AAPT & Advocacy

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AAPT-SPS Summer Intern

Mentor: Beth Cunningham, AAPT Executive Officer
Who I Am

- B.A. in Astronomy/Physics (‘13) from the University of Virginia
- Master of Public Policy (‘14) from UVa
Who I Am

- AAPT / Society of Physics Students intern
Advocacy & Science

- Policy is everywhere
  - Professional development funding
  - Testing standards
  - Research Experiences for Undergraduates (REUs)
  - Diversity in science (e.g., women in physics)
  - Etc...

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Advocacy Resources

- Advocacy Tools
  - Examples
  - Tutorial
- Other Resources
  - Current Issues
  - Statistics and Data

Talking Points
One-pagers
Advocacy Tutorial

What’s the issue?
- Well-defined and specific
- Define it clearly: what’s “professional development”
- Each issue requires different tactics
- Talking about standards, talking about increasing funding, etc.
- Identify WHY government is in the market or policy failed
- Simple test: if there are no standards, how do they define what’s important?

What messaging/framework do you use?
- Of all the things to think about, this is the most important
- The framework you use changes the entire debate – which dimension should you choose?
  - Take nuclear waste for example:
  - Is it an energy issue (we need this power)?
  - Or is it a security issue (terrorists might get their hands on it / it might hurt local communities)?
  - Or is it a transportation issue
  - Which frame you use changes where and how the debate happens and who your allies are

PowerPoint presentation for people to use and share

Longer in-depth written document

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Specific Examples: Everything you need to know to advocate effectively

**Example one-pagers**

**Walk-through for how to develop a good strategy**

**Tips for meeting with policymakers**

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Website Redesign

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Website Redesign

Advocacy Tools
Lorem ipsum...

How-to Guide  Other Issues  Additional Resources  Communicating with Washington
Lorem ipsum...

Statements
Lorem ipsum...

Show/Hide
Website Redesign

Advocacy Tools

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How-to Guide | Other Issues | Additional Resources | Communicating with Washington

In-depth Tutorial

Meeting with Policymakers

Examples | REU funding

Statements

Lorem ipsum...

Show/hide
Further Work...

- Continue working on the tutorial and website design
- Host a workshop/tutorial at an AAPT Meeting
- At the AAPT Summer Meeting in Portland, members were interested in advocacy, but they didn’t know where to start – and that’s what I hope I managed to accomplish
Acknowledgements

- American Association of Physics Teachers
  - Beth Cunningham, Jack Hehn
  - Bob Hilborn
  - AAPT Policy Consultancy

- American Institute of Physics and the Society of Physics Students

- And, of course, the other interns!