

Modernizing Advocacy

with the Washington-HEP Integrated Planning System (WHIPS)

Justin Vasel (he/him)

Snowmass — PPGE Town Hall

5 August 2020

The advocacy challenge

What is WHIPS?

WHIPS features & performance

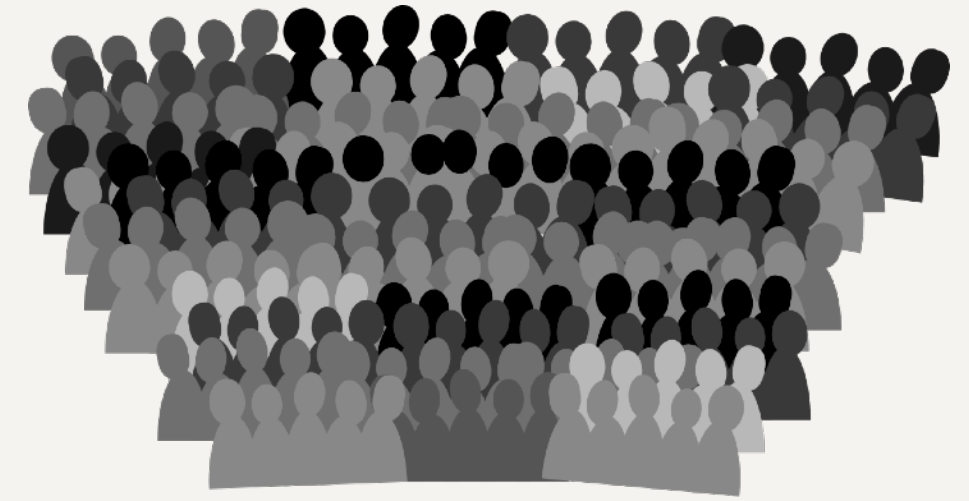
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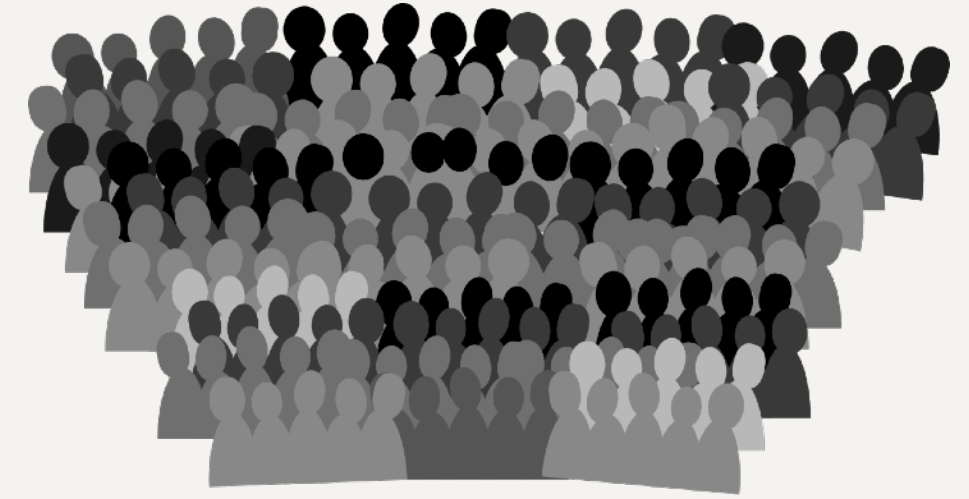
Trip organization and execution

- identify congressional members



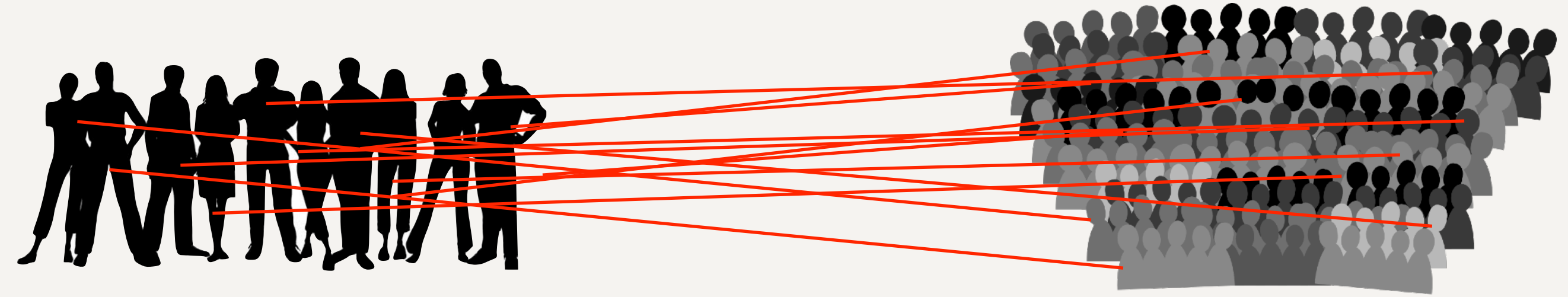
Trip organization and execution

- identify congressional members
- identify potential trip attendees



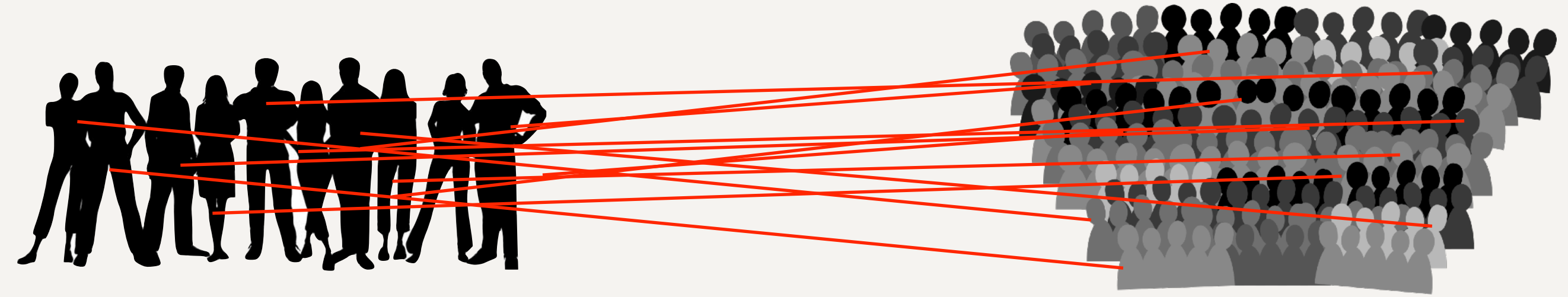
Trip organization and execution

- identify congressional members
- identify potential trip attendees
- collect and collate information about attendees' connections to congressional members



Trip organization and execution

- identify congressional members
- identify potential trip attendees
- collect and collate information about attendees' connections to congressional members
- assign offices to attendees as primary
- track scheduled meeting times
- assign offices to attendees as secondary
- collect meeting reports from attendees
- quantify how effective the trip was



