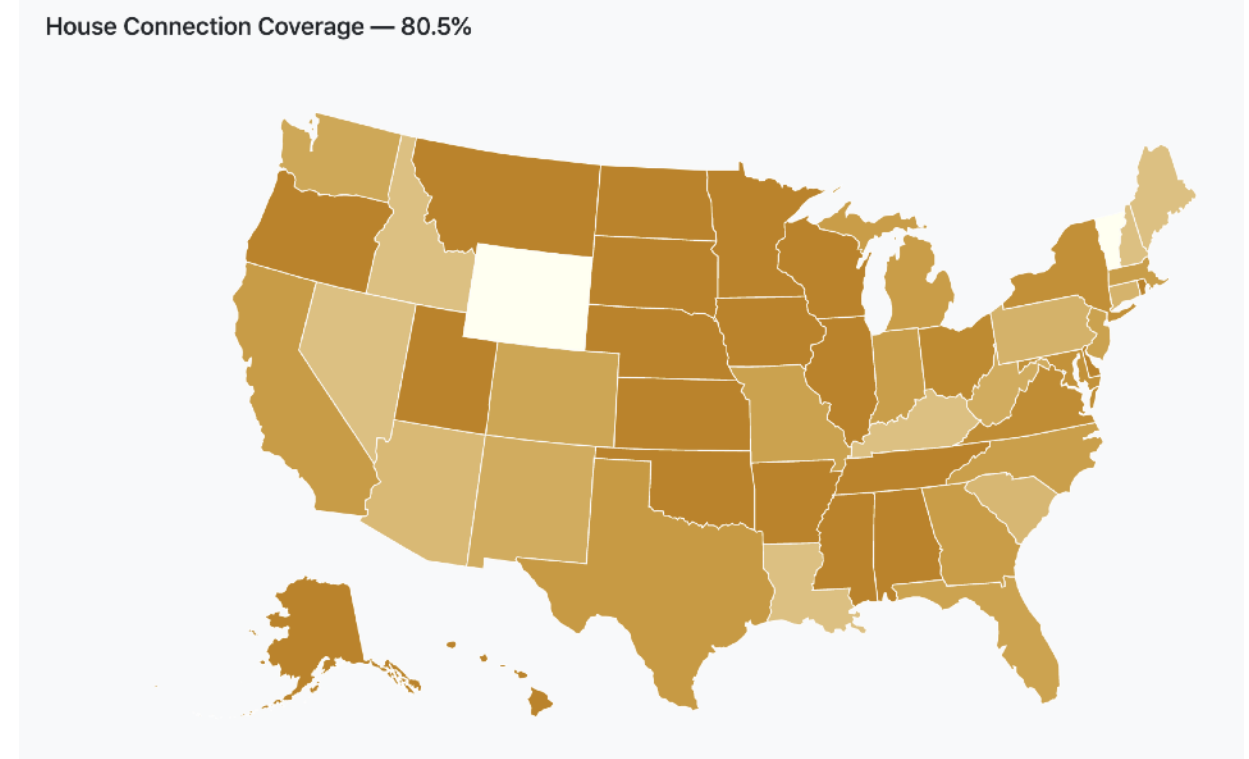
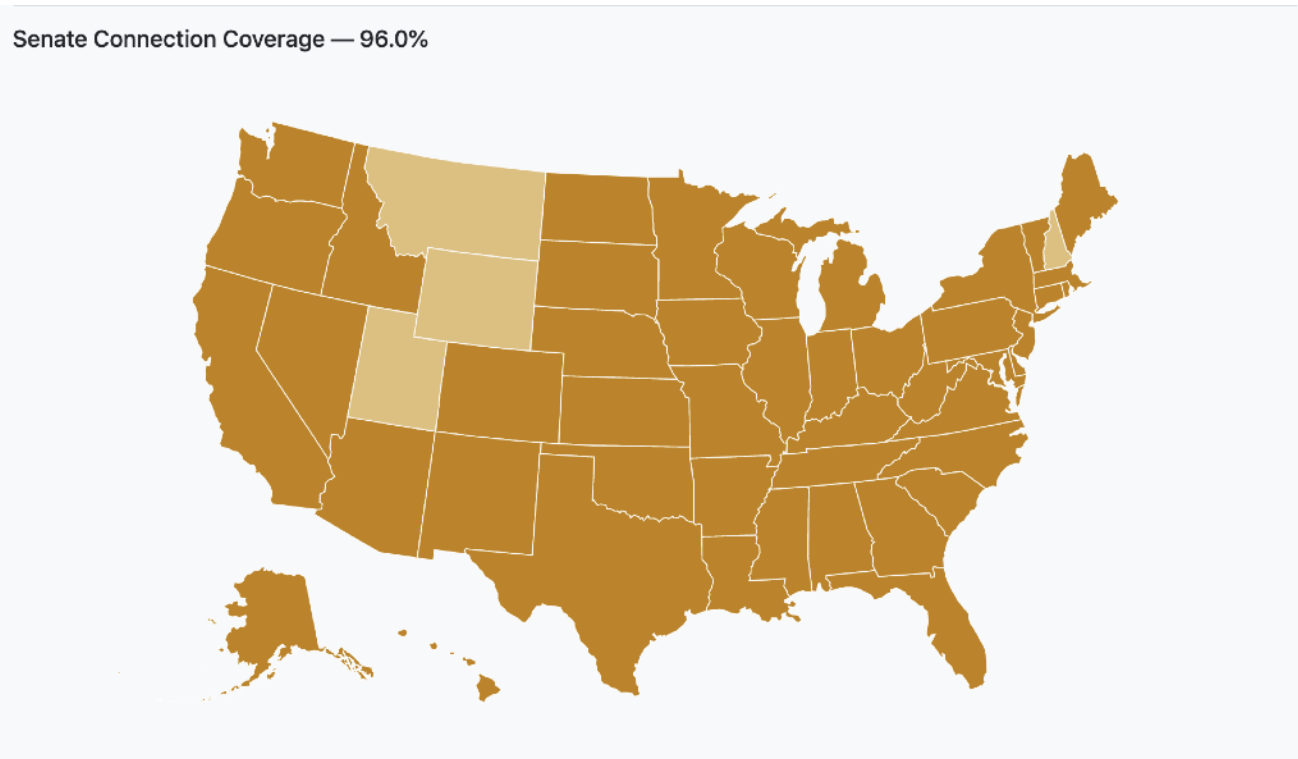


