

Advocacy 101: Advocating Public Policy

The Chemistry of Advocacy

April 24, 2008

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American Chemical Society
Office of Legislative and Government Affairs



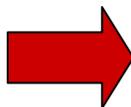


The Chemistry of Advocacy

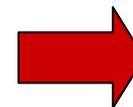
- Just like any good chemical synthesis, the successful creation of a molecule, is dependent on:
 - **Proper inputs**
 - **Controlled Reactions**
 - **Desired Outcomes**



Inputs



Reactions



Outcome



Roots of Advocacy in the American Chemical Society

Founded in 1876

- Started with 35 chemists in NYC
- Professor John W. Draper served as the first president.
- In Prof. Draper's first address, "***Science in America***", covered by the NY Times (Nov. 17, 1876), he said:



John William Draper (1811-1882) SI neg. #52,757

"The progress of science in America, depends largely on two elements, namely, educational establishments and scientific societies..." AND

"Mankind has made the discovery that science is the great civilizing agent of the world. Let us continue our labor unobtrusively, conscious of the integrity of our motives, conscious of the portentous change that is taking place in the thought of the world, conscious of the irresistible power that is behind us..."



Roots of Advocacy in the American Chemical Society

National Charter enacted in 1937, effective January 1, 1938

- “promotion of research in chemical science and industry”
- “fostering public education and welfare, aiding the development of our country’s industries, and adding to the material prosperity and happiness of our people.”



President Franklin D. Roosevelt

Our Vision

“Improving People’s Lives through the Transforming Power of Chemistry”





So How Does ACS Conduct Advocacy?

- Advocacy At ACS Starts and Ends with Members.





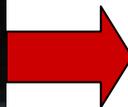
The Chemistry of Advocacy At ACS

Just like a good chemical synthesis, successful advocacy outcome is dependent on:

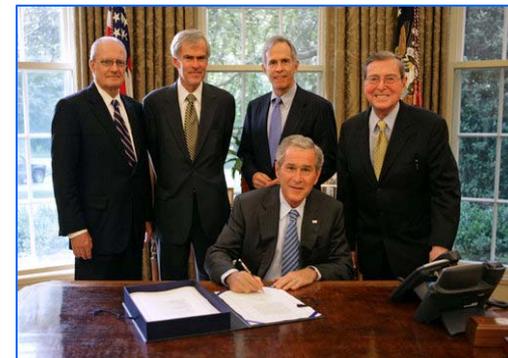
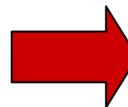
- Member Inputs/Policy Development
- Implementation
- Desired Outcomes



**Member Inputs/Policy
Development**



Implementation of Policies



Advancement of Science



ACS Office of Legislative and Government Affairs (OLGA)



OLGA

- ACS Advocacy Conducted Through the Office of Legislative and Government Affairs (OLGA)
- OLGA part of the Office of the Secretary and General Counsel



ACS Office of Legislative and Government Affairs

Basic OLGA Mission: Promote ACS public policies that advance science and the chemical enterprise for the benefit of our members and for society.

- Educate state and federal policymakers on the role of science in public policy.
- Advance specific recommendations on issues affecting the chemical enterprise.
- Inform and involve ACS members in the process.





ACS Office of Legislative and Government Affairs

WHO? - 12 Professionals Dedicated to Delivering Value to ACS Members and the Society (Plus Science Policy Fellow & Science Intern)