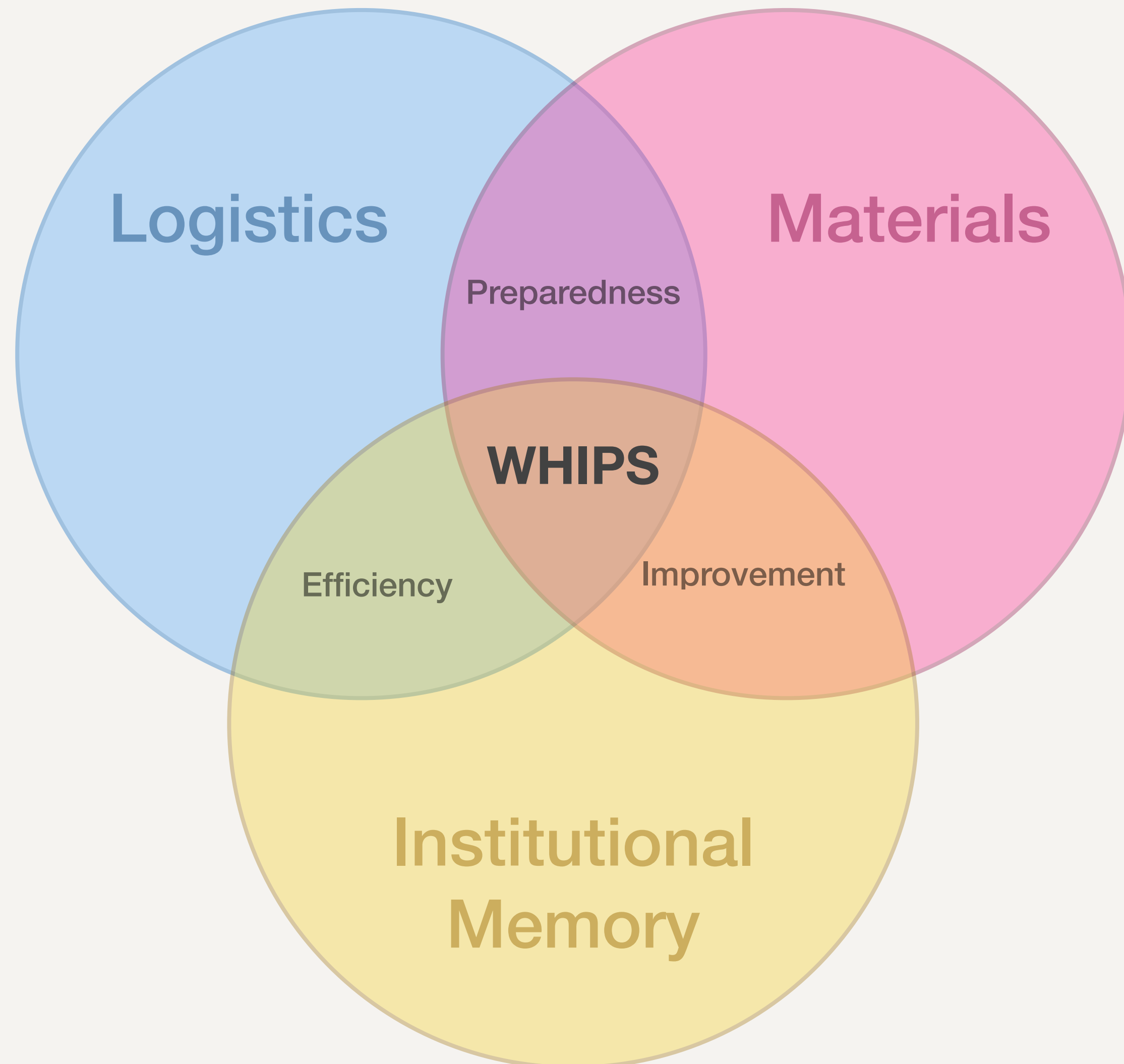
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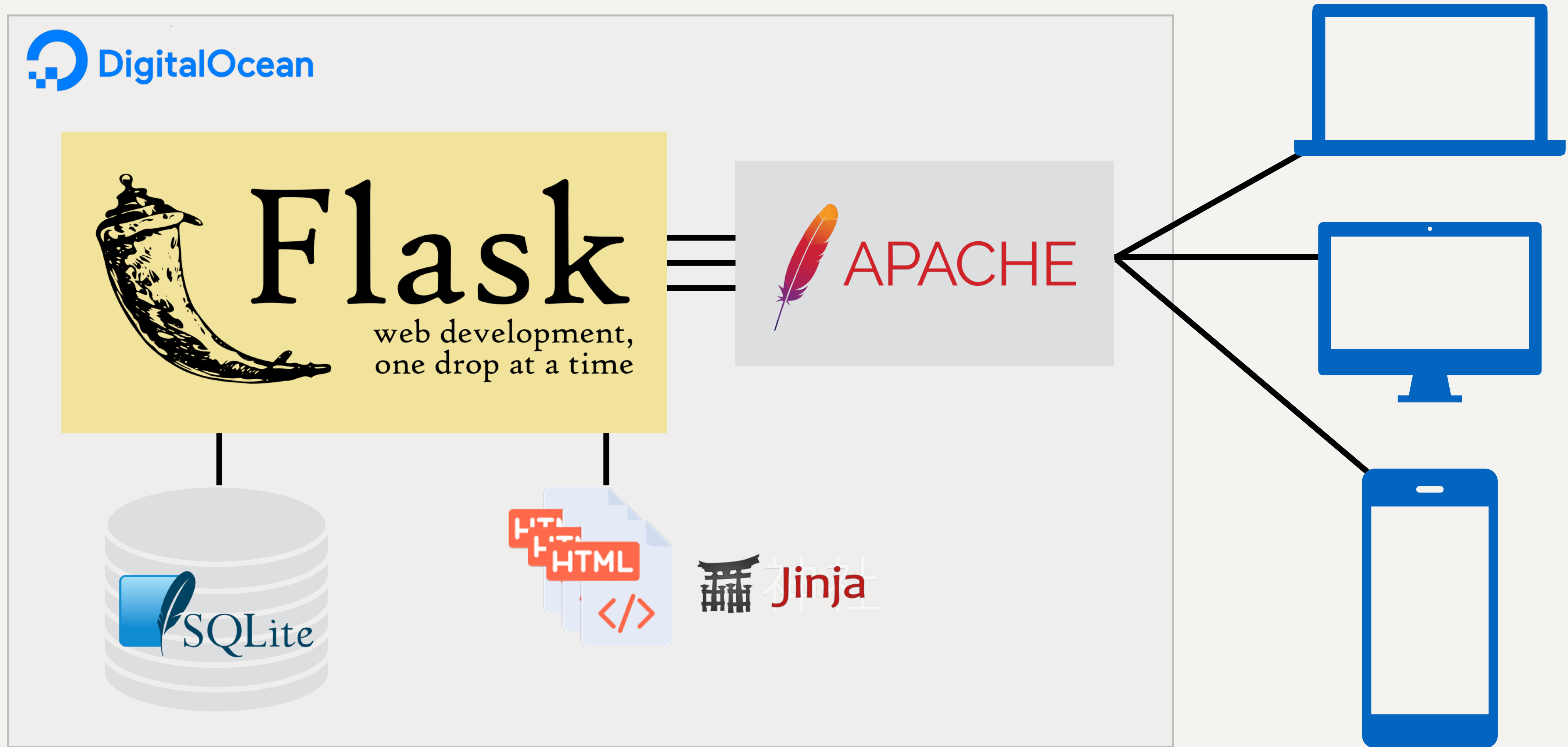
WHIPS: **W**ashington-**H**EP **I**ntegrated **P**lanning **S**ystem

EST. 2017



1. **Database** to store information
2. **User interface** web app to allow users to see and modify information in the database
3. Collection of **scripts/algorithms** to perform key operations like assigning meetings.

WHIPS architecture



WHIPS Development Team



WHIPS creators

Justin Vasel

Fernanda Psihas

Contributors



Rob Fine



Matthew Feickert



Michael Baumer

The advocacy challenge

What is WHIPS?

WHIPS features & performance

Connections to congressional offices

- Immediate Family** — an immediate family member resides in the state/district.
- Extended Family** — an extended family member resides in the state/district.
- Current Resident** — you currently reside in the state/district.
- Former Resident** — you used to reside in the state/district.
- Registered Voter** — you are currently registered to vote in the state/district.
- Current Workplace** — you currently work in the state/district.
- Former Workplace** — you used to work in the state/district.
- Educated** — you attended college/grad school in the state/district.
- # Previous Visits** — How many times have you visited this office in the past?