# HEP COMMUNITY ADVOCACY

Keti Kaadze

# Coverage and Status



## 2021 Advocacy effort status:

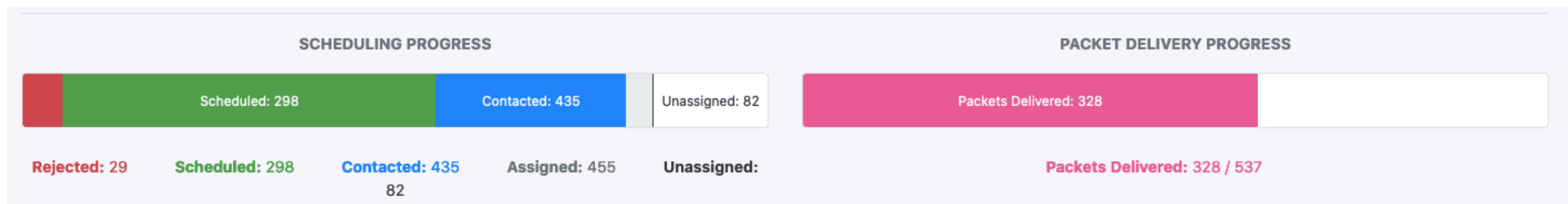
- 298 scheduled/met out of 537 offices (55%)
- Packets delivered to 328 out of 537 offices (61%)

## 2020 Advocacy effort status (virtual):

- 303 met out of 539 offices (56%)
- Packets delivered to 351 out of 539 offices (65%)

