



Effective Communication with Legislators

Advocacy Workshop
March 30th – 31st, 2021

Tuesday, March 30th

10:00 – 11:00 am	Registration Coffee, soft drinks and water will be provided all day	Bluebonnet II (1st Floor)
11:00 – 11:30 am	Welcome and Introduction to Legislative Guide Art Alfaro, TEXPERS Executive Director Legislative Guide overview by TEXPERS Communications Manager Allen Jones	Houston Room (2nd Floor)
11:30 – Noon	Legislative Overview – Introduction of TEXPERS' Legislative Committee Members Paul Brown, TEXPERS Board President & Legislative Committee Chair Eddie Solis, Hillco Partners: TEXPERS Bill Tracker	
Noon – 1:00 pm	Fajita Lunch Buffet – Possible 30-minute lunch speaker TBD	
1:00 – 1:30 pm	Legislative Overview – Continuation of Bill Tracker overview by Eddie Solis	
1:30 – 2:15 pm	Discuss the PRB Legislative Report and the House Committee on Pensions, Investments & Financial Services Interim Report Paul Brown, TEXPERS Board President	
2:15 – 2:30 pm	<i>Afternoon Break</i>	
2:30 – 3:30 pm	Introduction to Advocacy – What is advocacy? Steps for prepping an advocacy campaign, selecting planning team, articulating policy vision and goals, recruiting influencers Speaker TBD	
3:30 – 4:30 pm	Issue Analysis Group Work – Participants will learn how to determine the issues important to them and how to track policy Speaker TBD	
5:00 – 7:00 pm	Legislative Sponsored Reception	Cooper's Old Time Pit Bar-B-Que-Upstairs 217 Congress Avenue Rastegar Property & Entrust Global

End of Day One

Wednesday, March 31st

7:45 – 9:00 am	Buffet Breakfast – Possible 30-minute Guest Speaker TBD	Bluebonnet II (1st Floor)
9:00 – 9:30 am	State Elected Official TBD	Houston Room (2nd Floor)
9:30 – 10:15 am	Planning Group Work – Participants will learn how to choose strategies and tactics for effective advocacy. How to create and present plan to secure board commitment Speaker TBD	
10:15 – 10:30 am	<i>Morning Refreshment Break</i>	

10:30 – 11:30 am	Initiating Advocacy Activity – How to initiate advocacy by mobilizing community support, build a base support and use best practices for grassroots support. Participants will learn how to support legislation that has been introduced, how to defeat legislation that has been proposed, and how to lobby executive branch and administrative agencies Speaker TBD
11:30 – 12:15 pm	Q&A with State Elected Official TBD
12:15 pm	Grab and Go Deli/Box Lunch
End of Program	