Policy Team →



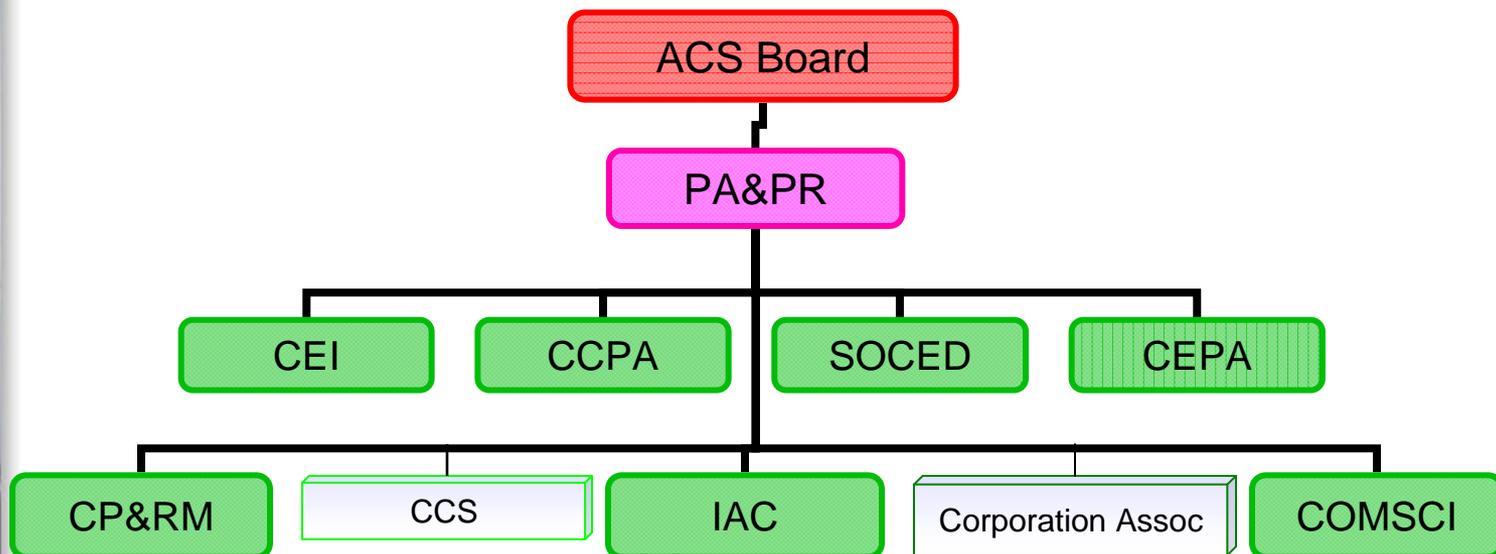
→ Advocacy Team

WHAT? - Promote ACS public policies that advance science and the chemical enterprise.

HOW?- Through a Variety of Tools that Involve OLGA & ACS Staff, ACS Governance & ACS Members.

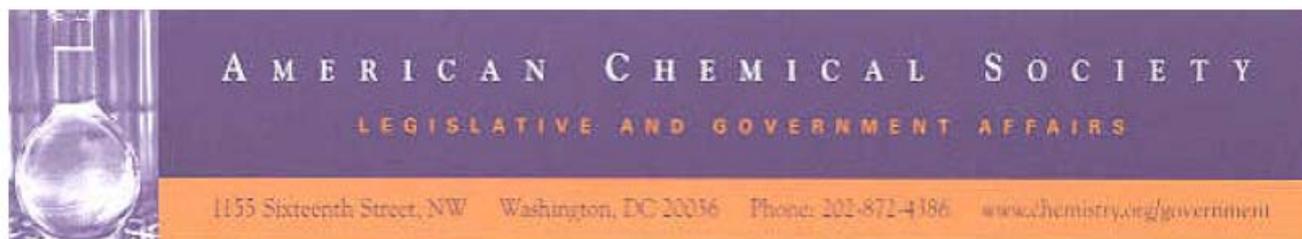


ACS Member Input & Policy Making



•ACS Policy statements Available at

www.acs.org --- **Click on Policy Tab!**



Statement on National Science Foundation: FY 2009

ACS Position

The American Chemical Society (ACS) urges Congress to provide, at a minimum, the president's budget request of \$6.8 billion for the National Science Foundation (NSF) for FY 2009 (13.6 percent increase over FY 2008). This falls short of the level authorized to enhance U.S. innovation and competitiveness in the America COMPETES Act last summer, and Congress should strive to return to the funding blueprint approved with overwhelming bipartisan support.