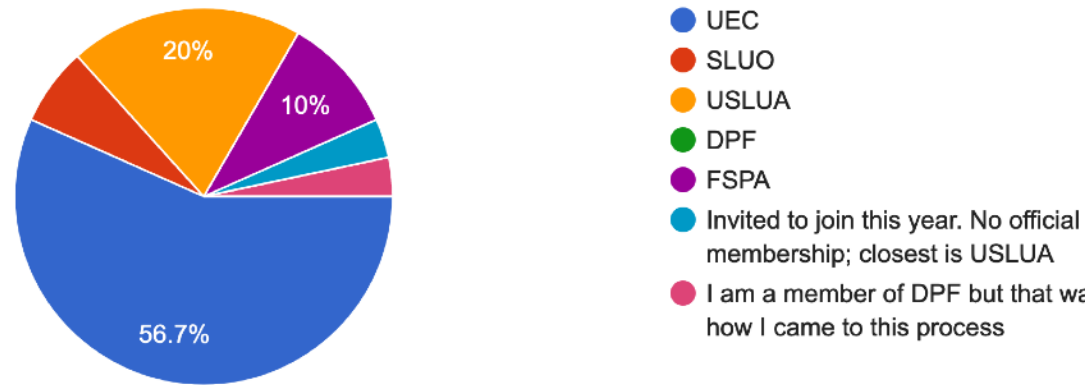
## 2019 Advocacy (in-person):

