



Scholars Transforming Through Research
Council on Undergraduate Research's Advocacy Event

2022-2023 Program Agenda

In-Person Training
The Westin Alexandria Old Town
400 Courthouse Square
Alexandria, Virginia 22314-5700

Sunday, October 23, 2022

12:00-2:00 PM ET Arrivals and Check-in (*Inventors Foyer*)

2:00-2:30 PM ET **Welcome (*Edison Ballroom*)**
Lindsay Currie, CAE, Executive Officer, Council on Undergraduate Research

2:30-4:00 PM ET **Connecting & Building Relationships with Policymakers (*Edison Ballroom*)**
Dr. Andrew Pope, Director of Training and Dr. Shannon Kelly, Training Associate
Scholars Strategy Network Facilitators

This training will give undergraduate students and mentors an introduction to when and how policymakers use research and how students can increase the likelihood their work is used in the policymaking process. It also gives students evidence-based instructions for how to begin and maintain productive relationships with policymakers, how to engage with civic intermediaries in order to better reach policymakers, and what strategies are critical for creating mutual trust.

4:00-5:00 PM ET **Networking Receptions**
*Faculty/Staff (*Hopkins Foyer*)*
*Students (*Foyer DEFG*)*

5:00-7:00 PM ET Dinner (on your own) – Connect with your team or new colleagues you have met

Monday, October 24, 2022

8:00-9:00 AM ET **Breakfast (*Pre-function Foyers; Edison Ballroom*)**

9:00-10:00 AM ET **Special Session (*Edison Ballroom*)**

Introduction
Dr. Bethany M. Usher, Associate Provost for Undergraduate Education, George Mason University and President Elect, Council on Undergraduate Research

Keynote

Congressman Don Beyer, U.S. Representative from Virginia's 8th District, representing Arlington, Alexandria, Falls Church, and parts of Fairfax County

Conversation with Congressman Beyer: What Should Undergraduate Researchers Know About Communicating with Policymakers?

Dr. Karen L. Akerlof, Assistant Professor, Science Communication, Environmental Social Science, Sustainability, George Mason University

10:00-10:30 AM ET **Break**

10:30 AM-12:00 PM ET **Policy Brief Writing Workshop (*Edison Ballroom*)**

*Dr. Andrew Pope, Director of Training and Dr. Shannon Kelly, Training Associate
Scholars Strategy Network Facilitators*

This workshop is for students and mentors who want to learn how to write compelling and jargon-free policy briefs. Participants move through each step of the policy brief drafting process and actively shape their idea into a first draft. The workshop includes practical information on how to distribute your policy brief for maximum impact.

12:00-1:15 PM ET **Networking Lunch with Invited Guests (*Pre-function Foyers; Edison Ballroom*)**

1:15-2:00 PM ET **Closing Session (*Edison Ballroom*)**

*Advocacy Toolkit and Engaging with Federal Policymakers
Austin Hall, Assistant Vice President and Della B. Cronin, Principal
Bose Public Affairs Group*

2:00-2:30 PM ET **Departures**

Online Webinar Series

(Scheduled live but will be recorded and available for 60 days)

Friday, December 2, 2022, from 2:30-4:00 PM ET

Op-ed Writing & Pitching

Dr. Andrew Pope, Director of Training; Dr. Shannon Kelly, Training Associate; & Kristina Mensik, Training Fellow

Scholars Strategy Network Facilitators

This workshop is for students who want to learn how to write and pitch compelling, research-based op-eds. Participants learn how to craft a good lead, incorporate timely news hooks, signal the author's relevant expertise, increase the likelihood of publication, and structure an op-ed for maximum impact. Participants will be guided through shaping their idea into a first draft.

Friday, January 27, 2023, from 2:30-3:30 PM ET

Engaging with Government Agencies

Dr. Andrew Pope, Director of Training; Dr. Shannon Kelly, Training Associate; & Kristina Mensik, Training Fellow

Scholars Strategy Network Facilitators

This training on engaging with government agencies will equip students with the tools they need to make critical connections and build trusting relationships with agency staffers. The session will cover why agency staffers are a valuable partner for students, the structure of government agencies, their policy actions and responsibilities, how students can find the right partners, and steps to begin and maintain productive relationships.

Friday, February 24, 2023, from 2:30-4:00 PM ET

Policy Mapping: Navigating Your Network

Dr. Andrew Pope, Director of Training; Dr. Shannon Kelly, Training Associate; & Kristina Mensik, Training Fellow

Scholars Strategy Network Facilitators

This network mapping workshop gives students the tools to map their policy landscape and create a plan to build relationships with policy stakeholders. Participants will create a "network map" that visualizes the ecosystem of decision-makers and influencers surrounding the policy issue their research affects. This map allows students to identify key players in their networks to begin the process of relationship building with decision-makers.

Friday, March 31, 2023, from 2:30-4:00 PM ET

Media Interviews & Building Relationships with Reporters

Dr. Andrew Pope, Director of Training; Dr. Shannon Kelly, Training Associate; & Kristina Mensik, Training Fellow

Scholars Strategy Network Facilitators

This workshop is for students who are looking to begin media work and need advice on how to prepare for interviews and build relationships with members of the media. Participants will learn how to respond when a journalist calls, communicate their research in a clear manner, identify what reporters are looking for in interviews, maintain media

relationships, and build on any previous media work.

Online Meetings with Policymakers

Scheduled by Bose Public Affairs Group via an online scheduling tool between February-April 2023 once the new Congress is in session and based on availability of participants and policymakers.

Online Showcase:

Connecting with the CUR Community, Your Campus Colleagues, Friends, Family, and Beyond
Tuesday, April 25, 2023 - Wednesday, April 26, 2023, from 2:00-4:00 PM ET each day
(Pending release of Congressional Schedule)

Online Community and Resource Library

Place to connect with participants, post questions and access resources throughout the STR program.