NSF investments in research and education have returned exceptional dividends to the American people as globalization has amplified the worldwide competition for ideas, science and engineering talent, and leadership in turning new technologies into real world applications. For the last half century, the U.S. has held a commanding position in all three areas. Now, other nations are implementing new policies and stepping up investments in research and training new talent. These global initiatives pose new challenges for America's innovation enterprise.

ACS Public Policy Priorities—2007- 08

CREATING OPPORTUNITY THROUGH SCIENTIFIC INNOVATION

Enable Innovation Through Research and Technology

Agency Research Budgets, Energy Policy, Innovation



Invest in People

K-12 Science Education, Higher Education, Workforce Issues



Balance Security and Openness

Publishing Policy, Freedom of Scientific Exchange



Promote Science & Environmental Stewardship in Policymaking

Sustainability, Green Chemistry,
Climate Change, Laboratory Regulation





ACS-OLGA Advocacy Tools

- **EDUCATION of POLICY MAKERS**
- **OLGA STAFF ADVOCACY**
- **COALITIONS & ALLIANCES**
- **MEMBER ADVOCACY**
- **GOVERNANCE ADVOCACY**





ACS-OLGA Advocacy Tools

EDUCATION OF POLICY MAKERS

- Policy Statements shared with Congress & Administration
- Posted on ACS Web-site
- Science & the Congress program
- National Chemistry Week





ACS-OLGA Advocacy Tools

STAFF ADVOCACY

- Visits & letters
- Congressional Record
- "Dear Colleagues"
- Legislative drafting

Green Chemistry R&D Act

110TH CONGRESS
1ST SESSION

H. R. 2850

To provide for the implementation of a Green Chemistry Research and Development Program, and for other purposes.

National Chemistry Week Resolution

Percy Julian Resolution



110TH CONGRESS
1ST SESSION

H. CON. RES. 34

Honoring the life of Percy Lavon Julian, a pioneer in the field of organic chemistry research and development and the first and only African American chemist to be inducted into the National Academy of Sciences.





ACS-OLGA Advocacy Tools

COALITIONS & ALLIANCES

- Lead/leverage alliances to access/advance positions



The Council for Chemical Research



STEM Education Coalition



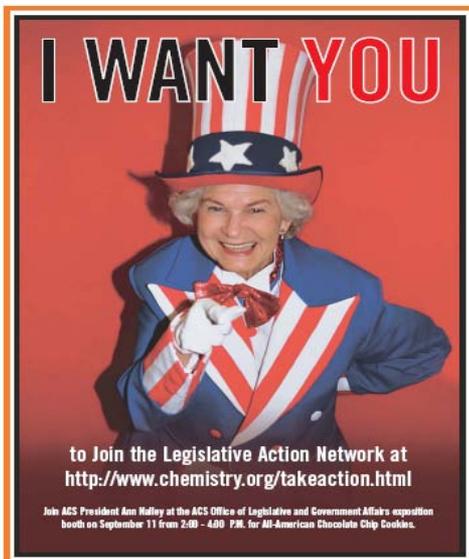
Science, Technology, Engineering and Mathematics



ACS-OLGA Advocacy Tools

MEMBER ADVOCACY

- Government Affairs Committees (GAC)
- Legislative Action Network (LAN)
- Visits in DC & districts



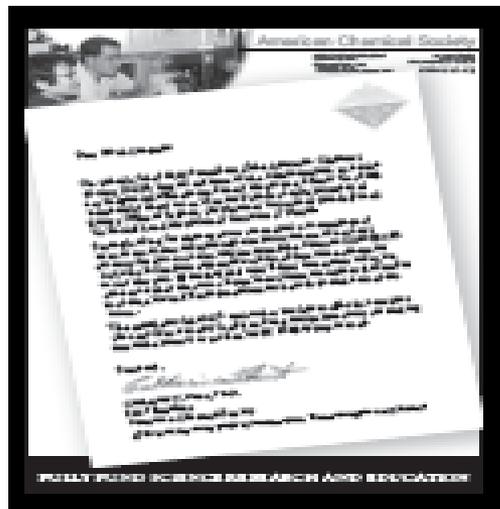
- 71 GACs
- 14,500 LAN Members
- 85 members, from 39 local sections visited over 150 congressional offices.



