



# **WHY ALL DEANS SHOULD ADVOCATE (AND HOW TO DO IT EFFECTIVELY)**

Wendy Naus, Executive Director  
Consortium of Social Science Associations (COSSA)  
CCAS Annual Meeting  
November 8, 2019

# Today's Discussion



- Why we need science advocacy (and why you are best suited to engage)
- How to do it well
- Myths about advocacy
- Getting involved



# About COSSA



- **MISSION:** Advocacy for the shared policy interests of all fields of social and behavioral science research.
- **Audiences for advocacy:**
  - Congress
  - Executive Branch
  - Scientific & Higher Ed Communities
  - Public
- Focus on *positive* promotion of our sciences (in addition to playing defense when needed).

## GOVERNING ASSOCIATIONS

AMERICAN ANTHROPOLOGICAL ASSOCIATION\*  
 AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
 AMERICAN ECONOMIC ASSOCIATION\*  
 AMERICAN EDUCATIONAL RESEARCH ASSOCIATION  
 AMERICAN POLITICAL SCIENCE ASSOCIATION\*  
 AMERICAN PSYCHOLOGICAL ASSOCIATION \*  
 AMERICAN SOCIETY OF CRIMINOLOGY  
 AMERICAN SOCIOLOGICAL ASSOCIATION\*

AMERICAN STATISTICAL ASSOCIATION\*  
 LAW AND SOCIETY ASSOCIATION  
 LINGUISTIC SOCIETY OF AMERICA\*  
 MIDWEST POLITICAL SCIENCE ASSOCIATION  
 NATIONAL COMMUNICATION ASSOCIATION  
 POPULATION ASSOCIATION OF AMERICA  
 SOCIETY FOR PERSONALITY AND SOCIAL PSYCHOLOGY  
 SOCIETY FOR RESEARCH IN CHILD DEVELOPMENT

## MEMBERSHIP ORGANIZATIONS

Academy of Criminal Justice Sciences  
 African Studies Association  
 American Association of Geographers\*  
 American Council of Learned Societies  
 American Evaluation Association  
 American Historical Association\*  
 American Psychosomatic Society  
 Association for Behavioral and Cognitive Therapies  
 Association for Public Policy Analysis and Management  
 Association of Academic Survey Research Organizations  
 Association of American Law Schools\*  
 Association of Research Libraries  
 Council of Colleges of Arts and Sciences  
 Council on Social Work Education  
 Economic History Association  
 History of Science Society  
 Midwest Sociological Society  
 National Association of Social Workers  
 National Council on Family Relations  
 North American Regional Science Council  
 Rural Sociological Society  
 Social Science History Association  
 Society for Prevention Research  
 Society for Research on Adolescence  
 Society for Social Work and Research  
 Society for the Psychological Study of Social Issues  
 Society of Behavioral Medicine  
 Southern Political Science Association  
 Southern Sociological Society  
 Southwestern Social Science Association

## UNIVERSITIES

Arizona State University  
 Boston University  
 Brown University  
 Carnegie Mellon University  
 Columbia University  
 Cornell University  
 Duke University  
 Fielding Graduate University  
 George Mason University  
 Georgetown University  
 Harvard University  
 Indiana University  
 Johns Hopkins University  
 Massachusetts Institute of Technology  
 Michigan State University  
 North Carolina State University  
 Northwestern University  
 Ohio State University  
 Pennsylvania State University  
 Princeton University  
 Rutgers, The State University of New Jersey  
 Stanford University  
 Texas A&M University  
 University of Arizona  
 University of Arkansas

University of California, Berkeley  
 University of California, Irvine  
 University of California, Los Angeles  
 University of California, Santa Barbara  
 University of Chicago  
 University of Colorado, Boulder  
 University of Georgia  
 University of Illinois  
 University of Iowa  
 University of Maryland  
 University of Michigan  
 University of Minnesota  
 University of Nebraska, Lincoln  
 University of North Carolina, Chapel Hill  
 University of Oklahoma  
 University of Pennsylvania  
 University of Pittsburgh  
 University of Texas, Austin  
 University of Texas, San Antonio  
 University of Virginia  
 University of Washington  
 University of Wisconsin, Madison  
 Virginia Tech  
 West Virginia University  
 Yale University

## RESEARCH CENTERS & INSTITUTES

American Academy of Arts and Sciences  
 American Academy of Political and Social Science  
 Center for Advanced Study in the Behavioral Sciences  
 Cornell Institute for Social and Economic Research  
 Institute for Social Research, University of Michigan  
 Institute for Social Science Research, University of Massachusetts, Amherst  
 NORC at the University of Chicago  
 RTI International  
 Social Science Research Council

