

Connecting with Policymakers

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University Relations

Types of engagement opportunities

- Media
- Think Tank / NGO
- Capitol Hill
- Federal Agency



Steve Rizdon / Cornell University
Professor Ifeoma Ajunwa (ILR) testifies in front of House Education and Labor Committee

Media

- Expert comments on developing news;
- New research (peer reviewed v. white paper);
- Op-eds and perspectives.

Engagement tips

- Stay up to date on breaking news in your topic areas
- Tie findings to news
- Use a “message triangle” framework
- Understand deadlines / urgency

Think Tank / NGO

- Connections with ‘policy influencers’ at NGOs, think tanks, trade associations and relevant coalitions of industry groups;
- Collaboration with subject matter partners on white papers, policy briefs;
- Meetings, offering expertise, or serving on panels.

Engagement tips

- Collaborate with partners who have already built audiences
- Be flexible with type of product
- Bring ideas / resources

Capitol Hill / Legislative

- Meetings to educate staff on issues relevant to specific legislation or legislative priorities;
- Briefings and testimony in front of members of Congress to inform legislators.

Engagement tips

- Meet staff / policymakers where they are
- Connect to constituents and districts when possible
- Tie to legislative priorities

Federal Agency / Executive

- Meetings with staff, program directors / officers;
- Service on a scientific advisory board;
- Presentations at agency-sponsored conferences.

Engagement tips

- Focus on implementation of policy
- Understand levels of expertise

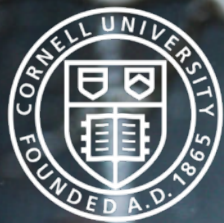
Feel free to reach out

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Thank you!