ACS-OLGA Advocacy Tools

GOVERNANCE ADVOCACY

- Testimony
- Legislative Summit
- Public Service Awards
- Meetings in Congressional Districts
- Letters



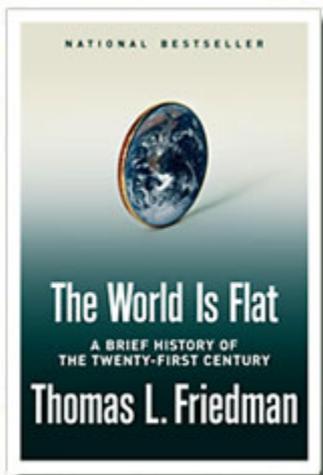


A Quick Case Study America COMPETES Act

A U.S. Discussion on Science, Innovation and Competitiveness...

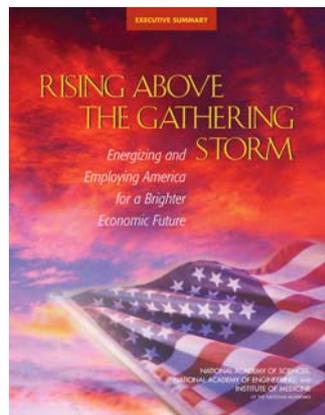


“Ideas”



Mar 05

“Plans”



Oct 05

“Focus”



Jan 06

“Agreement”