## AFFILIATES

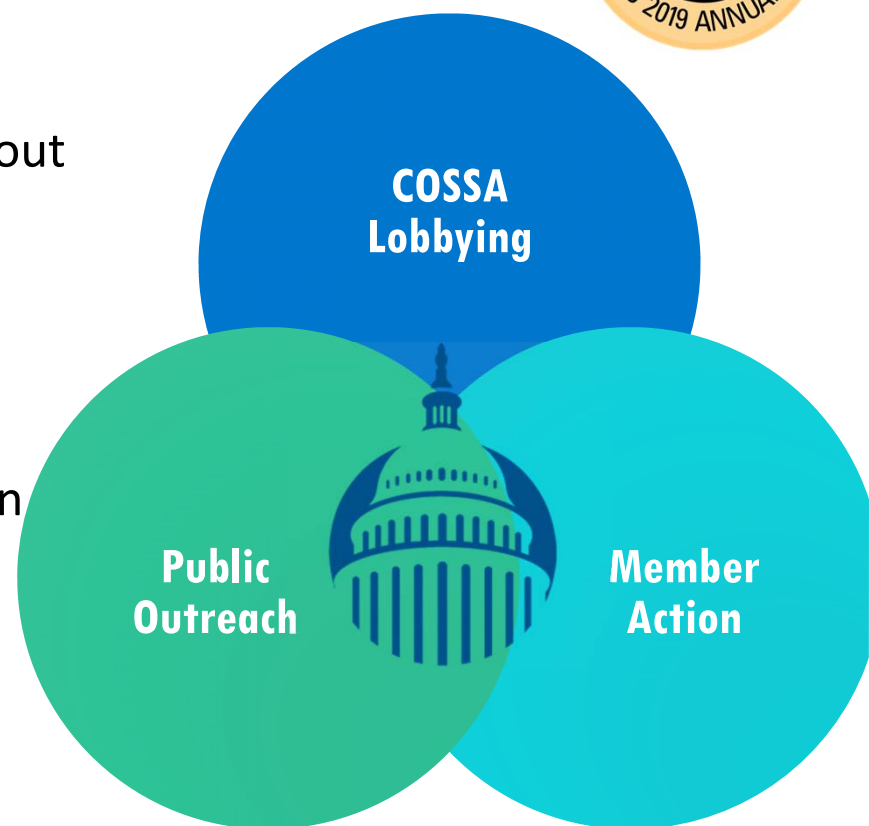
SAGE Publishing

\* Founding Associations

# Advocacy Activities



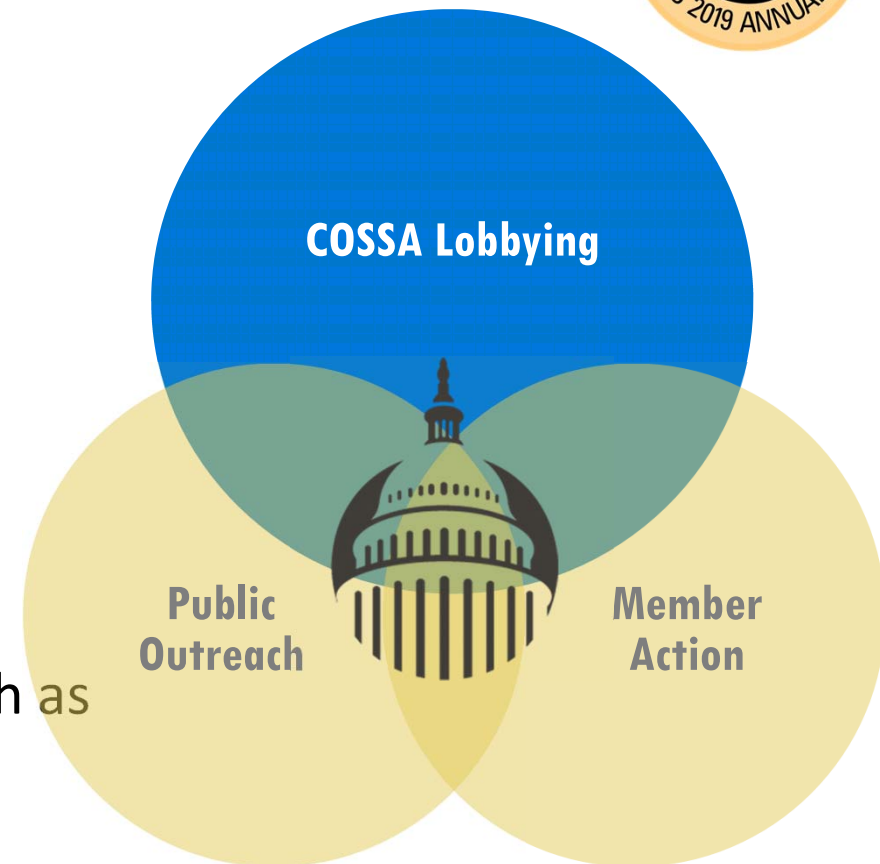
1. Nurture champions within Congress and throughout Executive Branch agencies.
2. Enhance involvement of our members in COSSA activities and advocacy efforts.
3. Connect with and equip partners, stakeholders, foundations, and the general public to advocate in support of our sciences.



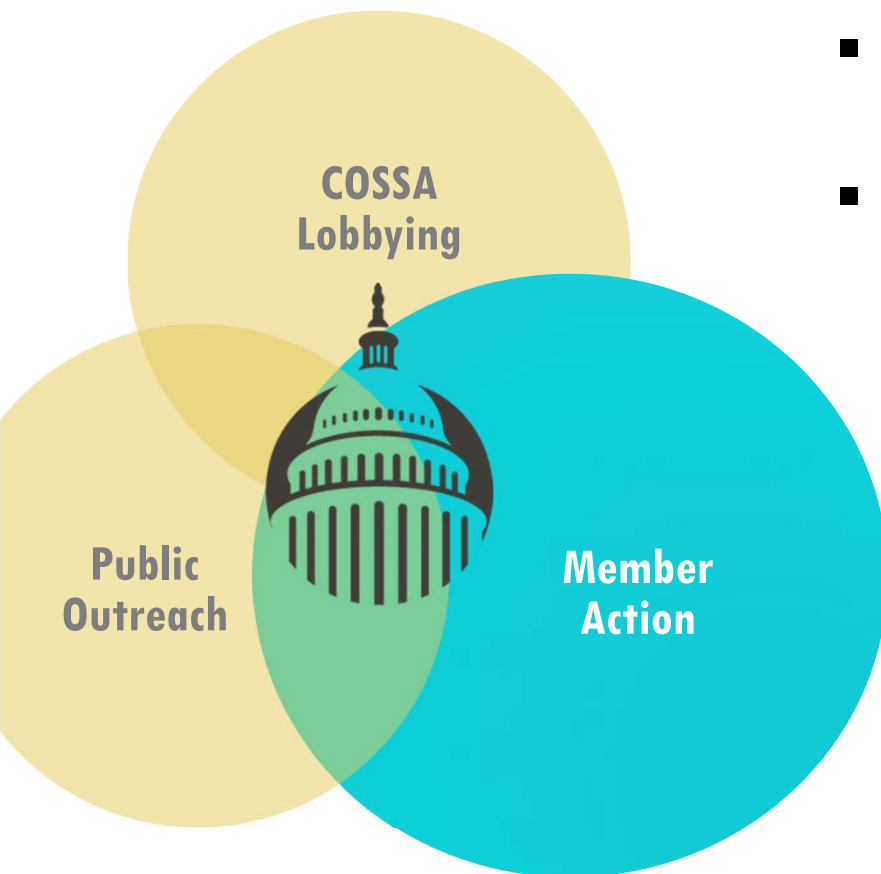
# Lobbying



- Staff of professional lobbyists
- Provide a constant presence for social science in Washington
- Quick response legislative/policy developments
- Bridge between policymakers and SBS community
- Invest in champion development
- Invest in long-term advocacy goals, such as sustainable funding and profile raising



# Member Action



- Membership is broad, diverse, and represents the best scholars in the social sciences
- Resources for members wishing to get involved:
  - Social Science Advocacy Day
  - Action alerts
  - Advocacy Handbook
  - Talking Points
  - State funding fact sheets
  - Advocacy training
  - Webinars, etc.