These qualities are used to compute a **connection score**, which quantifies the strength of the connection.

Connection score is used by the **primary assignment algorithm**.

Meeting assignments

Meeting Assignments

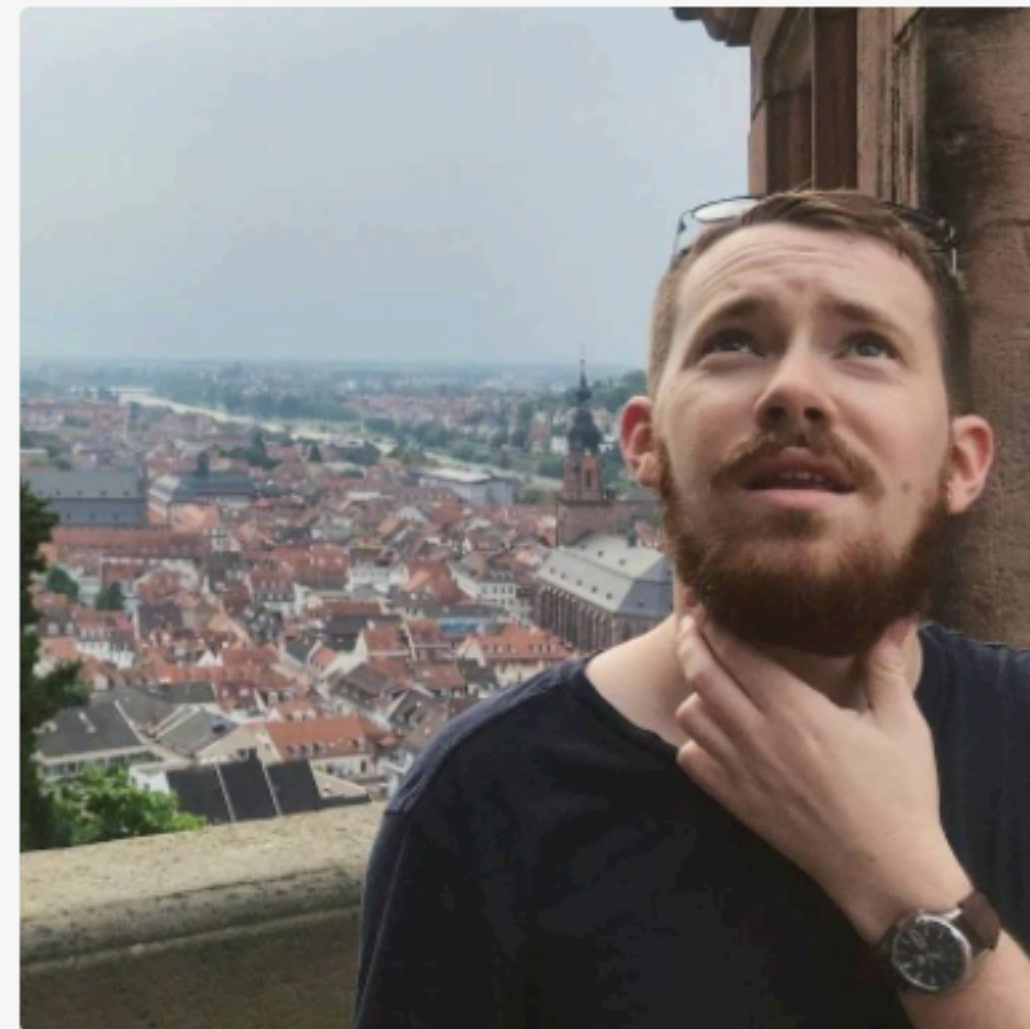
Scheduled: 4 Contacted: 10

Executive 1 Primary 14 Secondary 10

| | Office | Member Score | Secondary | Time | Location |
|--------|--|--------------|------------|---------------------|------------|
| REMOVE | Case, Ed D-HI 1 | 3000 | | | |
| REMOVE | Baldwin, Tammy D-WI ✓ Contacted | 2100 | | | |
| REMOVE | Johnson, Ron R-WI ✓ Contacted | 100 | | | |
| REMOVE | Young, Todd R-IN ✓ Contacted | 100 | | | |
| | Burgess, Michael R-TX 26 ✓ Scheduled ✓ Packet | 0 | ██████████ | 2020-03-17 15:00:00 | ██████████ |
| REMOVE | Costa, Jim D-CA 16 ✓ Contacted | 0 | | | |
| REMOVE | Gabbard, Tulsi D-HI 2 | 0 | | | |
| | Gallagher, Mike R-WI 8 ✓ Scheduled ✓ Packet | 0 | ██████████ | 2020-03-18 14:00:00 | ██████████ |
| REMOVE | Guthrie, Brett R-KY 2 | 0 | | | |
| REMOVE | Hollingsworth, Trey R-IN 9 ✓ Contacted | 0 | | | |
| | Kind, Ron D-WI 3 ✓ Scheduled ✓ Packet | 0 | ██████████ | 2020-03-17 11:30:00 | ██████████ |
| REMOVE | McClintock, Tom R-CA 4 ✓ Contacted | 0 | | | |
| | Stauber, Pete R-MN 8 ✓ Scheduled ✓ Packet | 0 | ██████████ | 2020-03-18 11:30:00 | ██████████ |
| REMOVE | Stivers, Steve R-OH 15 | 0 | | | |

Showing 1 to 14 of 14 entries

Profiles



Justin Vasel

Pronouns: he / him

[Change Password](#) [Edit Profile](#)

bio
 WHIPS co-creator and administrator. Supernova neutrino hunter with NOvA, HALO, SNEWS collaborations. Ph.D. candidate at Indiana University

contact
 justin.vasel@gmail.com
 715 577 2090

affiliation
 Fermilab Users Executive Committee (UEC)
 Neutrino experiment (NOvA)

2020-march 14 2019-march 9 2018-march 6

Your Full Schedule

[Enable All Secondaries](#) [Disable All Secondaries](#)

Yellow = you are the primary.

Search:

| Type | Meeting | Time | Location | Primary | Secondary |
|------------|--|---------------------|------------|--------------|--------------|
| Legislator | Kind, Ron D-WI 3 ✓ Packet Phone meeting | 2020-03-17 11:30:00 | [Redacted] | Justin Vasel | |
| Legislator | Burgess, Michael R-TX 26 ✓ Packet Phone meeting | 2020-03-17 15:00:00 | | Justin Vasel | |
| Legislator | Schatz, Brian D-HI ✓ Packet Phone meeting | 2020-03-17 16:30:00 | | | Justin Vasel |
| Legislator | Bucshon, Larry R-IN 8 ✓ Packet Phone meeting | 2020-03-18 10:00:00 | | | Justin Vasel |
| Legislator | Amodei, Mark R-NV 2 ✓ Packet Phone meeting | 2020-03-18 11:00:00 | | | Justin Vasel |
| Legislator | Stauber, Pete R-MN 8 ✓ Packet Phone meeting | 2020-03-18 11:30:00 | | Justin Vasel | |
| Legislator | Moore, Gwen D-WI 4 ✓ Packet Phone meeting | 2020-03-18 13:00:00 | | | Justin Vasel |
| Legislator | Gallagher, Mike R-WI 8 ✓ Packet Phone meeting | 2020-03-18 14:00:00 | | Justin Vasel | |
| Legislator | Carter, John R-TX 31 ✓ Packet Phone meeting | 2020-03-18 15:00:00 | | | Justin Vasel |
| Legislator | Jordan, Jim R-OH 4 ✓ Packet Phone meeting | 2020-03-19 10:00:00 | | | Justin Vasel |
| Legislator | Horn, Kendra D-OK 5 ✓ Packet Phone meeting | 2020-03-19 12:00:00 | | | Justin Vasel |
| Legislator | Klobuchar, Amy D-MN ✓ Packet Phone meeting | 2020-03-19 13:30:00 | | | Justin Vasel |
| Executive | National Science Foundation | 2020-03-19 16:00:00 | | | [Multiple] |
| Legislator | Pelosi, Nancy D-CA 12 ✓ Packet Phone meeting | 2020-03-20 11:00:00 | | | Justin Vasel |