- Met with 80% of all offices

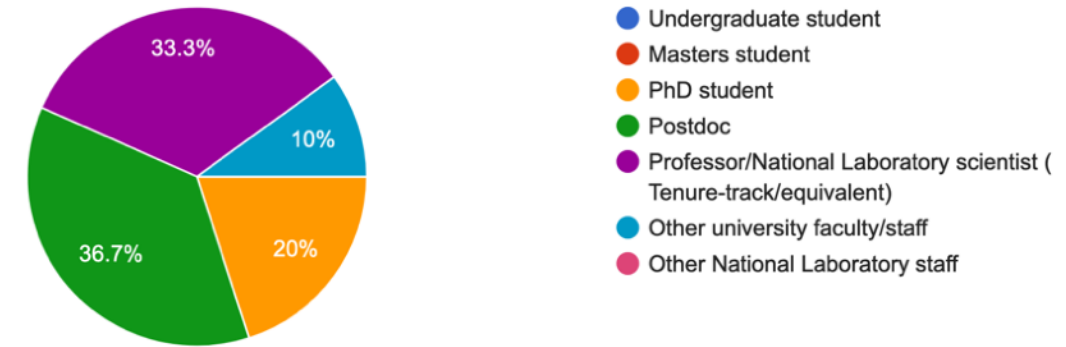


# Survey among Participants

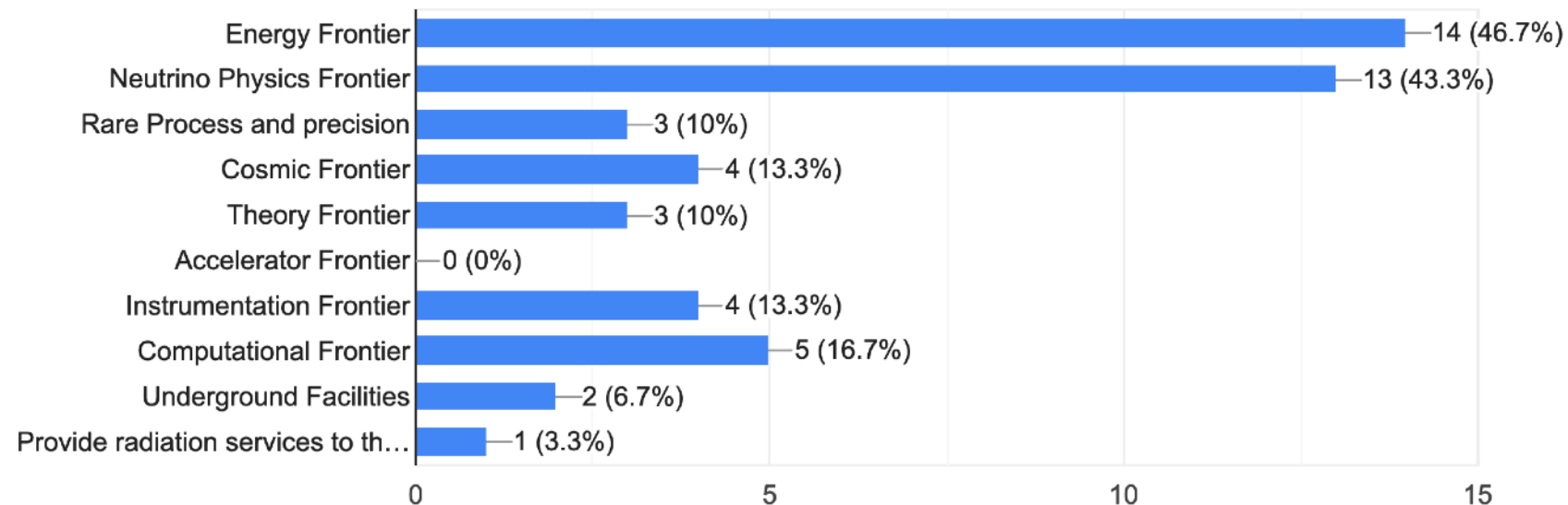
Organization  
30 responses



Please select your career level  
30 responses



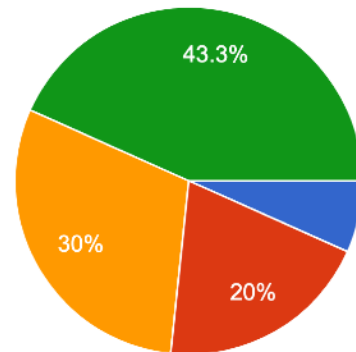
Which research areas are you affiliated with? (Check all that apply; these are borrowed from the Snowmass 2021 categorization)  
30 responses



# Scheduling Meetings

Please select the statement which most closely matches your experience in meetings this year.

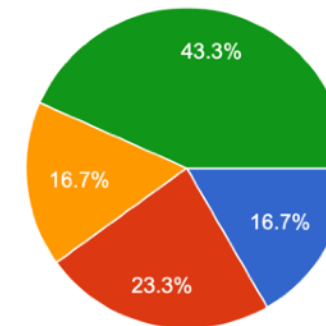
30 responses



- On average, it was easier for me to schedule virtual meetings as it has been in the past for me to schedule in-person meetings.
- On average, it was equally easy for me to schedule virtual meetings as it has been in the past for me to schedule in-person meetings.
- On average, it was harder for me to schedule virtual meetings as it has been in the past for me to schedule in-person meetings.
- I have only participated in the annual DC trip in a virtual capacity

Please select the statement which most closely matches your experience in meetings this year.

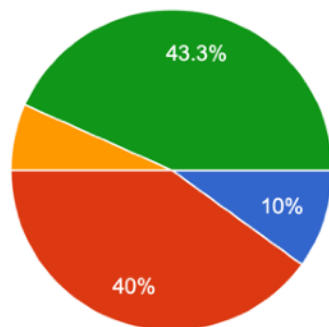
30 responses



- On average, my meetings this year were shorter than in-person meetings.
- On average, my meetings this year were as long as in-person meetings.
- On average, my meetings this year were longer than in-person meetings.
- I have only participated in the annual DC trip in a virtual capacity

Please select the statement which most closely matches your experience in meetings this year.

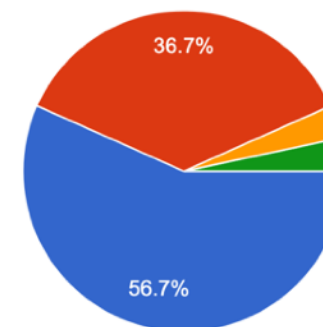
30 responses



- On average, staff that I met with were less engaged than they have been during in-person meetings.
- On average, staff that I met with were as engaged as they have been during in-person meetings.
- On average, staff that I met with were more engaged than they have been during in-person meetings.
- I have only participated in the annual DC trip in a virtual capacity

Are you interested in participating in next year's advocacy effort

30 responses



- I am strongly interested in participating next year
- I am interested in participating next year, schedule permitting
- I am not interested in participating next year
- I am unsure

# How To select Trip Participants?

- A general advertisement of the effort giving an opportunity for interested people to volunteer would give organization a bigger group to select from, specially covering known gaps
- More graduate students! We should release an application to our membership to collect any interested parties (especially when the visit is remote and requires no funding.).
- If possible, it would be good to try to get one person from each State to have constituents for all Senate offices. Reach out universities in each state/district.
- By ability to interact with legislators appropriately and productively first. Then, by their ability to contribute to the organization and take on important tasks if needed. Then, by number\*quality of connections to the office. Exclude participants who have demonstrated going off topic or not taking the effort seriously.
- Start selection earlier; Increase younger people and diverse community participation. Open to more people outside of UEC/FSPA.
- I think there is some expectation by the attendees that they will be invited back. While I have not been involved in attendee invitations in the past, I do know of some attendees which aren't as productive or successful as others. I think that a productivity/success metric should be used when determining who is invited back and how many slots open up for new attendees. We also need to keep in mind who is a good communicator.