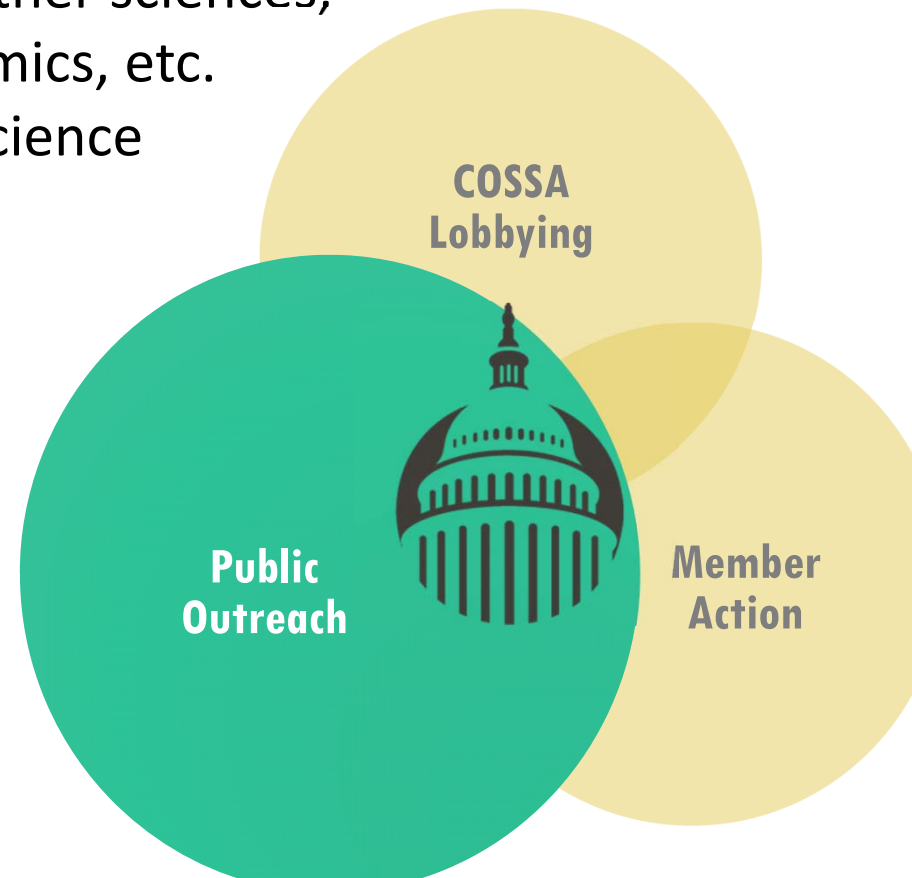
# Public Outreach



- Partnerships with key constituencies – other sciences, practitioners, industry, other non-academics, etc.
- Social Media – @COSSADC, #whysocialscience
- Why Social Science? blog series



**WHY  
SOCIAL  
SCIENCE?**  
[www.whysocialscience.com](http://www.whysocialscience.com)







## WHY SCIENCE ADVOCACY?

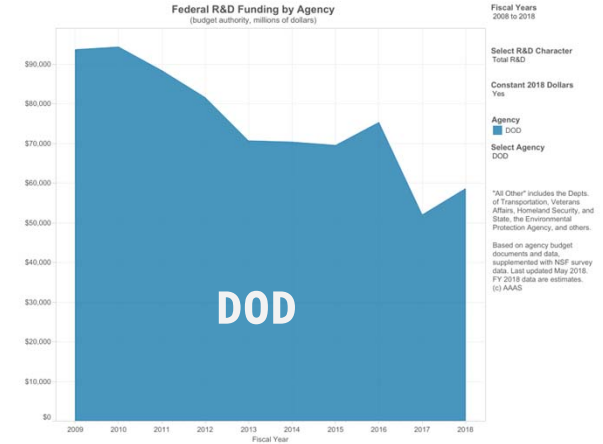
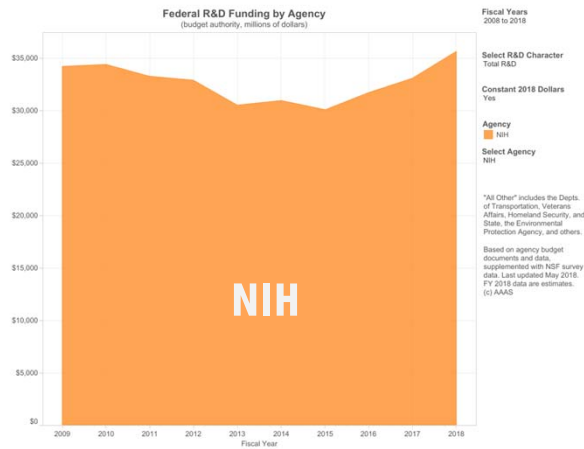
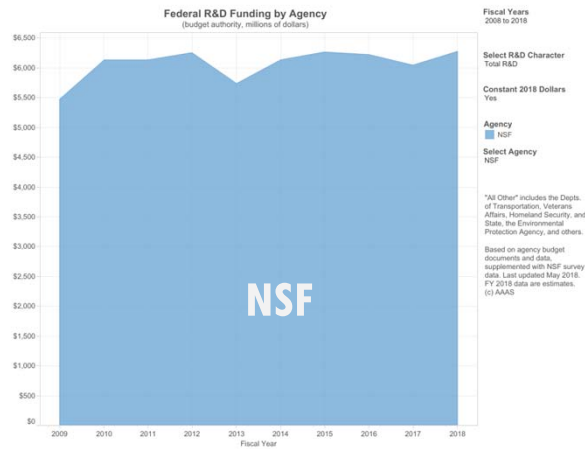
1. Research \$\$ declining (or at least not growing)
2. Policy needs science
3. Correct misconceptions
4. If you're not at the table, you're probably on the menu.

# WHY: (1) Research Funding



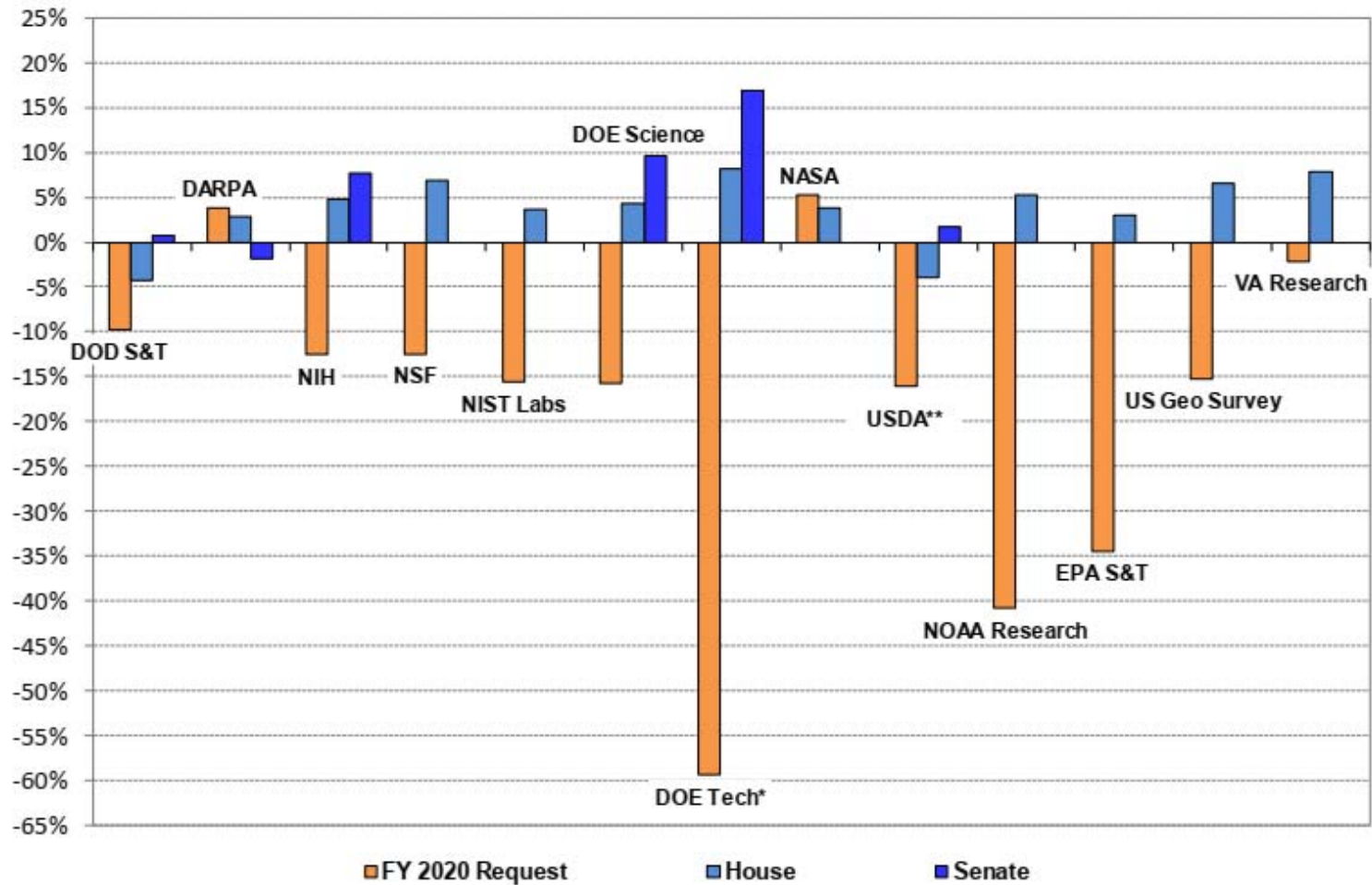
- Stagnant and declining budgets and zero-sum decision-making.
- Political interference into peer review process – picking winners & losers.
- Forces beyond our control