Showing 1 to 14 of 14 entries

Meeting Assignments



Executive 1 Primary 14 Secondary 10

Office Member Score Secondary Time Location

Meeting interface

THIS IS A PHONE MEETING

MEETING #1390 2020-MARCH

Rep. Ron Kind **D-WI 3** [Edit meeting details](#)
Congressional Office Meeting - House ✓ Packet Delivered! (undo)

ASSIGNED CONTACT SCHEDULE FILE REPORT

Attendees

Primary
Justin Vasel (UEC)

Secondary
[REDACTED]

Coordinates

Time
2020-03-17 11:30:00

Phone Number (if any)
[REDACTED]

Meeting with

Name & email
[REDACTED]

Position
Legislative Assistant

Past meetings

| Meeting | Trip | Primary | Secondary | Time | Location |
|-----------------------------|------------|--------------|------------|---------------------|--------------------------------------|
| Meeting 373 | 2018-march | Justin Vasel | | 2018-03-09 11:00:00 | Longworth House Office building 1502 |
| Meeting 850 | 2019-march | Justin Vasel | [REDACTED] | 2019-03-20 11:30:00 | Longworth House Office building 1502 |

Notes

This space is for miscellaneous notes while setting up your meetings. You can use `html` for formatting if you'd like. For full meeting reports, use the section further below.

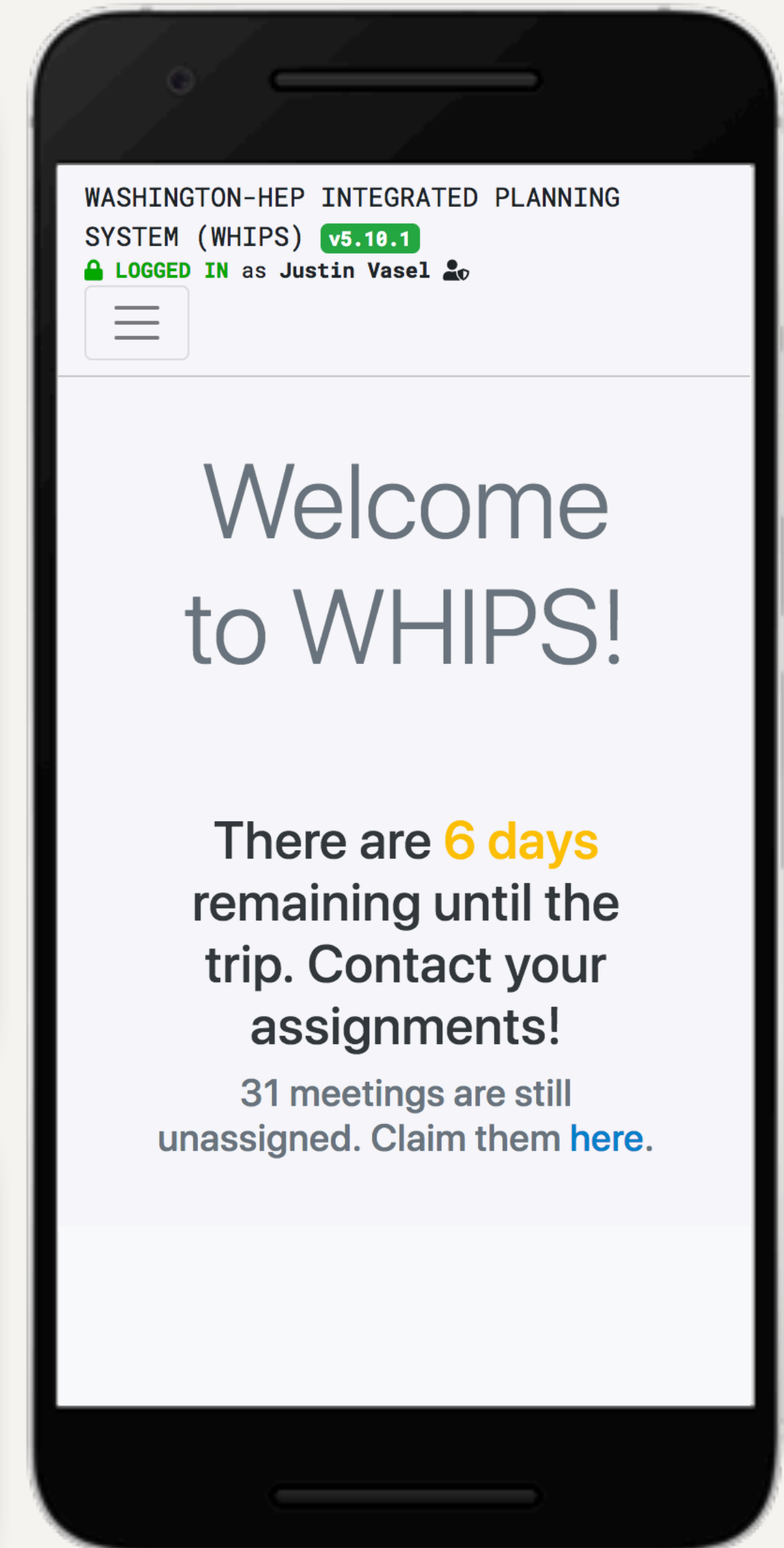
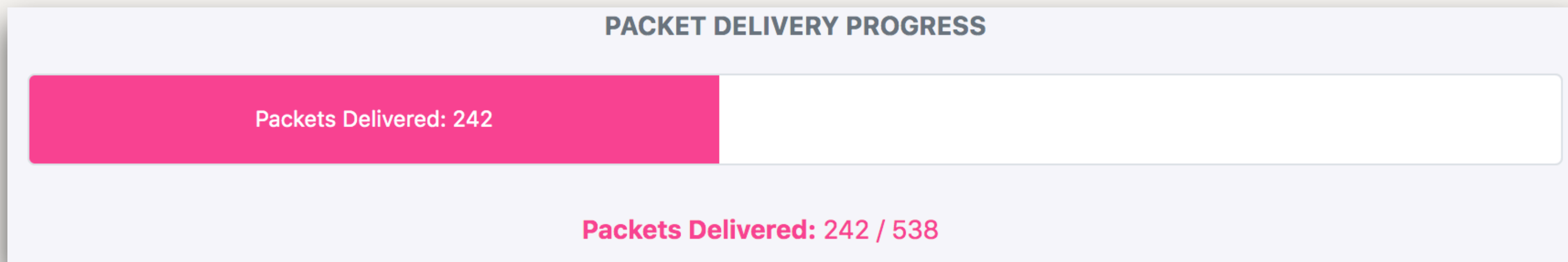
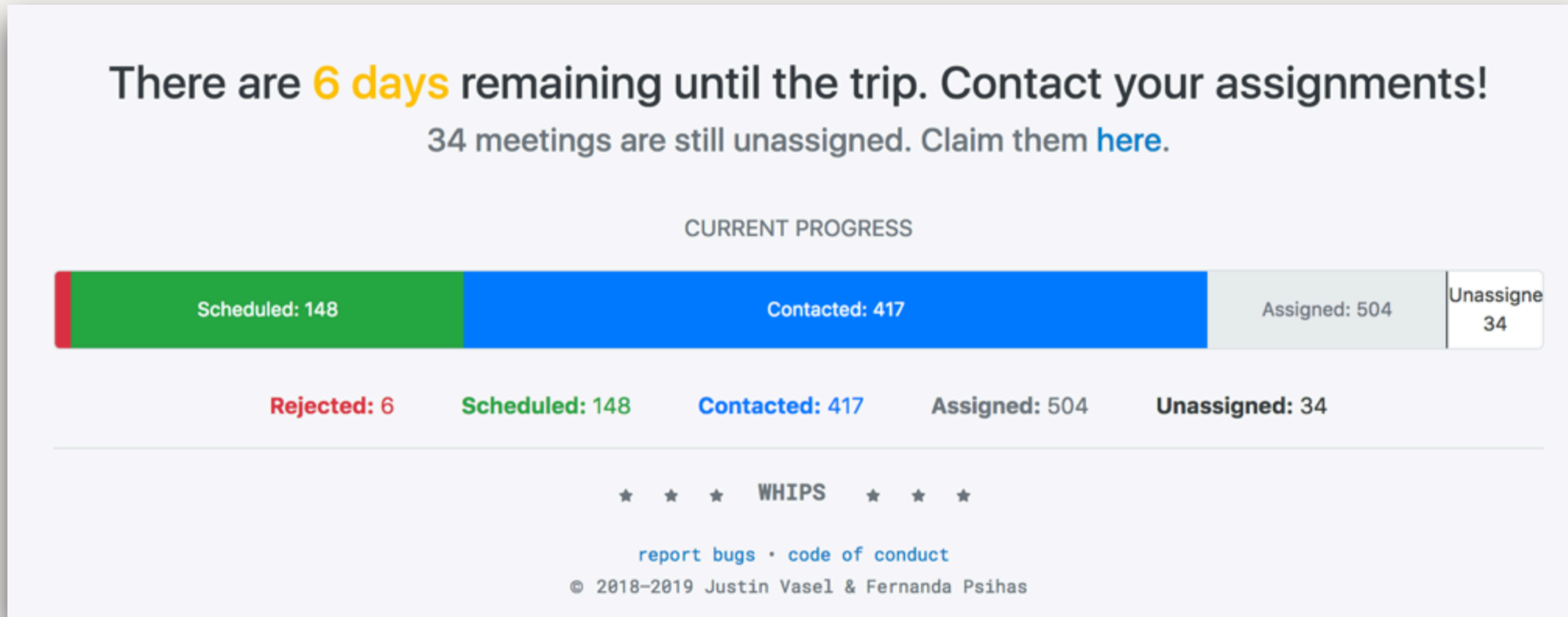
Justin Vasel Thursday, March 12th 2020, 01:06 - 0400 [✎](#) [✕](#)