# Feedback On Material

- Information about the long-term return on investment in scientific R&D
- All material was good and more than enough for my meeting, but good to have extra for staffers to reference. One staffer mentioned that " success stories" are compelling.
- We need a more prominent statement and language about diversity efforts in our field. We also need more information about the National Laboratory Jobs Access program.
- Highlights of how female physicists are making an impact in promoting research [senior, mid career, and junior], both faculty and lab scientists...
- Success stories are compelling.
- The packet is excellent for distribution, but in my experience less useful for a reference during a meeting -- other than the first ~2 pages.
- I think there should have been more info about how the ASK arose and how it related to previous years in the preparation

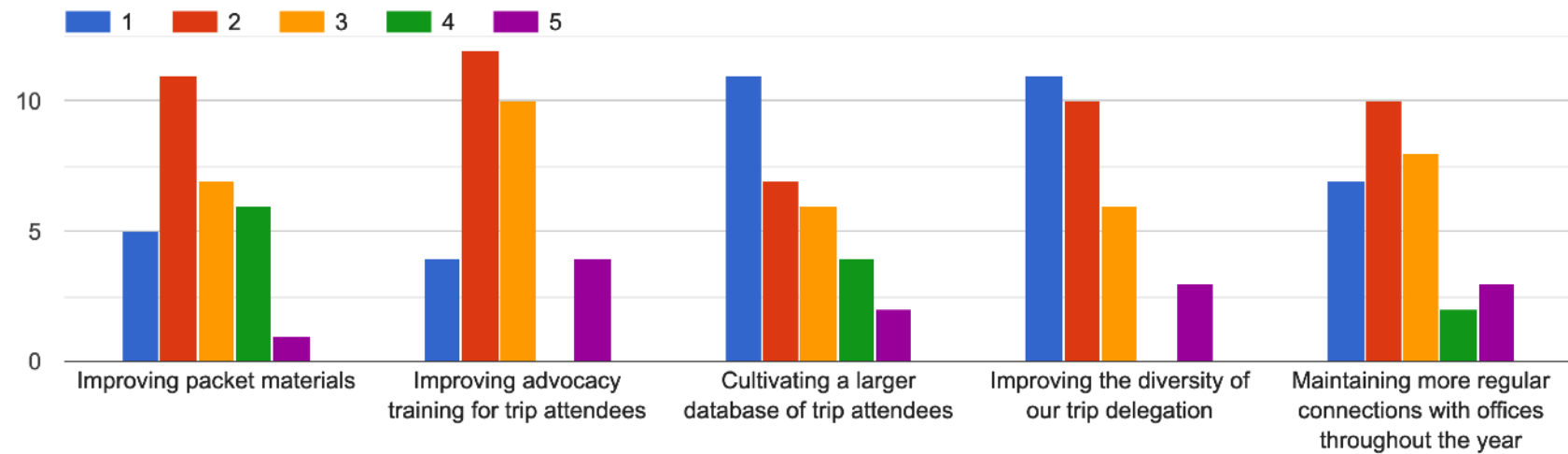


# Feedback On Material

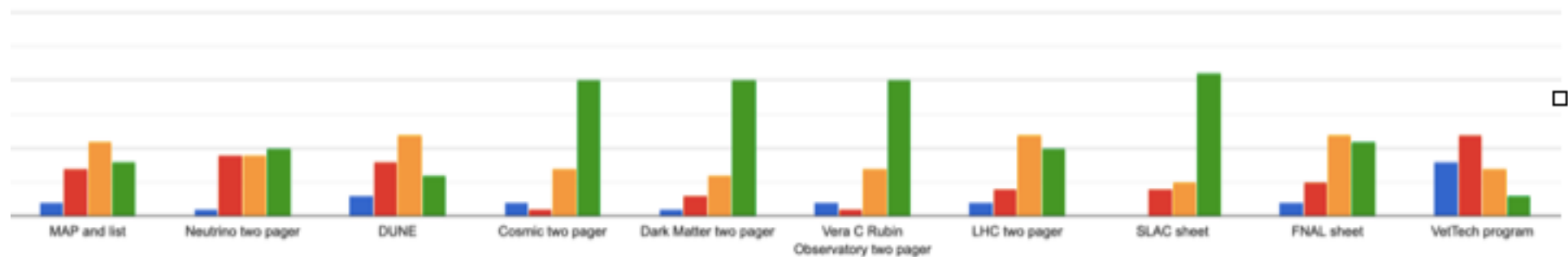
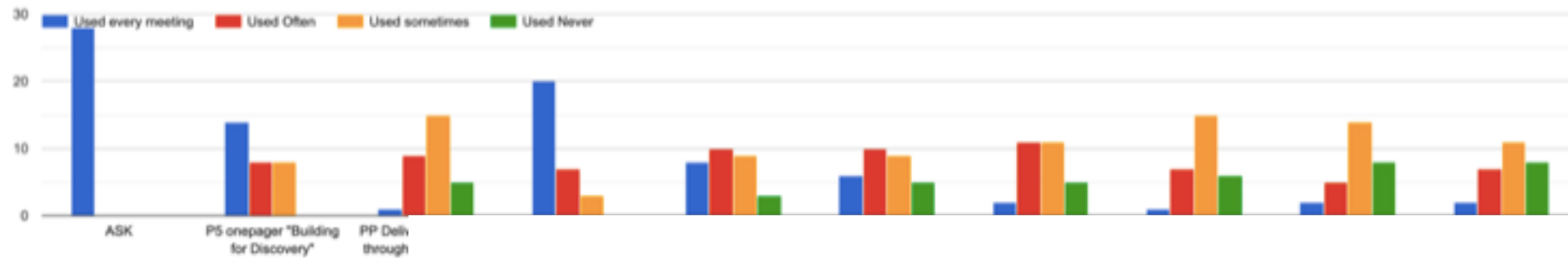