# WHY: (1) Research Funding



## Select Science & Tech Programs in FY 2020 Appropriations So Far

Estimated percentage change from FY 2019, nominal dollars



\*Includes renewables and efficiency, nuclear, fossil, grid research, cybersecurity, ARPA-E. \*\*Includes ARS, NIFA, ERS, NASS. Senate figures (except NIH) refer to committee-approved funding. Most House figures have been approved on House floor. | AAAS 9.20.19

# WHY: (1) Research Funding



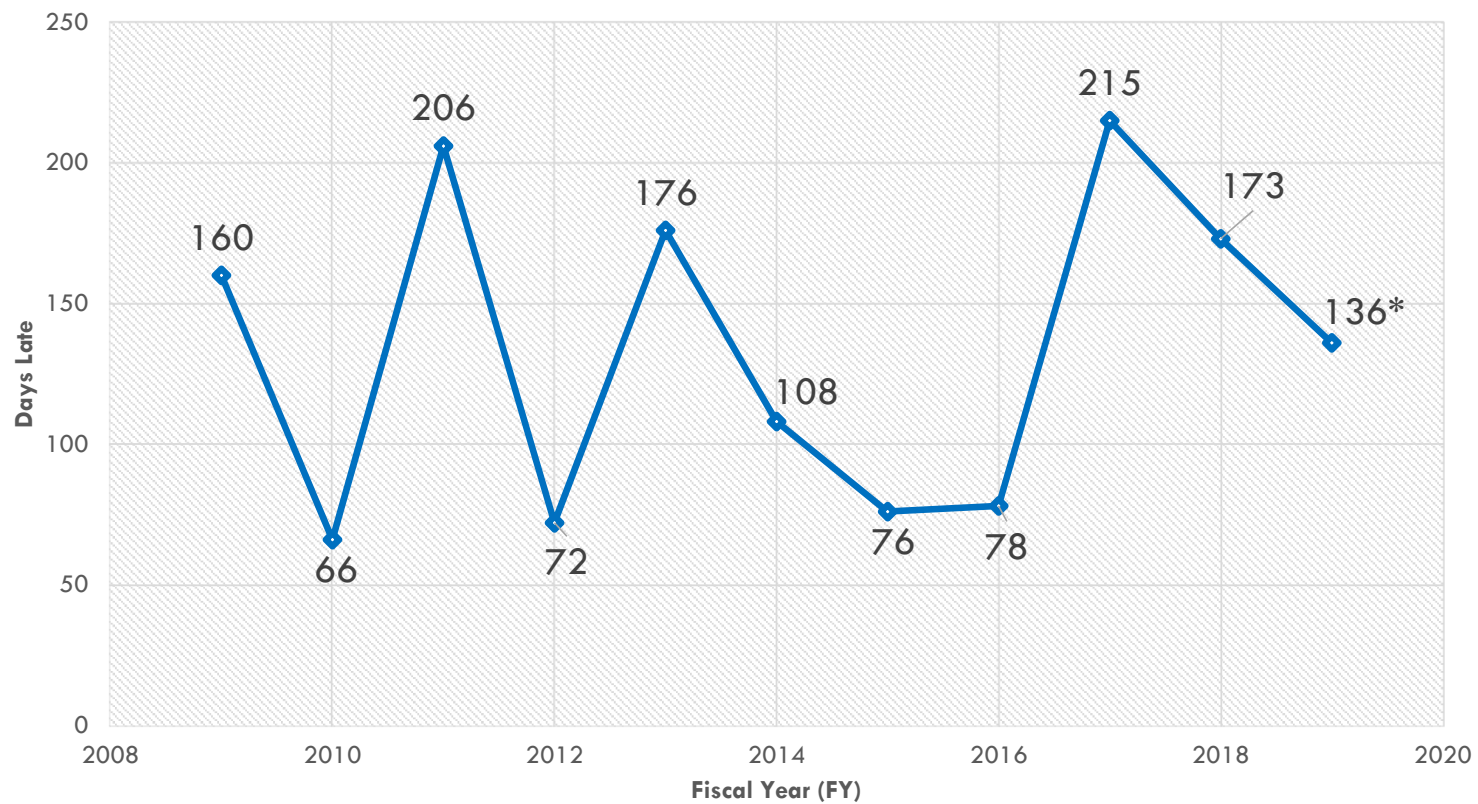
- Picking winners and losers among the sciences and WITHIN the sciences (e.g. political science).
- Ridiculing individual grants.
- Questioning peer review process.



# WHY: (1) Research Funding



Lateness of Annual Appropriations,  
FY 2008-2019



## WHY: (2) Policy Needs Science



“If we want our policies to be successful, they need to be based on the best available science”

--Rep. Frank Lucas

“Social sciences are a cornerstone of the kind of fact-based inquiry that is crucial for policymakers.”

--Rep. Paul Tonko

“The federal government should help cities understand best practices, but the guidance should be informed by the best scientific data available on what works and what doesn’t.”

