

Rigorous Topic Immersion: Drafting and Moving Bills in the Michigan Legislature

May 5, 2011

Sponsored by:



Learning Objectives

Participants will learn about:

1. Current and future community development legislation
2. Understanding the legislative process
3. Benefits, challenges, strategies and key considerations of developing & sustaining effective advocacy efforts
4. Aligning messages and listeners, and polishing message design and delivery

Location

**Capitol Building, Room 424
Corner of Capitol Avenue & W. Michigan Avenue
Downtown Lansing**

For more information please visit www.cedam.info/resources/training

Agenda

Wednesday, February 2, 2011

<u>TIME</u>	<u>ACTIVITY</u>	<u>PRESENTER(S)</u>
8:00 AM	<i>Breakfast and Registration</i>	
8:30 AM	Welcome and Introductions	Jamie Schriener-Hooper
8:45 AM	Community Development Policy Priorities: Where we've been and where we are going	Katie Fritz
9:15 AM	Get your own Lansing De-Coder Ring! <ul style="list-style-type: none">- De-mystifying the Legislative Process- Immutable laws of effective public policy advocacy	Jean Doss
10:00 AM	<i>Break</i>	
10:15 AM	Developing Road Maps for Action <ul style="list-style-type: none">- What do you want?- Who can give it to you?- What do they need to hear?- Who do they need to hear it from?	Jean Doss
11:15 AM	<i>Break</i>	
11:30 AM	Introduction Focus Statements: Parlez Vous Francais? <ul style="list-style-type: none">- What they are, why you need them, how to make one	Jennie Grau
12:00 PM	Lunch Discussion of Action Plan	Jennie Grau
1:15 PM	Introduction to the Legislature <ul style="list-style-type: none">- Capital Tour	Steve Tobocman
2:45 PM	<i>Break</i>	
3:00 PM	Compelling Starts <ul style="list-style-type: none">- Grab them from the start, focus their attention, and help them listen	Jennie Grau
4:00 PM	Putting it All Together	

