



A NEW ONLINE COURSE

Gear Up for Capitol Hill: Essential Skills and Strategies for Federal-Level Advocacy

Would you like to...

- ✓ Confidently conduct a meeting with your legislators?
- ✓ Influence legislators about issues that matter most to your program and students?
- ✓ Participate in a virtual march on Washington?
- ✓ Organize a local network to influence federal policy?

Here's how you can!

Join national advocacy experts and colleagues from across the country for an online course designed to help you prepare for ProLiteracy Worldwide's Capitol Hill Day on November 7, 2007. This course is specifically designed for adult education and literacy practitioners, volunteers, administrators, board members, and learner leaders.

Course Format and Schedule

This four-week course is conducted in two parts:

- Part I: September 17th to October 5th, leads up to ProLiteracy Worldwide's Capitol Hill day on November 7th
- Part II: November 12th to 16th, follow-up to Hill Day activities

Each week you will focus on different facets of advocacy through online activities, readings and asynchronous discussions with guest experts. You can participate as your schedule allows, knowing that you won't miss a thing!

Online Guests

- Marsha Tait, senior vice president, ProLiteracy Worldwide
- Art Ellison, state director of adult education (NH) and chair, policy committee, National Council of State Directors of Adult Education

Facilitator

Jackie Taylor, chair, Association of Adult Literacy Professional Developers and ProLiteracy America professional development editor

Course Description

Legislators base their funding decisions on what they know about your organization and services. How do they learn this information? You tell them! And you need to get other people to tell them! With the right skills, YOU CAN influence legislators and mobilize community support: two critical activities for getting your services to the people who need them.

In this course, experienced advocates will share key skills and strategies for getting heard. You will apply this knowledge to prepare a meeting with your legislators and their key staff.

Through this course you will:

- Gain inside perspectives on how adult education policies are made
- Plan for that first contact with your legislator
- Practice simple strategies for communicating effectively with legislators and staff
- Learn how to build effective community e-networks
- Identify actions that position you as a resource for your legislators

Not participating in Capitol Hill Day?

Not a problem! This course will help you mobilize a virtual grass-roots advocacy network in your region. Learn how to use your unique talents to advocate for adult education and literacy.

Course Fee

\$75 (ProLiteracy America members receive a 15% discount.)

Registration opens August 20th. Space is limited, so please register early!

To register, go to www.proliteracy.org, and click on Professional Development. Questions? Please call 315-422-9121 ext. 283, or email profdev@proliteracy.org