--Rep. Jesús "Chuy" García

“America’s greatest strength is innovation ... Our propensity for being entrepreneurial and cutting edge is fostered through the social sciences”

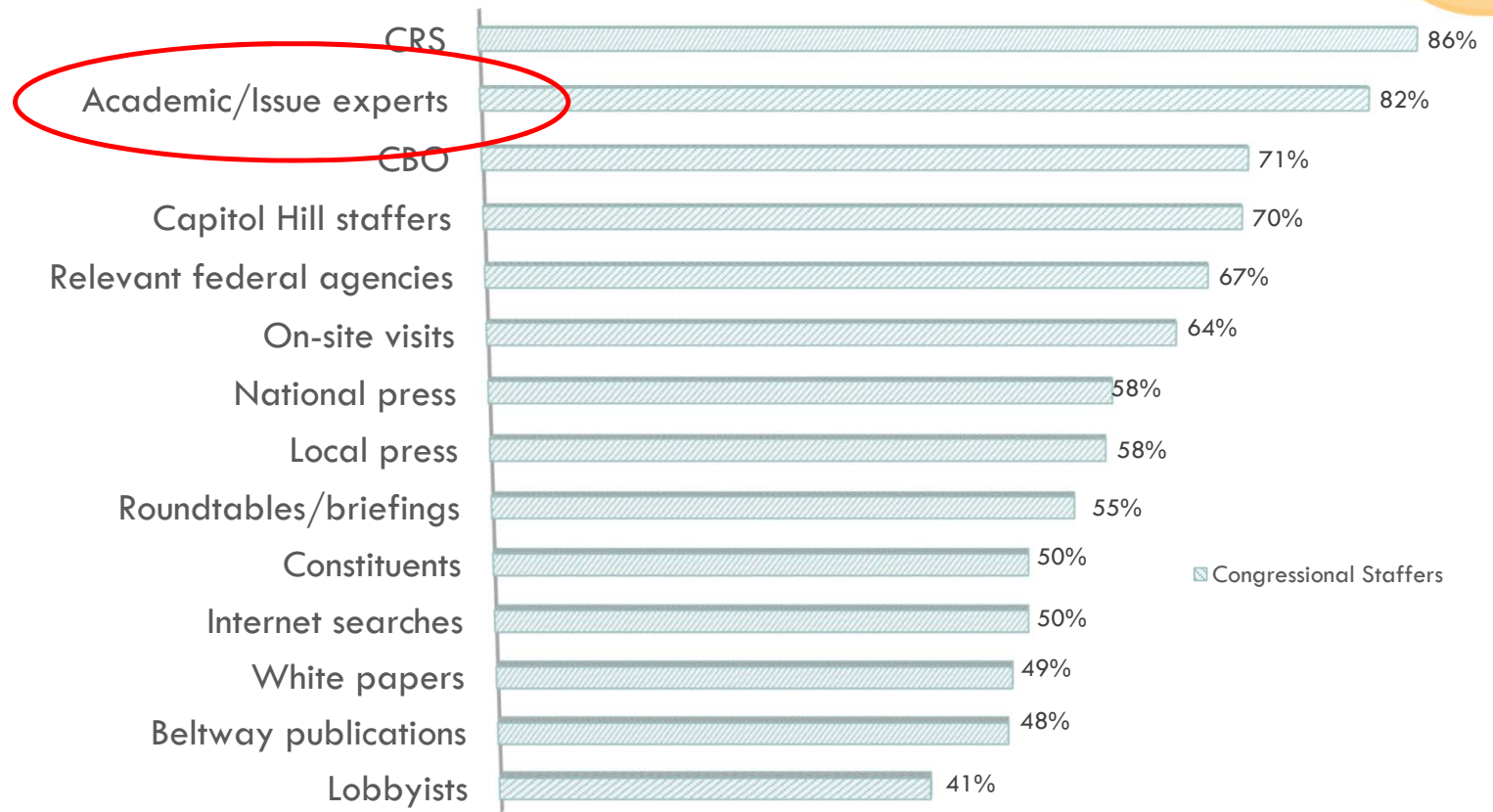
--Rep. Suzanne Bonamici

“Scientific research helps us figure out what works, what doesn’t, and how we can improve. It’s an indispensable element of good governance.”