- While I understand the idea behind roping in interest with the buzzwords of AI/QIS, it takes a proportion of the packet that isn't proportional to what HEP does which seems a bit strange. Also, given that one of the P5 drivers is using the Higgs, it seemed that there was info about almost everything but the Higgs in the packet (e.g. neutrinos, dark matter, cosmic acceleration). Presumably this will remain a driver for the next P5 and all future collider proposals are based on it, so it would be useful to emphasize it more at the education level as the most unique particle in the Standard Model and we still haven't measured most of its properties that determine our universe.
- Not a fan of the LHC images this time - good images of LHC were too small, bigger ones not illustrative enough. Previous years' packets were better wrt LHC.
- applications to agriculture came up often in my meetings.
- Many very positive remarks about material being just right, good quality, to the points, etc..

# Looking Ahead - What to Improve?

Looking forward to the next 10 years of HEP advocacy, indicate your opinion as to the importance of focusing on each of the following areas (1 = very important, 5 = not very important):



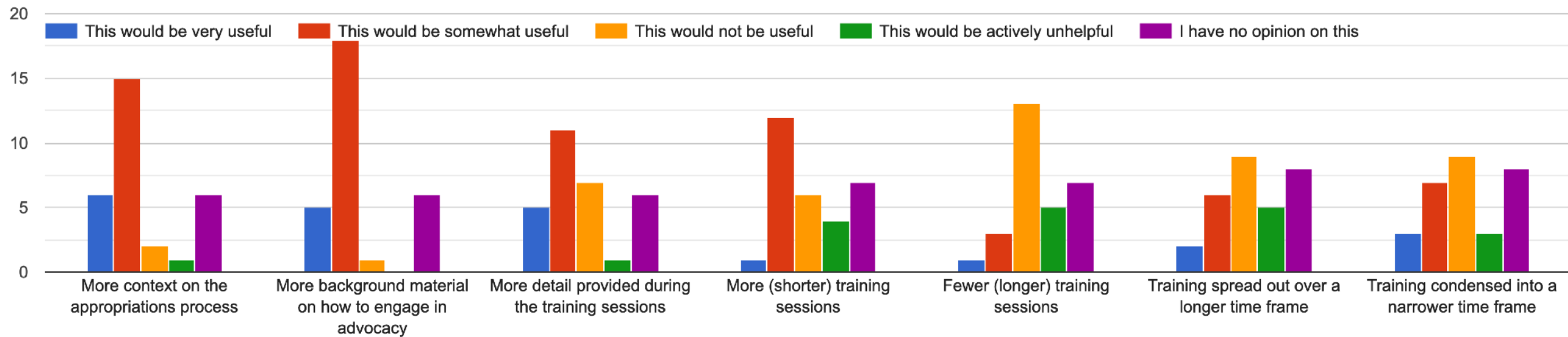
What did you think of the materials in the packet? Please indicate how frequently you used each of the pages.





