

# The Innovation Agenda – What It Means for Advocates

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# Who I Am

- Lewis-Burke Associates represents exclusively universities and associations involved in the federal scientific enterprise
- For 9 years, we have worked with the Universities Research Association, which manages Fermilab for DOE

# LBA Clients

- University of Cincinnati (Since 1990)
- California Institute of Technology (Since 1991)
- University of Houston (Since 1994)
- University of Southern California (Since 1998)
- Georgia Institute of Technology (Since 2002)
- Rutgers University (Since 2004)
- Tulane University (Since 2004)
- New Mexico State University (Since 2005)
- Sea Grant Association (Since 2006)
- Association of Independent Research Institutes (Since 1989)
- University Corporation for Atmospheric Research (Since 1996)
- Universities Research Association (Since 1997)
- Society for Industrial and Applied Mathematics (Since 1998)
- Associated Universities, Inc. (Since 2000)
- National Primate Research Centers (Since 2002)
- Mathematical Association of America (Since 2004)
- National Association of Marine Laboratories (Since 2005)

# 30,000 Foot View of the FY 2007 Budget Request

- **Budget proposal continues White House efforts to hold down spending, fight the war on terror, reduce taxes and cut the deficit in half as a percent of GDP – in an election year**
- **Total discretionary spending to increase by 3.2%; however non-homeland domestic discretionary spending to decline by .5%. Defense to increase by nearly 7%.**
- **Federal R&D**
  - **Total Federal R&D \$137 billion, 3% increase**
  - **Basic Research – up by 3%, however defense basic research is down 3%,**
  - **NASA science up 1%**
  - **Energy science up 14%**
  - **NSF up 8%**
  - **NOAA research down 9%**
  - **NIH frozen at FY06 level**
  - **USGS down 2%**

# **But What About All The “Innovation” Talk?**

- **There has been considerable effort to raise the issue of innovation to the attention of decision makers and it looks like it is working.**
  
- **President announced the American Competitiveness Initiative in the State of the Union:**
  - **Double the Federal support for basic research programs in the physical sciences over the next 10 years;**
  - **Expansion of a favorable environment for more private-sector investment in innovation;**
  - **Improve the quality of education in math and science;**
  - **Support universities that provide world-class education and research opportunities;**
  - **Provide job training to better compete in the 21st century;**
  - **Support comprehensive immigration reform; and**
  - **Foster a business environment that encourages entrepreneurship and protects intellectual property.**
  
- **But --- the crushing budget environment means this “innovation initiative” came at the expense of other programs – for which there are strong advocates. (i.e. over 140 programs to be eliminated in the FY 2007 budget plan)**

# What Should We Make of This?

- **Competitiveness and/or Innovation has now become part of this Administration's lexicon. The science community has been pushing this theme with decision makers and it looks like it is working.....for some.**
- **But some areas are “left out” – such as environmental sciences and the biomedical sciences. And the cuts elsewhere in the budget to make room for the ACI are controversial and significant. Gives new meaning to “be careful what you ask for.....”**
- **The budget request, increased attention on Capitol Hill, the entire “Innovation” discussion gives us an opportunity, but it is not a guarantee, either for this year or for the outyears.**
- **So ...**

# What Do We Do?

- Continue to advocate at all levels
  - Contractor/Laboratory
  - University
  - Association
  - Industry
  - GRASSROOTS USERS
  
- NSF has long been a favorite child among Members of Congress – that’s because nearly every district in the country has a university, college, community college, or museum that receives NSF funding
  
- Not very many districts are home to a DOE facility; Members don’t feel as much ownership over DOE’s science programs. That’s what we need to change, particularly with “district meetings” – need to show connection between these large facilities and researchers at a Member’s local university.

# Science Lobbying - Context

- Everyone is lobbying
  - Associations representing physics, chemistry, mathematics, astronomy, biology, atmospheric science, engineering, etc. (agencies)
  - Universities (agencies, programs, projects, earmarks)
  - Industry (“innovation,” tax credits, projects)
- But is our lobbying effective? (We’ll hear from the Hill folks later this morning!)

# Science Lobbying

- All of science can and should be part of the “Innovation Agenda,” but follow the advice given to new authors – “Write what you know”
- You should discuss your field, why it is important, how it connects to both the Members interests and the broader innovation agenda
- You should discuss how your field has prioritized, how it has a short, mid, and long-term plan that has been vigorously worked out and why it makes sense

# Conveying your Message to a Member of Congress or Congressional Staff

## ■ Five Simple Rules

- Keep it simple
- Be willing to meet with staff (it's better!)
- Leave behind materials
- Win the vote, not the argument
- Follow up (thank you note/email; invitation to your institution; update on how any legislation that is moving impacts your position)

# How to Have a Good Meeting

- Getting There
  - Dress appropriately
  - Anticipate schedule changes
  - Be on time
  - Plan on 15 minutes
  - Smile

# How to Have a Good Meeting

- Participating in the Meeting
  - To begin the meeting, present your one-pager and a business card
  - Keep the message simple, focused, and brief
  - If you don't know the answer to a question, don't make it up – promise to follow up with them later
  - Make the “ask” – what do you want?
  - Invite the staffer or Member to call on you for assistance
  - Be courteous despite possible differing views

# Things to Watch Out For ...

- You are not there as experts on foreign policy, tax policy, domestic intelligence activities, etc.
  - “Because of the money we’re wasting on the Iraq war and investigating people’s Google searches, we don’t have enough money for high energy physics” vs. “Given the difficult budget environment in recent years, the nation’s investment in sciences hasn’t been able to keep up with exciting opportunities and the real need to remain leaders in R&D and innovation.”

# Have Fun!

- Very few are really against science – we are largely “white hats”
- The “innovation” agenda is giving us a coattail to ride – people will be aware of the general issue more than usual
- This is about long-term relationship building, not short-term fixes