

Crafting a Message and Delivering it to Policymakers

How do you advocate effectively to policymakers to make your message stick? How do you articulate a clear and concise ask? What is the role of social media in delivering your message? Three experienced and creative speakers discuss key do's and don'ts of developing messaging that resonates with decision-makers on all levels.

Michelle Austin (EPFP '02-03) Senior Vice President GMMB



Michelle digs in and dives deep on complex issues and campaigns. With more than 15 years of experience, she revels in working on behalf of clients that tap into her inner education wonk, passion for storytelling and appreciation of smart strategy. She supported the move to consistent academic standards and improved assessments and created brand identities and suites of materials for a range of clients. Michelle is proud to have worked on behalf the Council of Chief State School Officers, Communities In Schools, UnidosUS, College of the Holy Cross, Teach For America and others. Before joining GMMB, Michelle provided public and government relations services for nonprofit education and social policy organizations with a strong emphasis in secondary education. Michelle has her roots in New Mexico, where she grew up and worked for former Senator Jeff Bingaman.

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Lindsay Fryer Vice President Penn Hill Group



Lindsay Fryer brings comprehensive policy knowledge of federal education, research, workforce training, social services laws and legislative processes to Penn Hill Group. She has worked with organizations at the Federal, State and local levels to develop, improve and implement policy and advocacy strategies. Before joining Penn Hill Group, Lindsay Fryer served as a Senior Education Policy Advisor for Chairman Lamar Alexander (R-TN) on the Senate Health, Education, Labor & Pensions (HELP) Committee. She was responsible for managing, developing and carrying out the Committee's legislative agenda for issues including elementary and secondary education, teacher preparation in higher education, research and student privacy. She served as the principal negotiator for the Chairman on S. 1177, the Every Student Succeeds Act (Public Law 114-95). Previously, Ms. Fryer served as a Professional Staff Member on the House Committee on Education & the Workforce. She handled a portfolio for Chairman Kline (R-MN) including topics related to K-12 and higher education, education research, and human services issues such as juvenile justice, runaway and homeless youth, missing and exploited

children, and child abuse prevention. Ms. Fryer has a strong education background. She previously worked at the American Institutes for Research on two large contracts. Her work focused on high school dropout prevention, literacy programs, and online math opportunities. She has authored several reports on these topics. Ms. Fryer holds a bachelor's degree from Boston College and a master's degree from Harvard University in Education Policy and Management.

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**Francisco Garcia
Professional Artist
Public Allies**



Francisco Garcia, 26, is a professional artist. A student at Rio Hondo College and Art Center College and Design in California, he works as a public muralist in California and Arizona. As a teen he left his hometown of Los Angeles and became involved in illegal graffiti and other activity following his move to Phoenix, Arizona.

A life changing event occurred in 2003, when Francisco attended a church-sponsored youth night in Mesa and found his calling as a result of a testimonial rap performance, which he says, led him to evolve from illegal street artist to public muralist focused on social activism.

Since 2009, Francisco has been a mentor to emerging graffiti artists, teaching them the benefits of creating art for the community and for social change. He credits a number of programs, including AmeriCorps, Chicanos Por La Causa, Public Allies and Youth Leadership Institute (YLI), with having a positive influence on his life. It was YLI that facilitated a trip to Washington DC, where he was interviewed by members of Congress about youth jobs and his community art.

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