Aug 07

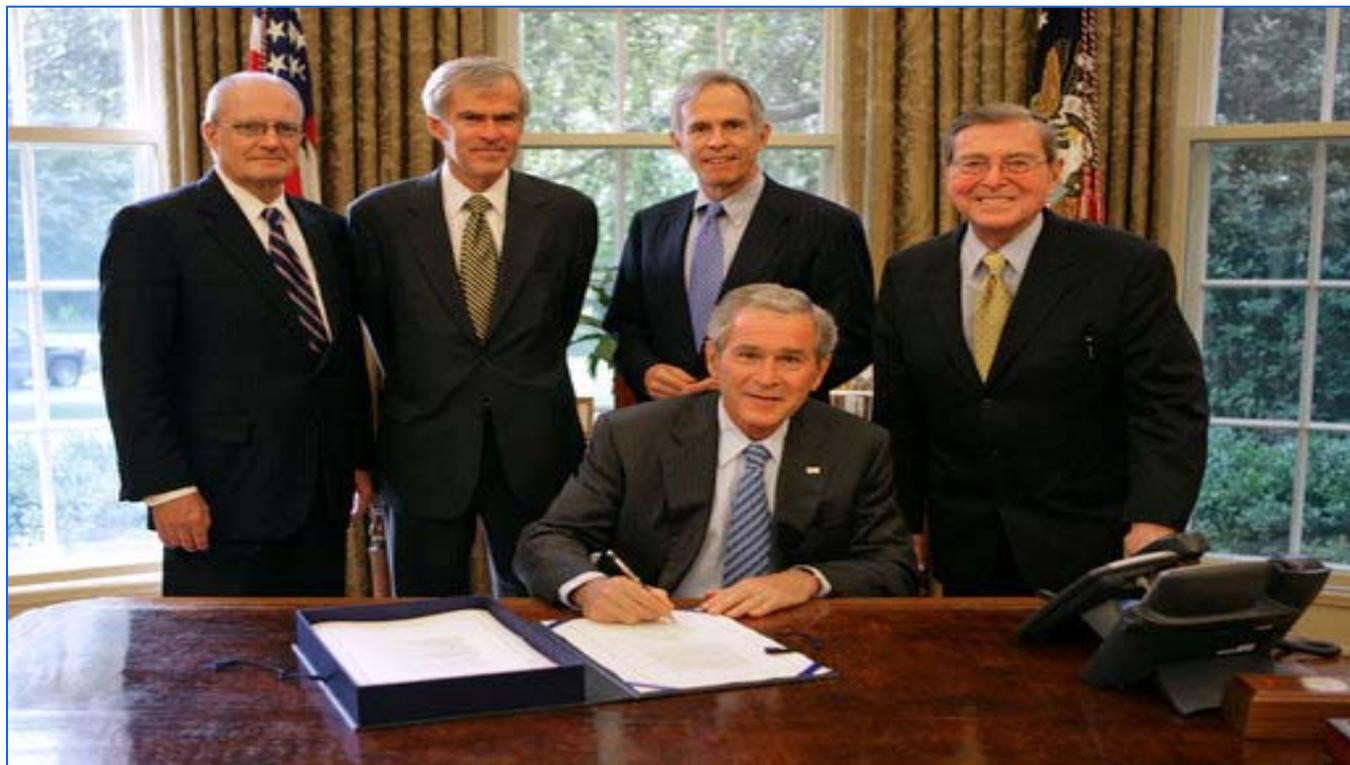
A Unified Message





Authorization Success

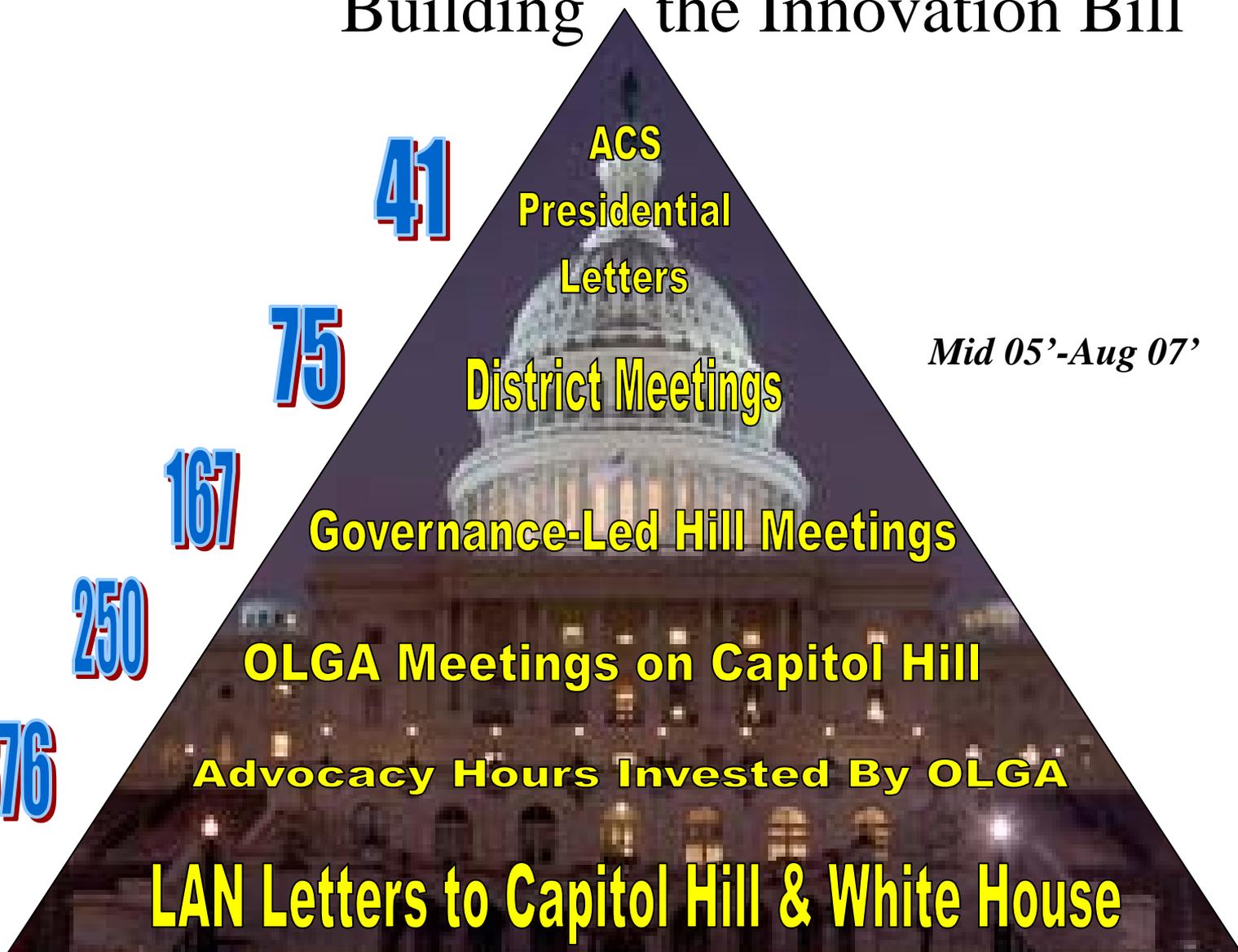
America COMPETES Act Signing, 8/9/07



Authorizes \$43.3 billion over 3 years for R&D and science education,
Puts NSF, NIST, DOE Office of Science on doubling over 7 years



Building the Innovation Bill



BUT.....APPROPRIATIONS FAILURE!!!!

WHY????

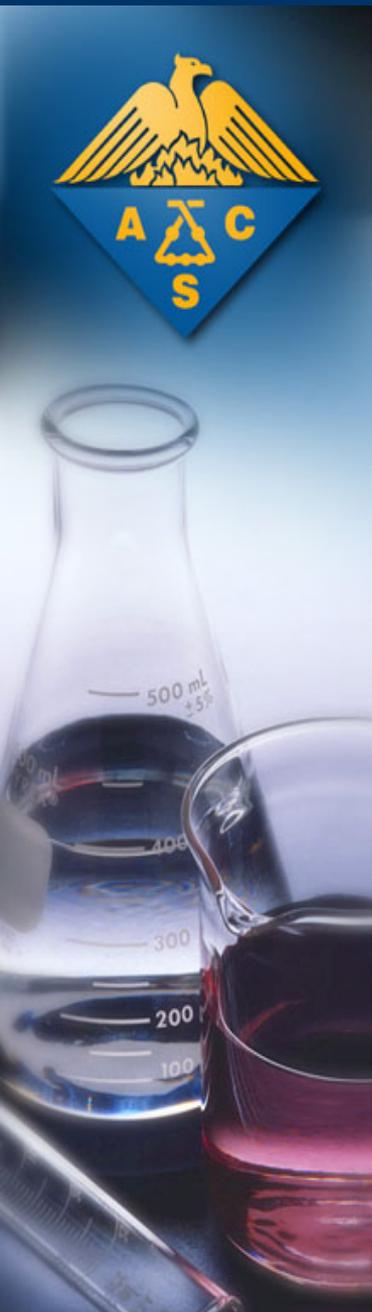


Congress Waits Too Long – 11 of 12 Appropriations Bills Unfinished by Start of 2008 Fiscal Year (10/1/07)

“Political Scrum” Inter/Intra Party, Congress versus the White House



Solution? Roll all 11 Appropriations Bills Into One, \$23 billion over what President Requested & 12,000 Earmarks.....



Dec 2007:
The “Consolidated Appropriations Act of 2008”
...Crashes, Something Had to Give....



Agency	House Bill	Senate Bill	Omnibus
NSF	+10%	+10.7%	+2.5%
DOE-SC	+18.9%	+18.4%	+5.8%
NIST	+15.4%	+15.7%	+1.6%



Thank You For Your Time!
Questions, Comments?

www.acs.org/policy

