



Museums Advocacy Day 2024 Program

As of February 14

SUNDAY, FEBRUARY 25

Washington Plaza Hotel – 10 Thomas Circle NW, Washington, DC

All Day – On Your Own: Museum Visits

2 – 5 p.m. – Check In and Materials Pick Up

From the lobby of the Washington Plaza Hotel, follow signs for Museums Advocacy Day to pick up your badge and materials at our check-in table. AAM and Advocacy Associates staff will be on hand to answer questions, including about your Tuesday meetings schedule.

5 – 6:30 p.m. – Advocate Welcome & Networking Reception

We hope you'll join us for light refreshments following the optional Sunday program. Come network with your fellow advocates and kick off Museums Advocacy Day 2024!

MONDAY, FEBRUARY 26

Washington Plaza Hotel – 10 Thomas Circle NW, Washington, DC

7:30 – 8:30 a.m. – Check In and Networking Breakfast

Get caffeinated and grab some nourishment while networking with advocates from around the country.

8:30 – 9:15 a.m. – Welcome

Brooke Leonard, Interim CEO, and Barry Szczesny, Director of Government Relations & Public Policy, American Alliance of Museums

9:15 – 9:45 a.m. – Advocacy & Policy Essentials: Understanding the Congressional Process

A brief overview of what the Congressional spending process looks like and how our advocacy work fits in.

Featuring: Sarah Abernathy, Executive Director, Committee for Education Funding

9:45 – 10:30 a.m. – Advocacy & Policy Essentials: Key Issues & Asks

A mandatory session for advocates attending Congressional meetings covering key asks, issue framing, and preparation for potential questions.



Featuring: Barry Szczesny, Director of Government Relations and Public Policy, AAM and Andy Finch, Director of Policy, Association of Art Museum Directors

10:30 – 11:00 a.m. – Networking Break

11:00 – 11:45 a.m. – Advocacy & Policy Essentials: Making the Case with Data

This session reviews highlights of available data and key talking points.

Featuring: Susie Wilkening, Principal, Wilkening Consulting and Elizabeth Merritt, Vice President of Strategic Foresight & Founding Director of the Center for the Future of Museums, AAM

11:45 a.m. – 12 p.m. – Emerging Policy Issues: Lessons from the Future of Museums Summit

An overview of emerging public policy issues that museums should be aware of.

Featuring: Elizabeth Merritt, Vice President of Strategic Foresight & Founding Director of the Center for the Future of Museums, AAM

12 – 1:15 p.m. – Networking Lunch

1:15 – 2:15 p.m. – Advocacy in Action

This session prepares participants for advocacy with expert advice on promoting museums, navigating Capitol Hill visits, and follow-up strategies.

Featuring: Stephanie Vance, Managing Partner, Advocacy Associates Hear from various federal agency leaders about their agencies' top priorities and current grant opportunities.

2:15 – 3:15 p.m. – Federal Agencies Panel Discussion

Hear from various federal agency leaders about their agencies' top priorities and current grant opportunities.

3:15 – 3:30 p.m. – Networking Break

3:30 – 4 p.m. – Concurrent Public Policy Briefings

Option A: **National Endowment for the Humanities & National Endowment for the Arts** (Brand Ballroom)

Featuring: Alexandra Klein, Communications Manager, National Humanities Alliance and Tooshar Swain, Director of Public Policy, Americans for the Arts

Option B: **Historic Preservation and America 250** (National)

Featuring: Christina Hingle, Associate Director of Governmental and External Affairs, National Conference of State Historic Preservation Officers, and John Garrison Marks, Director, Public History Research Lab, Senior Manager, Strategic Initiatives, American Association for State and Local History



Option C: **STEM Education Funding & Priorities** (Thomas Circle Suite)

Featuring: Adam Fagan, Director of Communications, Advocacy, and Engagement and Sarah Milberg, Vice President, Government Affairs, Association of Zoos and Aquariums

4 – 4:15 p.m. – Putting it All Together: Top Takeaways

Museums Advocacy Day partner organizations recap key lessons from the day with their top advocacy tips & takeaways.

4:15 – 5:30 p.m. – Putting it All Together: Preparation and Practice

Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.

TUESDAY, FEBRUARY 27

Tuesday AM – Travel to Capitol Hill

*Travel on your own or with fellow advocates to Capitol Hill for your meetings. **Remember to leave plenty of time for security screening!** [See FAQs for travel tips and directions.](#)*

9:30 a.m. – 5:30 p.m. – Meetings on Capitol Hill

The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized meeting schedule (emailed prior to the event) will be available—**via electronic format**—through the Congressional Meeting Web Portal (Advocacy Day App) prior to and during Museums Advocacy Day. Refer to your personalized schedule of congressional visits for meeting locations.

10 a.m. – 4 p.m. – Space will be available for advocates between meetings at the **United Methodist Building**, 100 Maryland Ave N.E. Washington, DC (*Note: this space is not for luggage storage. [See FAQ for luggage storage options.](#)*)

5 p.m. – 7 p.m. – Congressional Reception, Capitol Visitor Center Atrium & Auditorium

Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. *Be sure to allow extra time for security screening!