I have reached out to Ms. [REDACTED] about converting to a phone meeting.

Post a new note...


POST

Tracking our progress



Tailored HEP grant info

Download tailored HEP grant and procurement info

 **State funding & procurements**

Summary | HEP Grants | SC Contracts | NSF MPS Grants | SULI CCI Students | FNAL Procurements | All Funding

Download buttons: **HEP PDF** | **FNAL PDF** | HEP Source | FNAL Source

NSF MPS Total: \$218,352,548

| Institution | Amount (\$) |
|-------------------------------------|-------------|
| University Of Wisconsin System | 204,197,012 |
| University Of Wisconsin Milwaukee | 6,449,741 |
| Marquette University | 4,075,215 |
| University Of Wisconsin Madison | 1,035,439 |
| Medical College Of Wisconsin | 668,049 |
| Ripon College | 502,325 |
| Morgridge Institute For Research | 461,822 |
| Northland College | 242,601 |
| Carthage College | 230,326 |
| Lawrence University | 165,000 |
| Pii Redacted | 150,000 |
| Redacted Due To Pii | 100,000 |
| University Of Wisconsin River Falls | 75,018 |

Data curated by **Michael Baumer** (https://mbaumer.github.io/us_hep_funding/).

Tailored HEP grant info



Justin Vasel

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Fermi National Accelerator Laboratory
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E-mail: justin.vasel@gmail.com*

The Honorable Tammy Baldwin
United States Senate
709 Hart Senate Office Building
Washington, D.C. 20515

March 25, 2019

Dear Senator Baldwin:

The DOE Office of Science and NSF Directorate for Mathematical and Physical Sciences (MPS) directly support scientists, engineers, and students in all 50 States, the District of Columbia, and Puerto Rico through research grants to academic institutions and contracts to supporting industries. In fiscal year 2018, the Department of Energy (DOE) Office of Science had a budget of \$908 million for High Energy Physics, and the National Science Foundation (NSF) had a budget of \$7.7 billion.



- Wisconsin State
- Marquette University
 - University of Wisconsin - Eau Claire
 - University of Wisconsin - Madison

Institutions receiving DOE HEP grants during FY18

Please find below specific information about grants and contracts that were awarded by the DOE Office of Science and NSF to institutions and businesses in your State during FY18 and preceding years.

Wisconsin State

In the past 6 years, this district has been awarded:

- DOE Office of Science HEP research grants totaling: **\$20,502,000**
Grants to researchers in your State from the DOE Office of High Energy Physics
- DOE Office of Science contracts totaling: **\$11,590**
Contracts with companies in your State, primarily related to the operation of DOE National Laboratories
- NSF MPS research grants totaling: **\$218,352,548**
Grants to researchers in your State from the NSF Directorate for Mathematical and Physical Sciences

Logo matches user's affiliation

User's contact details

Salutation is customized for the office

State/district recipient institutions

State/district grant summary

automatically generated for every meeting

Data curated by **Michael Baumer**.

Letter formatting by **Rob Fine**.

Reports

REPORT #952



This was a good meeting, as usual. It's always a pleasure chatting with this office. This is my hometown district and they are always quite supportive of our cause and of science funding in general. I talked about what HEP is and went over the P5 and our priorities for 2020. I then transitioned into the ask. From there, I talked about some of the ways we train the next generation of STEM workforce and also about the contributions made by those who transition into the private sector workforce. I know this office is big on education and veterans affairs, so I discussed Fermilab's VetTech internship program, which Ms. [REDACTED] was interested in and asked for information about how many people get the internship this year. I told her I would follow up, which I already have done (there were 12 in 2018). I ended on the procurements and grants, which were a big hit last year, especially the SULI/CCI numbers.

Congressman Kind has signed both of the DCLs (he always does), and Ms. [REDACTED] encouraged us to reach out if there are any additional appropriations requests from our group.

