



Tuesday, November 9, 2021

I. Policy Intelligence and Education News

- **Congressional update** –The House and Senate are not in session this week. Late Friday night, the House passed the bipartisan infrastructure bill (the Infrastructure Investment and Jobs Act) that the Senate had passed in August, sending the first part of the Administration’s investment agenda to the President for his signature. This [White House fact sheet](#) broadly outlines the funding in the bill, including several areas that would benefit students and schools.
 - **School-related infrastructure funding** –
 - A total of \$65 billion for broadband investment to help families access the internet and afford devices (Division F, starting on page 2014);
 - \$5 billion for clean-energy school buses (section 71101, starting on page 2386);
 - \$500 million over 5 years for competitive grants to schools and non-profits for energy efficiency improvements (section 40541, starting on page 1719);
 - \$200 million over 5 years to remove lead contamination in school drinking water, as part of a much bigger drinking water program (section 50110, pages 1929-1934); and
 - Reauthorizes and extends until 2023 the Secure Rural Schools and Community Self-Determination Act, which helps fund schools in 700 counties that have federal forest land (section 41202, starting on page 1878).
- **List of HELP and of Ed and Labor Committee education staffers** – I thought it might be helpful to share the list of current education staffers on the House and Senate education authorizing committees and their portfolios, as there have been a few changes in recent months.
 - House Education and Labor Democrats:**
 - Rashage Green – Education Policy Director
 - Katie Berger – higher education
 - Jessica Bowen – higher education
 - Clair Viall – higher education
 - Melissa Bellin -- K-12 policy
 - (Lakeisha Steele is now at the Department of Education)
 - House Education and Labor Republicans:**
 - Chance Russell
 - (Alex Ricci has left)

Senate HELP Democrats:

- Kara Marchione – Education Policy Director
- Amanda Beaumont – Deputy Education Policy Director, K-12
- Bryce McKibben – higher education
- Viviann Anguiano – higher education
- Manuel Contreras – K-12
- Leila Schochet – Child Care and early childhood education, HHS ACF
- Amanda Lowe – K-12 and disability policy
- Chris Fisk – temporarily handling workforce, but he doesn't have a set portfolio

Senate HELP Republicans:

- Lauren Schwenson – Senior Education Policy Advisor
- (Peter Oppenheim has left)

II. Advocacy

- **Report on CEF ads on Twitter, other digital media, and POLITICO last week** – Below is some preliminary data on the reach of CEF's paid social media advocacy last week in support of increased education funding (we also ran a print ad in POLITICO last Tuesday).
 - The ads on social media platforms separate from Twitter garnered 2.4 million impressions (how many times it appeared on someone's screen), 4293 clicks, with a strong click through rate of 0.18% (the number who click on it out of all who see it).
 - As of yesterday, with the Twitter campaign not yet finished, the ads have garnered 94,581 impressions with a medium click through rate of 0.75%.
 - While we can't directly measure the impact of the advocacy push on Congress, we can see the impact on visits to [CEF's website](#) that has advocacy and informational resources. CEF's website averaged 2,500 views per month over the first 10 months of this year, then got more than 4,000 views in just last week while CEF was running ads directing viewers to the CEF website.

III. Events

- **CEF's schedule for the rest of the year -**
 - **Friday, Nov. 12** – no CEF Friday meeting while Congress is in recess.
 - **Friday, Nov. 19** – 9:30-10:45 a.m. ET, [Zoom Friday meeting](#). Guest speaker: Emily Slack, Senate Labor-HHS-Education Appropriations Subcommittee Republican staff.
 - **Friday, Nov. 26** – no CEF Friday meeting – enjoy the Thanksgiving break.
 - **Friday, Dec. 3** – 9:30-10:45 a.m. ET, [Zoom Friday meeting](#). Guest speaker: Brennan Barber, Senator Tina Smith (D-MN)

- **Friday, Dec. 10** – 9:30-11:30 a.m. ET, Zoom annual meeting. Attendance is very important as we need a quorum to vote on the 2022 Board of Directors and CEF's 2022 budget. Registration link and speaker details to come. This is the last CEF Friday meeting of the year.