--Rep. Madeleine Dean

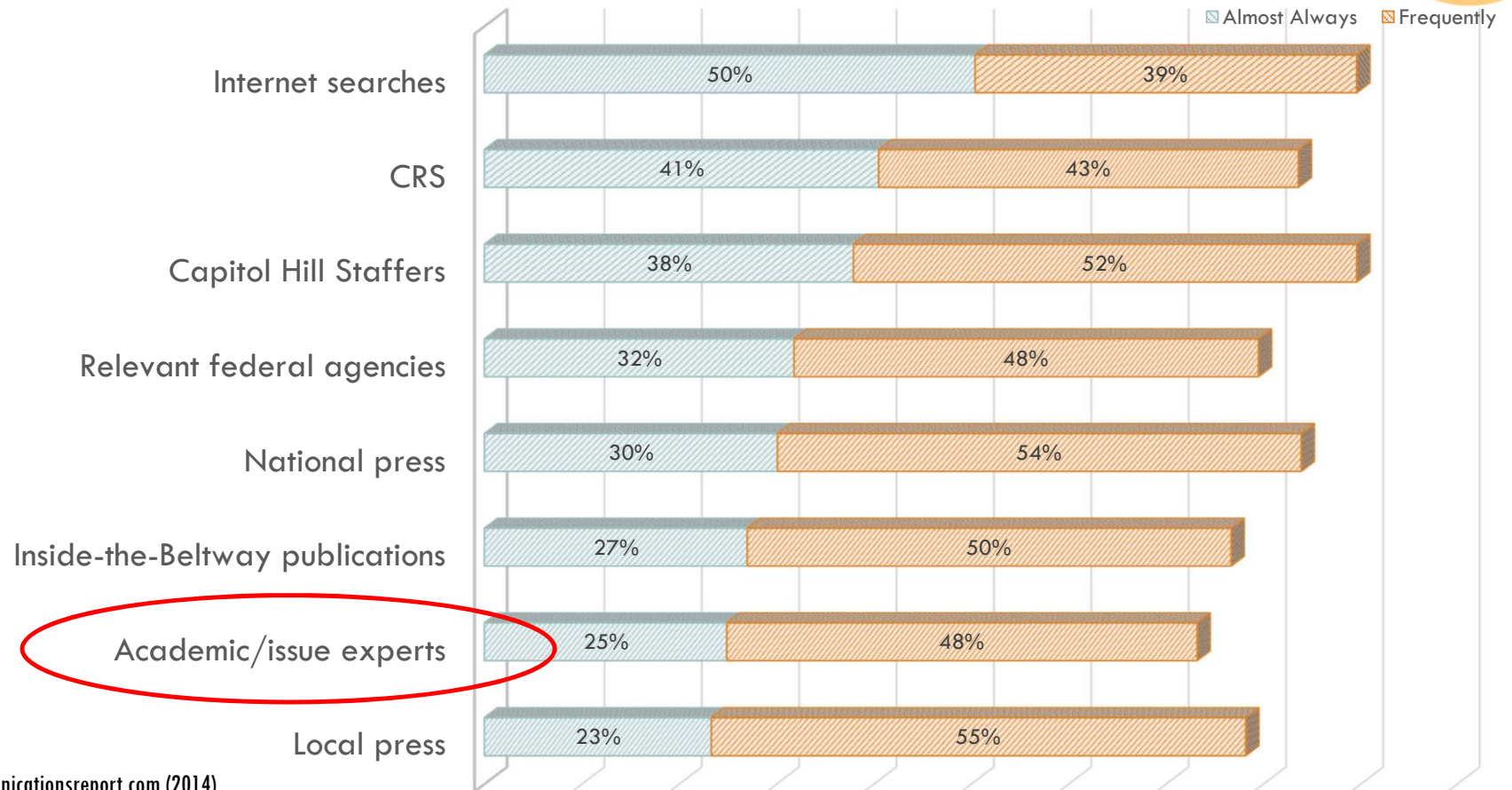


# Valuable Sources of Info for Congress





# Sources Actually Consulted



# WHY: (3) Correct Misconceptions

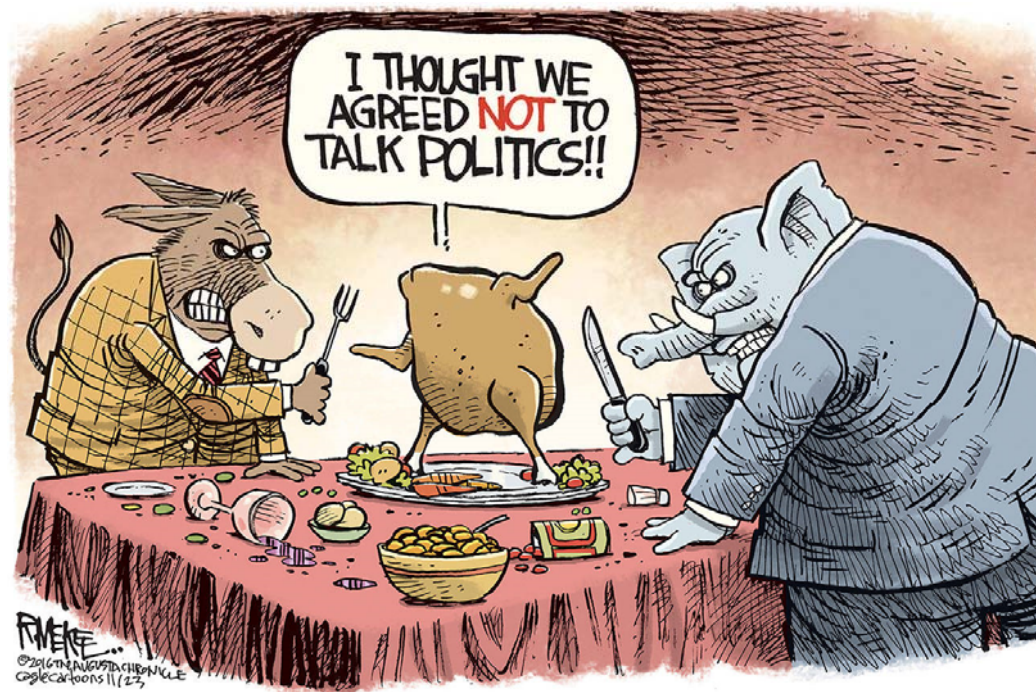


## How non-scientists think about social science

- What is it?
  - Study of how people socialize
  - Emphasis on “social” rather than “science”
- Who does it?
  - “Real scientists” wear lab coats and work with numbers.
  - “Social scientist” = social services, social work, practitioner.
  - “Behavioral scientist” = clinical practice, not research or scientific inquiry.
- How does social science work?
  - Common sense
  - Anyone can observe, you don’t need specialized training to observe people.
  - Inexact and generalizations are meaningless because its all subjective

Frameworks Institute (2015)

## WHY: (4) Seat at the table



# WHY: (4) Seat at the table



- **\$3.4 billion**: Amount spent on (official) lobbying in 2018
- **13,000**: Number of (active) registered lobbyists
- **200+**: Number of emails a typical Congressional staffer receives each day
- **10-12**: Number of meetings a staff may have each day

## ▶ Labor, HHS, Education Appropriations Bill:

- ▶ National Institutes of Health
- ▶ Department of Education/Institute of Education Sciences
- ▶ Department of Labor
- ▶ Department of Health and Human Services

## ▶ Commerce, Justice, Science Appropriations Bill:

- ▶ National Science Foundation
- ▶ NASA
- ▶ Department of Justice
- ▶ Department of Commerce

## Contrary to what most think...

- Members of Congress value constituents' input.
- They rely on constituents' views to shape their opinions (they're there to represent you, after all).
- They genuinely wish to understand the impacts of a decision on citizens in the state or district.
- Constituents (VOTERS) get priority treatment in their eyes.







# HOW TO DO IT WELL

1. Understanding your audience
2. Meeting them where they are
3. Showing up & being a resource

# What Doesn't Work



1. Silence/complacency
2. “Phone-it-in” advocacy
  - Last 30 years – explosion of “grassroots advocacy.”
  - BUT, the quality of interactions has not improved.

## THE CHALLENGE:

Being heard among the deluge of voices.