— [Justin Vasel](#) Tuesday, March 17th 2020, 12:19 -0400

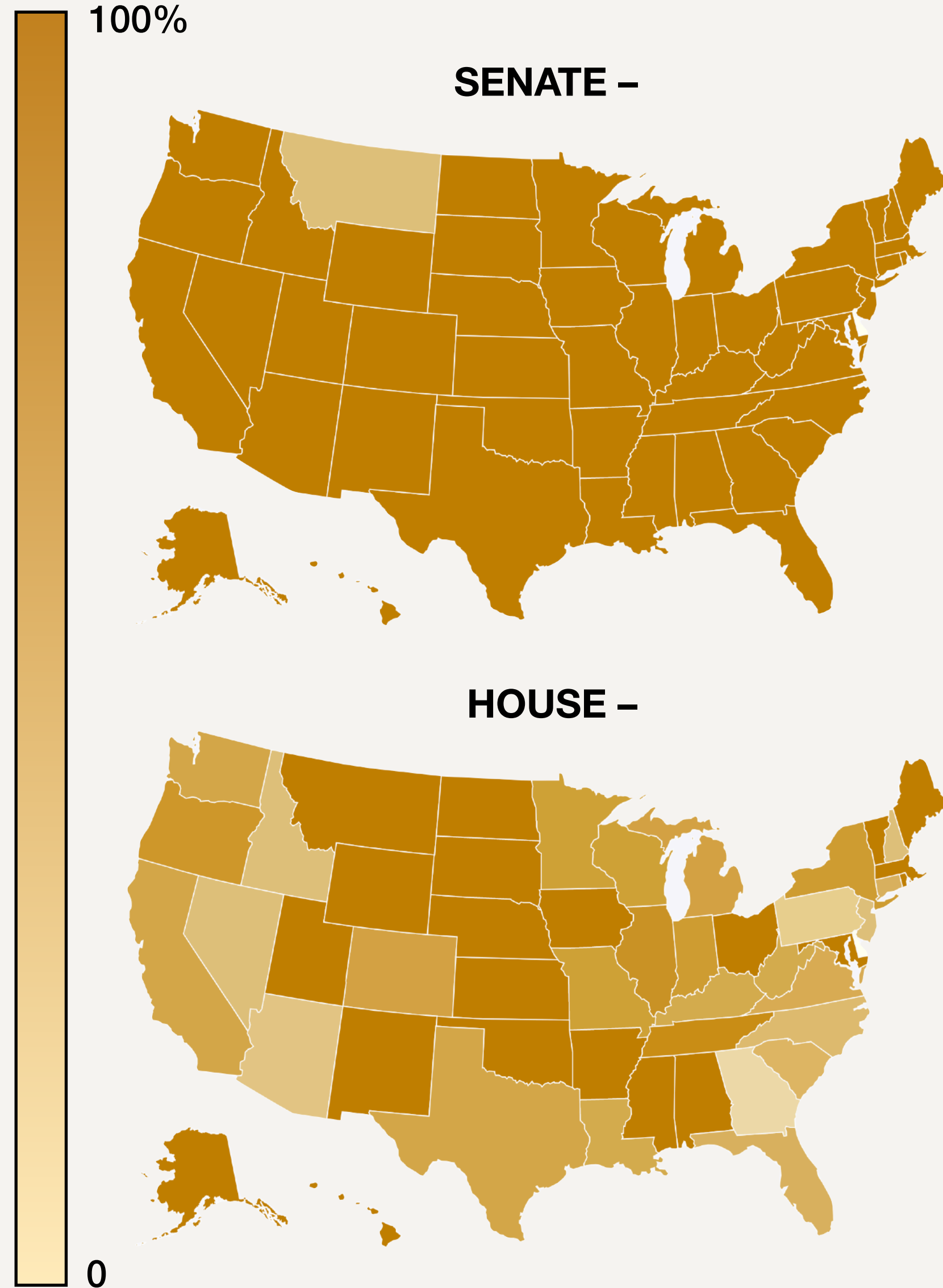
REPORT #954

For me, this was a really positive introduction to the "trip" - my first meeting as a secondary (and indeed my first meeting overall). Justin did a great job and it was clear he has built up a good rapport with the office and with [REDACTED] who he also met last year.

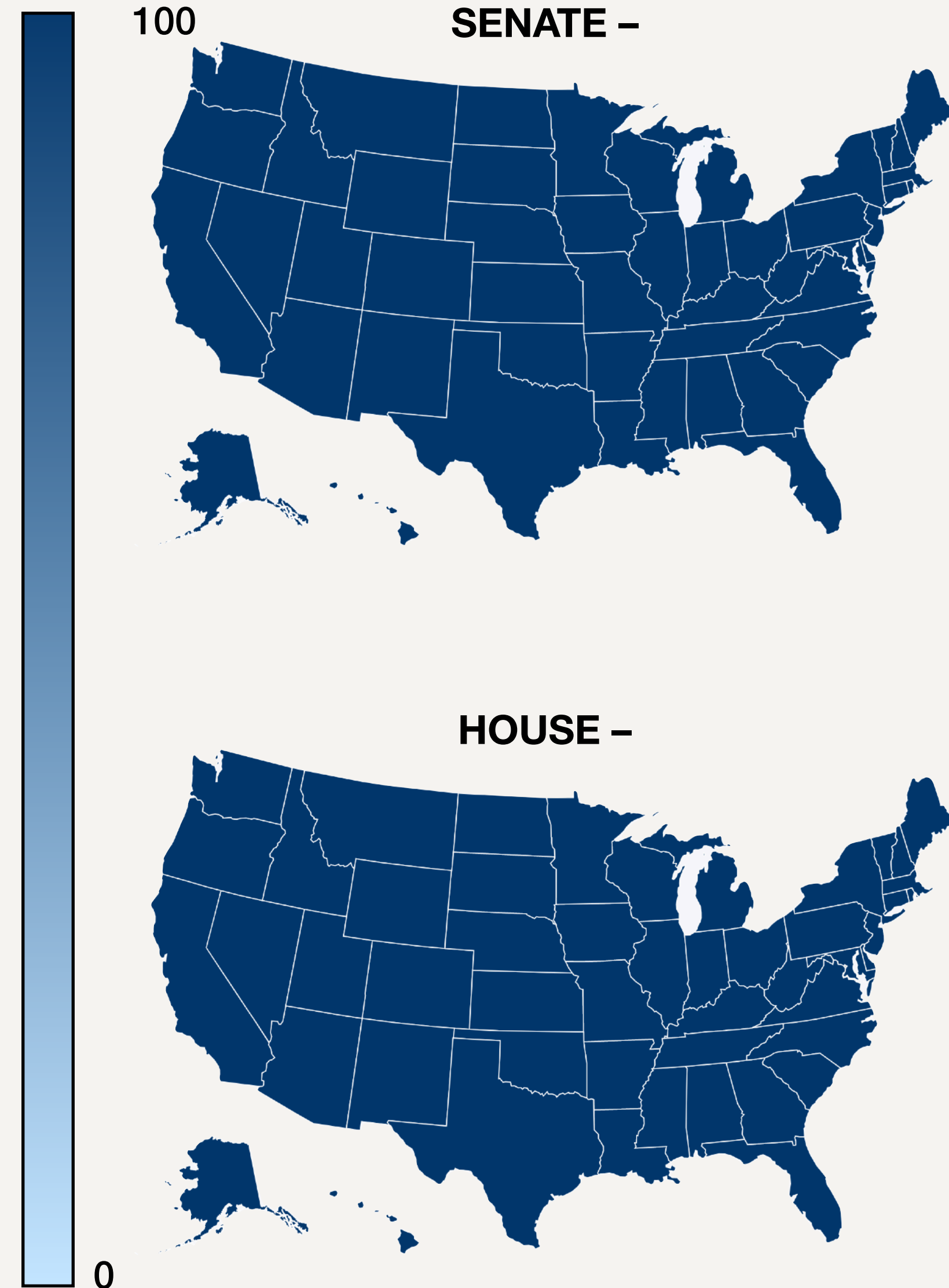
Performance – 2019

NEW RECORD!