# How preparation/training can be improved

Please indicate areas in which the preparation/training provided to trip attendees can be improved



# Improvements in Preparation

- I forget the speaker, but there was an excellent presentation explaining the appropriations process during the second training meeting. I think this presentation should go first because it really lays the ground work for what we are doing.
- I think we definitely need to aim to have the materials finished sooner, which means starting the usparticlephysics content meetings sooner - preferably having them spread out throughout the year. I'd be tempted to somewhat decouple the training on the budget process, P5 and the materials, from the training that is more specific to the trip and try to do the budget, P5 and materials training a bit earlier (and maybe more spread out).
- We had a bit of discussions about situations when our own beliefs are not aligned with the congress members. I found that really helpful, but could perhaps have talked a bit more about it. When I looked at the initial list of congress offices assigned to me, (1) one office had quoted "Hitler was right on one thing" (2) one office on their webpage, claimed that the 2020 election was stolen and (3) one office on their webpage, claimed that Chinese students and scholars are spies and thieves (I am Chinese). Ended up dropping most of my assigned offices eventually, but it was a rather agonizing process.
- A LOT was missing on what to say and what not to say. A lot was missing on what a successful meeting looks like. Missing communication queues, sticking to allocated time, letting other people talk, responding to questions, details that are irrelevant to the conversation.

# Looking Ahead - Structural Changes?

- I believe it should be mandatory for the first-time folks to attend a few meetings as secondary.
- I do hope we can have a virtual component next year too, it will really help cover more offices, and can be just as effective. I think maintaining the virtual format could be very helpful in getting a larger delegation. Visiting in person is great, but not always possible. Now that we have more experience in doing it virtually I think we should try to maintain it.
- Start planning in the summer. By December we should have everything but the ask organized so more time can be dedicated to more carefully organizing the training.
- I wanted to comment on the point above about improving the diversity of our trip delegation. Whilst I marked this as "important" I think we need to be very careful to do this in a way that doesn't put too much extra pressure on our colleagues from under-represented groups. It would be great for our delegation to be fully representative of the HEP community
- If there is a major new ask included, or a change of priorities, it will be very important to find advocates who can express this well. I think it's currently setup well for maintaining funding, but that seems less clear for setting up a push for new things.

# Looking Ahead - Maintaining Contact

- this cannot be accomplished on a purely volunteer basis. It would require dedicated personnel who have consistent time to devote to such tasks. Maybe if someone could provide form emails to send out to offices to "touch base" after big announcements or significant events, people would be willing to forward them on. I'm not sure who that "someone" should be, though - the trip organizers already have a lot to do, so it seems unlikely to really happen if it's added to that role without bringing in extra support.
- Maybe we could do a quarterly newsletter or something similar that highlights the things done in that last chunk of time that could be sent to offices. It wouldn't be active engagement which might make it more possible for people to spend time on outside of the normal trip.
- Maybe monthly or so newsletter of the important topics in HEP that have been accomplished and how this impacts the US and more constant updates on how we are being good stewards of tax payer money. Ask the offices if they would want to receive this information.
- A fall check in might be good. Not necessarily seeing up a meeting, but at least an email to ask if the office has any questions or something simple that keeps the connection.

# Looking Ahead - Maintaining Contact

- The UEC, LUA, and SLUO should have quarterly or bi-yearly meetings where we can discuss important events in HEP. If there's enough new information we could draft a statement which could be sent to the various offices. This would keep the offices more informed of our progress and achievements while also keeping them interested in HEP. For instance the g-2 announcement came after this years DC trip. Wouldn't it be great to get in contact with the offices and say, "Hey, we made news this year and it's a big deal!"
- There has to be a dedicated effort towards this, starting with the leadership, and having a structure in place. Hopefully we can talk about this at the meeting next week..
- Keep in touch with the staff, especially those that clearly express interest in physics. Share with them a cool news article whenever one comes out. A short couple page newsletter with the biggest highlights around the 6 month mark might be good too.
- A larger delegate base would help. If we had a group of advocates who visited Washington virtually but planned to visit their local offices a couple times each year, that could be a good way to split up the workload and give the virtual advocates some in-person contact as well.

# Additional Material