



## Moving Forward in the States: Proactive Organizing and Communications Strategies

Public Welfare Foundation  
True Reformer Building, Lankford Auditorium  
1200 U Street, NW  
Washington, DC

### AGENDA

#### Monday, October 3, 2011

---

- 3:00-5:00pm**      **GIST Steering Committee Meeting** (PRIVATE SESSION FOR STEERING COMMITTEE MEMBERS ONLY)  
*Marsh Conference Room*
- 6:00-8:30pm**      **Dinner Program with Jared Bernstein, Senior Fellow, Center on Budget and Policy Priorities**  
*Eatonville, 2121 14th St., NW, Washington, DC*
- This program will include an informal discussion with Mr. Bernstein about his experiences as Chief Economist and Economic Advisor to Vice President Biden and insights regarding the current economic climate and fiscal challenges. *Please note there is a \$30 fee to attend this program to help defray the costs of the dinner.*

#### Tuesday, October 4, 2011

---

- 8:30-9:15am**      **Networking Breakfast**
- 9:15-9:30am**      **Welcome and Introductions**
- [Robert Shull](#), Program Officer, Workers' Rights, Public Welfare Foundation and Steering Committee Member, Grantmakers Income Security Taskforce
- 9:30-11:30am**      **Opportunities and Strategies for State-Level Poverty Alleviation**
- This session will provide funders with the opportunity learn about and discuss several strategies around state-level poverty efforts, including coalition building, rural populations, progressive vs. bipartisan approaches, and funder/foundation strategies. The discussion will highlight key communications and messaging strategies and hopefully open the door to more "offline" conversations exploring the potential for collaboration.
- [Christianne Lind](#), Program Officer, Northwest Area Foundation (Moderator)
  - [Beth Mattingly](#), Director of Research on Vulnerable Families, The Carsey Institute
  - [Jim Horan](#), Executive Director, Connecticut Association for Human Services
  - [Melissa Boteach](#), Half in Ten Manager, Center for American Progress Action Fund
  - [Mark Edwards](#), Executive Director, OpportunityNation
- 11:30-12:30pm**      **Networking Lunch**

- 12:30-2:30pm      **Proactive Policies to Make Work Pay: Paid Sick Days and Minimum Wage**  
 A panel of experts will explore how best to apply the lessons from recent successes on paid sick leave and minimum wage. The discussion will highlight key communications and messaging strategies and plans for moving forward in the 2012 election cycle.
- [Anna Wadia](#), Program Officer, Quality Employment, Ford Foundation (Moderator)
  - [Wendy Chun-Hoon](#), DC Director, Family Values @ Work
  - [Ricardo Valadez](#), Economic Justice Program Director, Leadership Center for the Common Good
  - [Jen Kern](#), Minimum Wage Campaign Coordinator, National Employment Law Project
  - [Saru Jayaraman](#), Co-Founder and Co-Director, Restaurant Opportunities Centers United
  - YouTube link to Katie Couric coverage on paid sick days:  
<http://www.youtube.com/watch?v=x1LnkcDqUBg>
- 2:30-2:45pm      **Break**
- 2:45-4:45pm      **Building State-Level Communications Capacity**  
 Recent efforts and lessons learned will be shared from the *GIST/GCYF Communications Collaborative* on coordinating and leveraging philanthropic investments to build the capacity of the field to effectively make the case for sustainable revenue for public services, systems and infrastructure. A panel of respondents will provide insights and reflections and discuss implications for continuing the development of a coordinated communications strategy.
- Presenters*
- [Jann Jackson](#), Senior Fellow, Annie E. Casey Foundation
  - [Nicole de Beaufort](#), Director of Communications, W.K. Kellogg Foundation
- Respondents*
- [Patrick Bresette](#), Associate Program Director, Public Works: the Demos Center for the Public Sector, Demos: A Network for Ideas & Action
  - [Nick Johnson](#), Vice President, State Fiscal Policy, Center on Budget and Policy Priorities
  - [Doug Hall](#), Director, Economic Analysis and Research Network, Economic Policy Institute
  - [Marlo Nash](#), Vice President, Membership, Voices for America's Children
- 4:45-5:00pm      **Wrap-up and Adjourn**

## Wednesday, October 5, 2011

---

- 8:30-9:00am      **Networking Breakfast**
- 9:00-10:00am      **Welcome and Reflections**  
 Participants will reflect on the previous sessions and discuss strategies and opportunities for investments and collaboration.
- 10:00-12:00pm      **Grantmaker Strategy Session (FOR FUNDERS AND PHILANTHROPIC ADVISORS ONLY)**  
 This session will build on previous strategic communications meetings and the sessions from the day before. Grantmakers will participate in a facilitated discussion to consider next steps for coordinating investments that build the capacity of state policy and advocacy networks to develop and use effective advocacy messages around the essential role of government in creating and supporting programs for low income children and families.

- [Shelley Waters-Boots](#), Senior Consultant, Annie E. Casey Foundation and Open Society Institute (Facilitator)

12:00pm

Adjourn

### *Additional Resources*

YouTube link to Contagion piece:

<http://www.youtube.com/user/FamilyValuesAtWork#p/a/u/0/oWkhlobaP8s>

- Texas video (what we are up against):  
<http://www.youtube.com/watch?v=8koWvY9FHAA>
- Texas video on need for revenue:  
[http://www.youtube.com/watch?v=MOS\\_3\\_qZYy0](http://www.youtube.com/watch?v=MOS_3_qZYy0)
- Mississippi STEPS NPR segment (referenced during the strategy session on October 5): <http://www.npr.org/2011/10/04/141046490/mississippi-jobs-program-a-new-national-model>
- Shot of Oly piece on Budget Loopholes:  
<http://www.youtube.com/watch?v=qQbXmTZkH-8&feature=related>
- CLASP Spotlight on Poverty Project <http://www.clasp.org/about/>