Connections to offices



Contacted offices

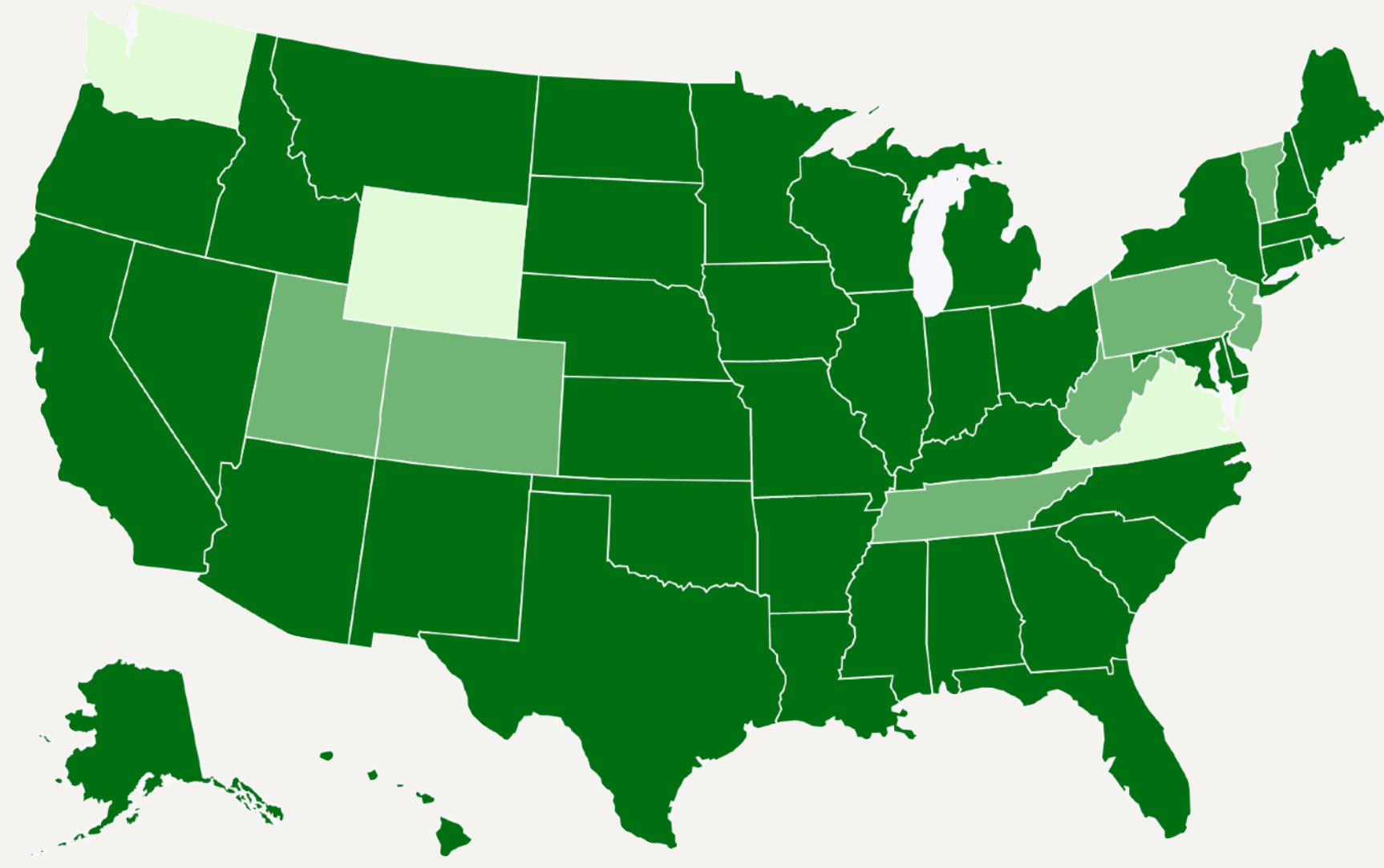


NEW RECORD!

