.nasfaa.org/advocacy](http://www.nasfaa.org/advocacy))
- The "NASFAA Advocate" – NASFAA's new member benefit to help members stay up-to-date on legislative issues ([http://nasfaa.informz.net/nasfaa/archives/archive\\_603794.html](http://nasfaa.informz.net/nasfaa/archives/archive_603794.html))
- 2009-10 NASFAA Advocacy & Status Report (<http://www.nasfaa.org/PDFs/2009/AdvocacyUpdate120709.pdf>)
- The *Student Aid Transcript* (Volume 20, No. 2) is available online to NASFAA members who use the passcode: **GoNASFAA**.

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### Government and Financial Aid

#### Recent Legislative Changes

- 2005 – Higher Education Reconciliation Act
- 2007 – College Cost Reduction and Access Act
- 2008 – Ensuring Continued Access to Student Loans Act
- 2008 – Higher Education Opportunity Act (Reauthorization Legislation)
- 2009-10 – Student Aid and Fiscal Responsibility Act (Pending)

#### Spin-Off Effects

- New regulations
- Sub-regulatory guidance

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### National, Regional, State, & Institutional Partnerships

"Everything else was secondary to the opportunity to be heard by policymakers. Other goals came later, but these remained secondary to legislative advocacy during the first years of NASFAA's existence."

– Steven Brooks, NASFAA Historian



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### Lobbying & Advocacy



"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

– U.S. Constitution, Amendment I

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### Lobbying and Advocacy Work

#### Informing and Communicating w/ Constituents

- Speaking with and understanding members' needs
- Gathering timely information
- Informing members of legislative and regulatory issues
- Send alerts to members when action is needed
- Help coordinate grassroots efforts

#### Informing and Communicating w/ Congress & the Administration

- Sending letters to Congress
- Work within a coalition or group to advance your legislative goals
- Make direct contact with congressional staff and members
- Prepare legislative analysis for proposals
- Shed light on issues that may be overlooked in policy proposals

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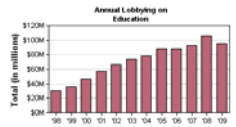


#### Total Lobbying Spending

Year	Total Lobbying Spending
1998	\$1.44 Billion
1999	\$1.44 Billion
2000	\$1.55 Billion
2001	\$1.63 Billion
2002	\$1.81 Billion
2003	\$2.04 Billion
2004	\$2.17 Billion
2005	\$2.42 Billion
2006	\$2.61 Billion
2007	\$2.85 Billion
2008	\$3.30 Billion
2009	\$3.18 Billion

#### Number of Lobbyists\*

Year	Number of Lobbyists*
1998	10,410
1999	12,956
2000	12,452
2001	11,773
2002	12,678
2003	12,843
2004	13,104
2005	14,026
2006	14,448
2007	14,827
2008	14,448
2009	13,415



\*Approximate NASFAA Lobbying Expenses: \$100,000

\*Money is not the most effective tool for persuasive advocacy (See NASFAA Advocacy Update Sheet)

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### Five Secrets to Effective Advocacy

Secret 1: Keep it local

Secret 2: Keep it personal

Secret 3: Understand your member's position

Secret 4: Keep it factual

Secret 5: Know your issue

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### Before the Visit

- Do your homework
- Prepare a one-sheet "leave-behind" that contains:
  - Specifics about your state or school
  - A quick summary of the issue
  - Your specific recommendation
  - Your contact information
- See [www.nasfaa.org/advocacy](http://www.nasfaa.org/advocacy)

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### Day of the Visit

#### Do:

- Arrive on time
- Clearly state who you are representing
- Show gratitude for something specific
- Listen first, then talk
- Be concise
- Ask for support on something specific
- **Focus on students**

#### Do Not:

- Engage in a political discussion
- Offer suggestions on cutting other programs to pay for student aid programs
- Answer a question you do not know the answer to

### After the Visit

- Follow up with a thank you note or email
- Follow up with additional information as needed
- Invite the member to a site visit when he or she is in town
- **Report back to NASFAA any and all communications**

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### Issues Summary

- Student Aid and Fiscal Responsibility Act (H.R. 3221)
- Fiscal Year (FY) 2011 Appropriations
- House and Senate Jobs Bill (Federal Work-Study Funds)
- Wall Street and Credit Reform Act (Private Student Loan Certification)
- [2009-10 NASFAA Advocacy Update & Status Report](#)

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### Question and Answer Segment



**Your  
Questions,  
Please!**

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### Survey!

- Please complete the survey that appears on your screen
- You will need to disable your pop-up blocker in order to complete the survey

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**Thank you for joining  
us and we look forward  
to seeing you in D.C.!**

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