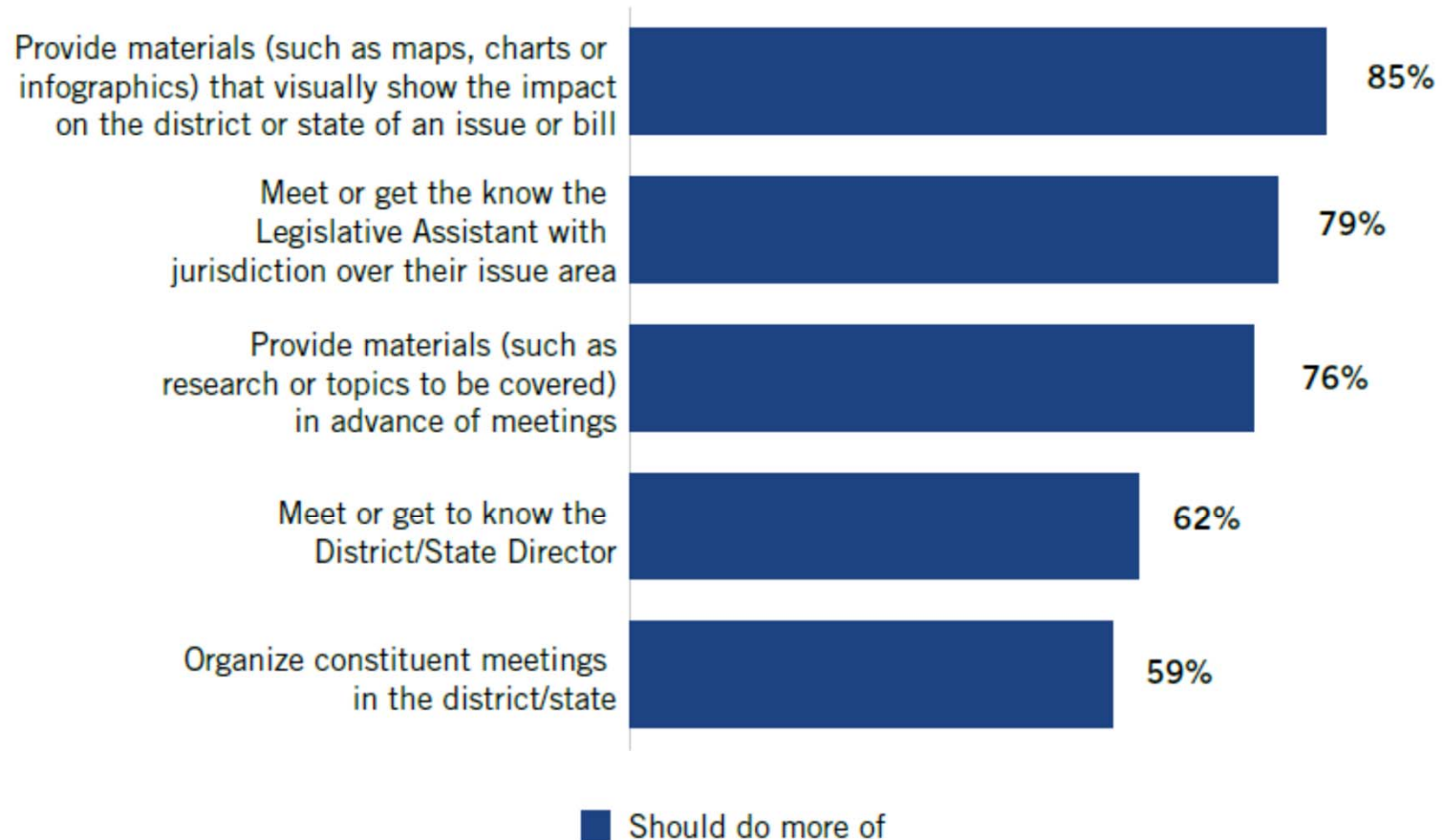
## HOW: (1) Understanding Your Audience



- Science can be seen as just another player with an ax to grind.
- Science may bump up against their ideology, religion, etc.
- Members of Congress care about:
  - Getting reelected – This is how Members of Congress's jobs are evaluated.
  - What's happening in their constituency.
  - Their values and beliefs, which overlay everything.
- It is unrealistic to assume that science and “facts” can override any of these.



**In thinking about constituents and the groups that represent them (e.g., associations, nonprofits, companies), what should they do more or less of to build better relationships with your office and your Member/Senator?**



# Give Them What They Want!



- Members of Congress want constituents to provide:
  - **CLARITY:** What action do they want me to take?
  - **CONTEXT:** Why do my constituents care?
  - **RELEVANCE:** What are the current or potential local impacts?
  - **JUSTIFICATION:** What are the constituents' personal stories or reasons for raising the issue?

# HOW: (1) Meet them where they are



- Take an interest in their needs.
- Ask what THEY care about and how YOU can help.
- Make it LOCAL, LOCAL, LOCAL!
  - Policymakers may not know the science, but they know what their constituents are calling about
  - Transform a discussion about the budget to a conversation about real people and their lives
    - Jobs provided by the research (e.g. do students contribute?)
    - No. people/specific populations potentially affected by your research/findings/applications
    - Dollars to the state/district (see COSSA's data)
    - Local connections and/or real-life stories

***“...Because we need to understand what will motivate people to take action.”***

*– Marcia McNutt, President, National Academy of Sciences*

***“...Because it makes the world safe for cultural differences.”***

*– American Anthropological Association*

# WHY SOCIAL SCIENCE?

***“...Because the social and behavioral sciences contribute to improving the health of the population.”***

*– Bill Riley, Director, Office of Behavioral and Social Sciences Research, National Institutes of Health (NIH)*

***“...Because small tweaks to behavior can be the difference between life and death.”***

*– Society for Personality and Social Psychology*



**Because Social Science Is a Form of Service that Improves Quality of Life for People Around the World**



**Because It Can Improve the Lives of Those Who Serve Our Country**



**Because Social Science Equips Us with Tools We Will Need to Face Down the Biggest Issues of Our Time, Including the Growing Global Threat of Climate Change**

## HOW: (1) Be a Resource



**Establish credibility  
(YOU)**



**Reason to care  
(THEM)**



# MYTHS ABOUT ADVOCACY



**Myth #1:**  
I'm not allowed

# Myth #1: I'm not allowed



*“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and **to petition the government for a redress of grievances.**”*

--First Amendment to the U.S. Constitution



# Lobbying vs. Advocating



- ANYONE can communicate with their policy makers on issues they care about.
- U.S. Government has specific definition of “lobbying,” which would require individuals to register with the Congress as a lobbyist. This would be someone:
  - Who is employed or retained by a client for financial or other compensation; AND
  - Whose services include more than one lobbying contact (Congress or “covered” Executive Branch position); AND
  - Whose lobbying activities constitute 20% or more of his/her services’ time on behalf of that client during any 3-month period.
  - If you aren’t sure if you qualify as a lobbyist, you probably don’t.



## **Myth #2:**

Scientists shouldn't advocate

## Myth #2: Scientists shouldn't advocate



- Scientists/scholars tend to think that “passion” isn’t scientific and that it would undermine science.
  - FALSE. You can use your power as a scientist AND a constituent.
- If lawmakers were just more science literate, they would agree with me.
  - MAYBE BUT – you should aim to spark science curiosity instead of increasing science knowledge or literacy.



## **Myth #3:**

Special interests control  
everything

## Myth #3: Special interests



- “Special Interest Groups” – Groups of citizens who are organized around a common purpose
  - Science IS a special interest group, and that’s a good thing.
- Most interactions between citizens and Congress are facilitated by groups (i.e. associations, companies, trade groups, etc.).
- Why?
  - Members of Congress make decisions **LOCALLY**, not nationally.
  - Interest groups take national issues (like health care) and bring them down to the local level where the policymaker will listen.