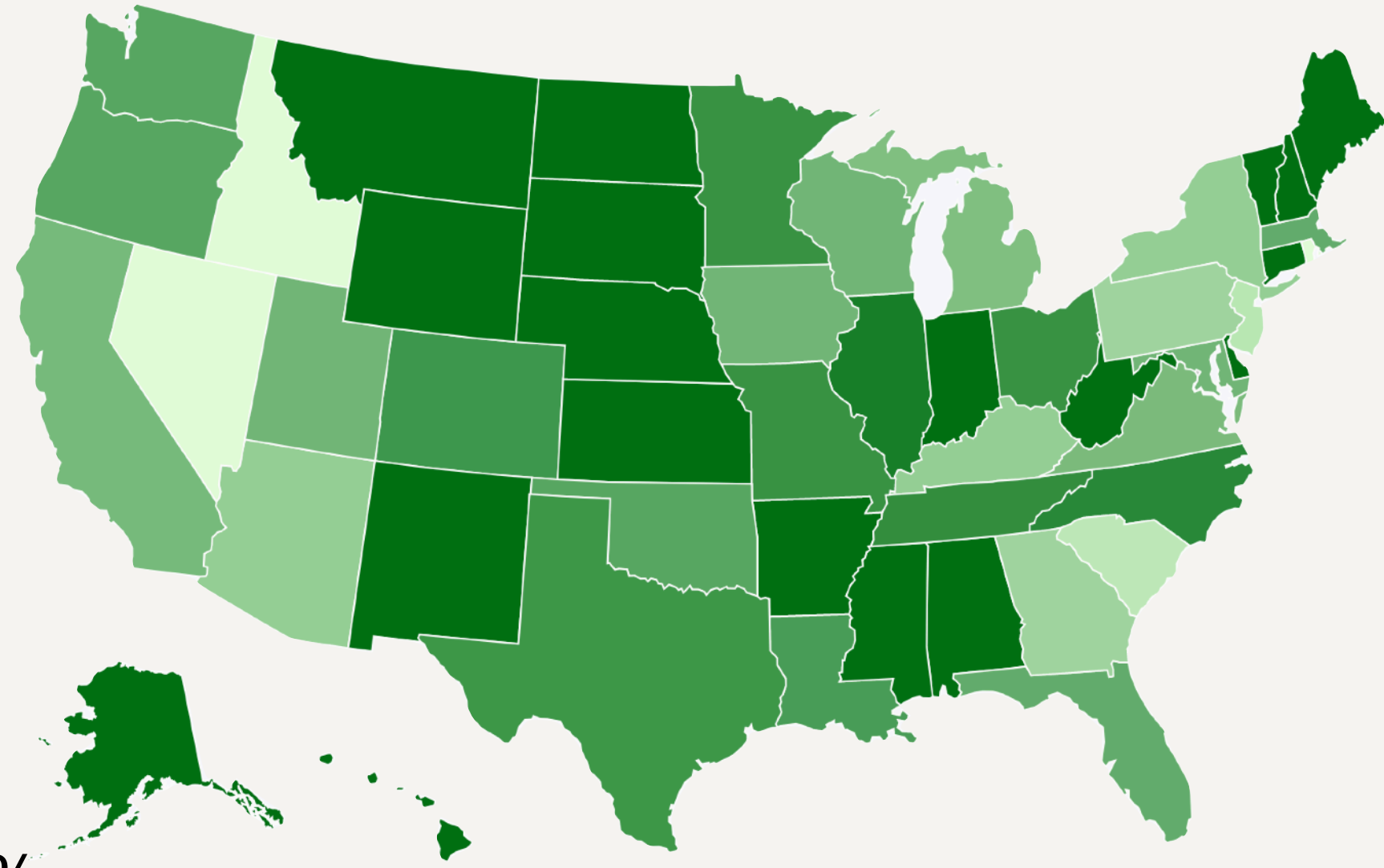
Scheduled Meetings in 2019

434 meetings

100% **SENATE – 87%**



HOUSE – 79.2%

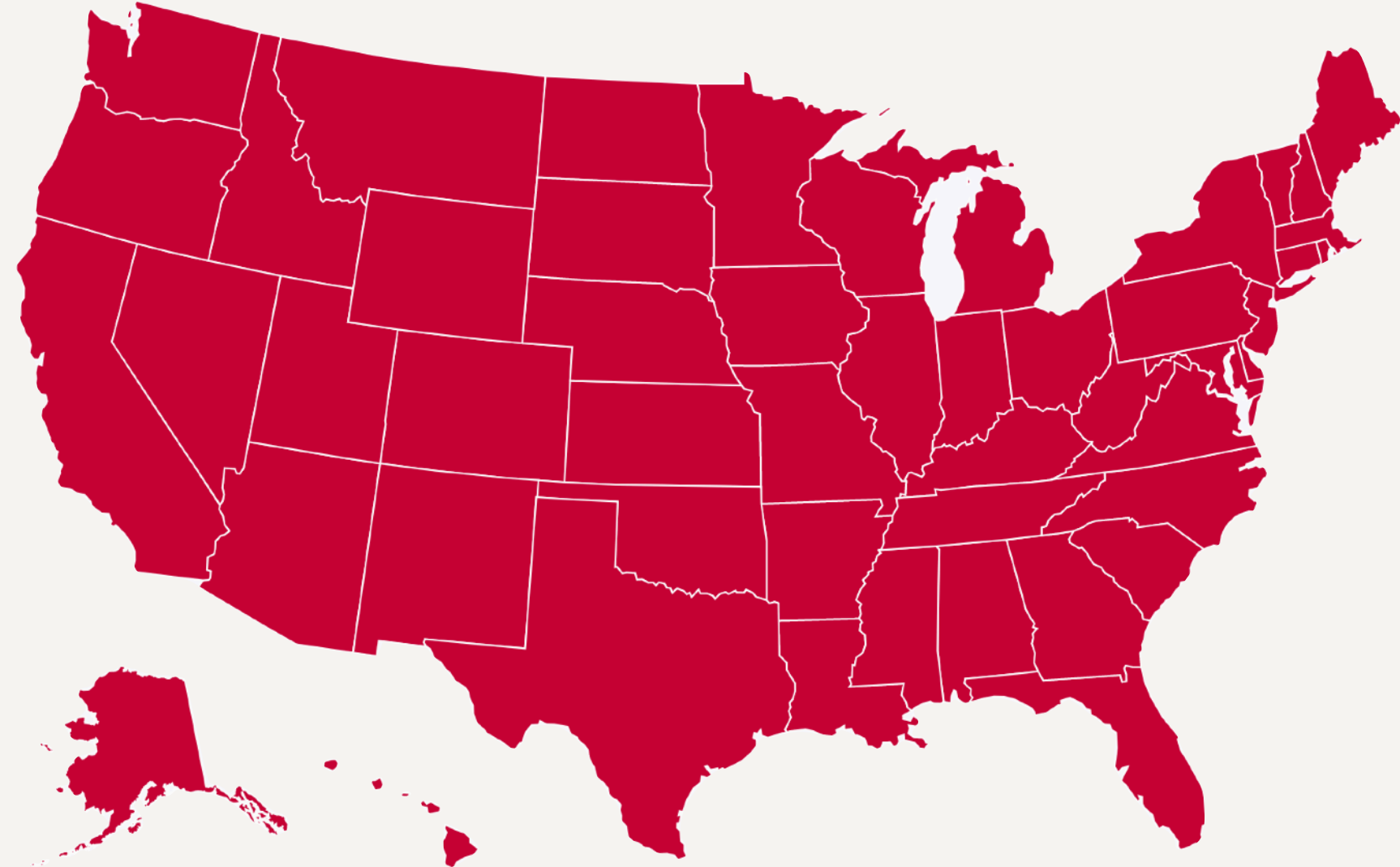


0%

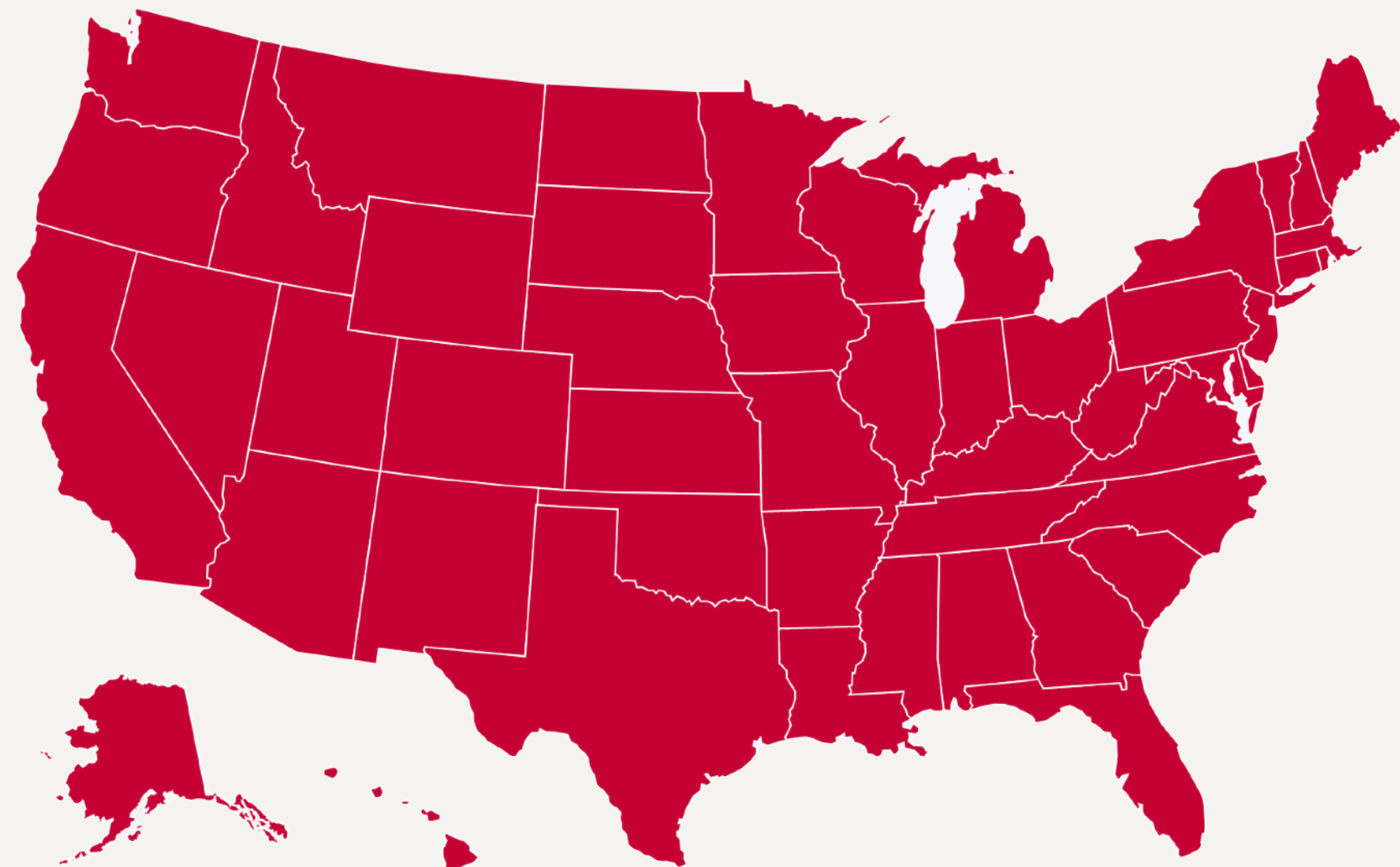


100%

SENATE – 100%



HOUSE – 100%



0%

Modernizing Advocacy with WHIPS

Justin Vasel

Materials Delivered in 2019

538 packets delivered!

NEW RECORD!



WHIPS by the numbers

- 3 trips
- 155 potential trip attendees
- 3,090 unique connections
- 1,126 congressional office meetings
- 1,226 reports

- WHIPS has proven to be an invaluable tool for planning, executing, and assessing the effectiveness of these trips
- We continue to develop new features as the need arises
- It's a product of the passion that many individuals contribute to these trips