## **Myth #4:**

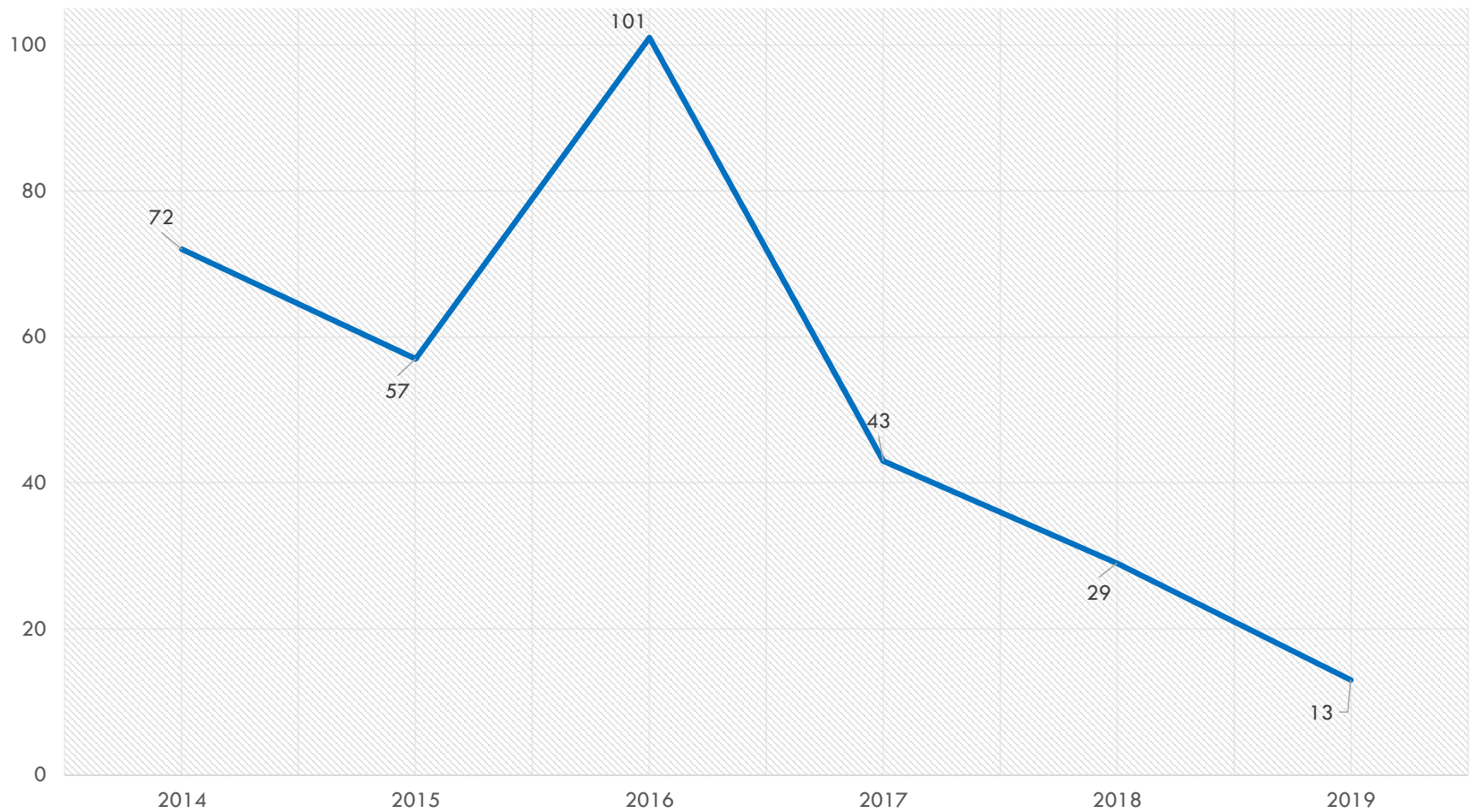
My participation will not  
make a difference

## Myth #4: It won't make a difference



- The vast majority of decisions a Member of Congress makes are not black and white in terms of ideology or party position (e.g. raise/lower taxes).
- Most decisions are on small, locally-relevant issues that make gradual changes around the edges.
- YOU are the long-game.

## Social/Behavioral Science Grants Attacked by Members of Congress







## **Myth #5:**

I would have to travel to DC

## Myth #5: I would need to come to DC



### MANY WAYS TO ADVOCATE



**Come to Washington**



**Respond to Action Alerts**

**Invite elected officials to your institution/class**

**Meet in state/district office**

**Write a letter to your local newspaper**

**Be a resource for reporters**

**Tweet about science policy issues**

**Contribute articles to your society newsletter**

**Teach or mentor in your community**

**Involve students in advocacy**

# CSSA ★ 2020

## SOCIAL SCIENCE ADVOCACY DAY

March 30-31, 2020 ★ Washington, DC



# Engage with COSSA



- Skype us in to your class or faculty/staff meetings – or we'll come in person!
- Sign up for the COSSA Washington Update and Why Social Science? blog.
- JOIN COSSA – Make sure your institution is a member and you're receiving our members-only resources, including action alerts.
  - Institution already a member? Get our resources by emailing [jmilton@cosssa.org](mailto:jmilton@cosssa.org).
  - Not a member? Contact me at [wnaus@cosssa.org](mailto:wnaus@cosssa.org).
- Follow us on Twitter (@COSSADC) and Facebook

# Where do I start?



- Connect with your GR Office.
- Engage your professional association.
- Spread what you learned today throughout your college.



# SUMMARY



- Advocacy is a commitment of time and energy
- Members of Congress and staff turn to trusted experts with firsthand knowledge – that could and should be you!
- One meeting once a year won't get you there – communications need to be ongoing and substantive.

## Goal #1

- Strengthen the quality of our interactions through storytelling, relevance, timeliness and trust

## Goal #2

- Focus on relationship building vs. transactional communication

## Goal #3

- Explore ways to become a trusted resource



# Questions?







**Thank you!**

**Wendy Naus**  
**COSSA Executive Director**  
**[wnaus@coffa.org](mailto:wnaus@coffa.org)**



**BACK UP**

## FY 2020 APPROPRIATIONS SNAPSHOT

	Enacted FY 2019	President's Request	COSSA's Request	House	Senate	FY 2020 Final	FY 2020 vs. FY 2019
<b>DEPARTMENT OF AGRICULTURE</b>							
Economic Research Service	86.8	60.5	87.8	87.8	86.8		
National Agricultural Statistics Service	174.5	163.0	180.8	180.8	175.3		
National Institute of Food and Agriculture	1471.3	1391.7		1614.1	1484.7		
<b>DEPARTMENT OF COMMERCE</b>							
Bureau of the Census	3821.4	6149.4	8450.0	8450.0	7558.3		
<b>DEPARTMENT OF EDUCATION</b>							
Institute of Education Sciences	615.5	521.6	680.0	650.0	615.5		
International Education and Foreign Language Studies	72.0	0.0	106.0	89.1	72.2		
<b>DEPARTMENT OF ENERGY</b>							
Energy Information Administration	125.0	118.0		128.0	132.0		
<b>DEPARTMENT OF HEALTH AND HUMAN SERVICES</b>							
National Institutes of Health	39084.0	34367.6	41600.0	41084.0	42084.0		
Agency for Healthcare Research and Quality	338.0	256.0*	460.0	358.2	256.0		
Centers for Disease Control and Prevention	7892.4	6531.8	7800.0	8203.0	7462.9		
National Center for Health Statistics	160.4	155.0	175.0	160.4	160.4		
<b>DEPARTMENT OF JUSTICE</b>							
Bureau of Justice Statistics	43.0	48.0	48.0	43.0	43.0		
National Institute of Justice	37.0	46.5	46.5	37.0	37.0		
<b>DEPARTMENT OF LABOR</b>							
Bureau of Labor Statistics	615.0	655.0	655.0	675.8	615.5		
<b>NATIONAL SCIENCE FOUNDATION</b>	8075.0	7066.0	9000.0	8636.1	8317.0		

\* The President's budget request proposes to consolidate the Agency for Healthcare Research and Quality as an institute within the National Institutes of Health.