

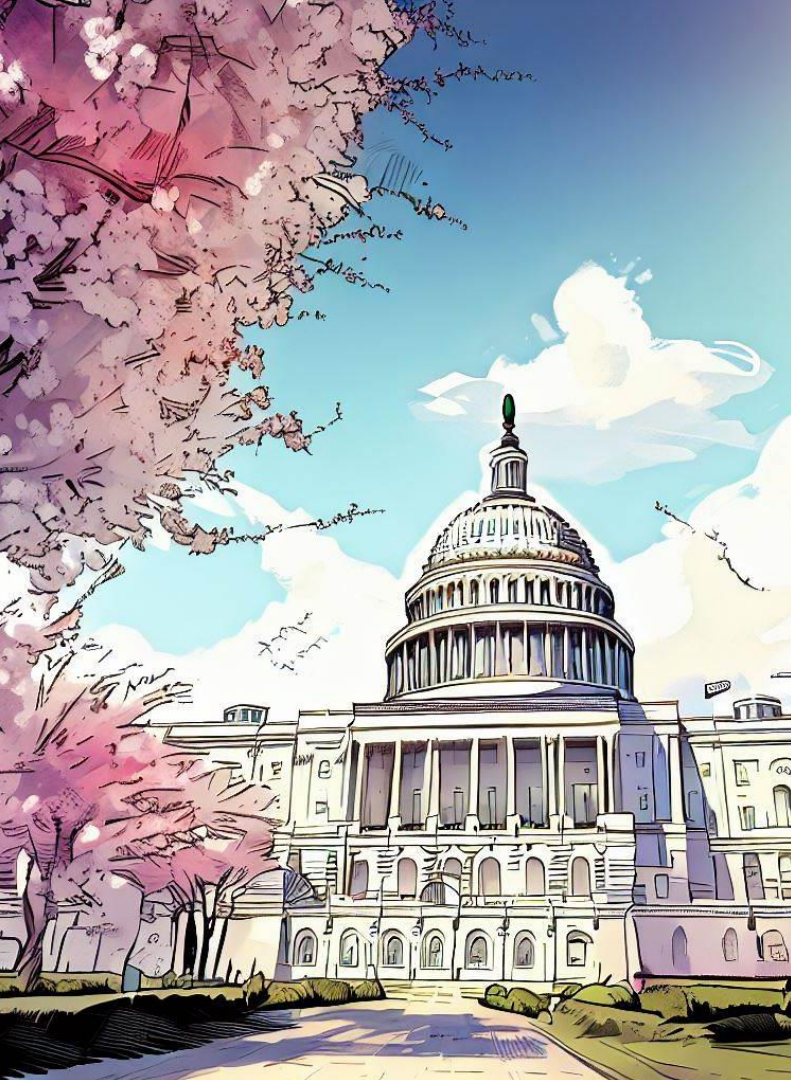


Tomorrow's Workforce Coalition

Second Member Meeting

November 13, 2023





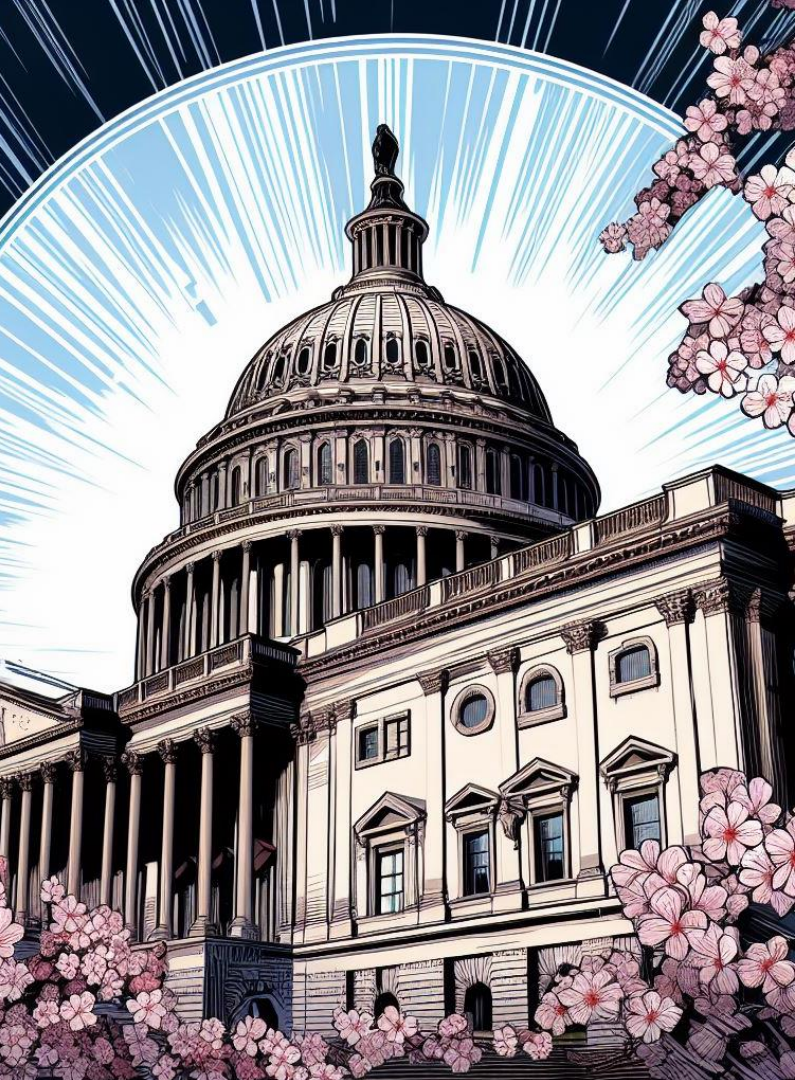
THANK YOU FOR JOINING

Agenda

- Welcome
- Coalition & Legislative Updates
- Key Messaging & Talking Points
- Lobbying Priorities & Advocacy Engagement
- **Will Sroka – LD for Rep. Rob Wittman (R-VA)**
- Remainder of 2023 and Early 2024
- Coalition Resources
- Open Discussion / Q&A

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COALITION & LEGISLATIVE UPDATES

Making Steady Progress

752

Coalition member organizations

84

Bipartisan House cosponsors: 52 Rs and 32 Dems
(11 Senate cosponsors: 5 Dems and 6 Rs)

8

Republican Ways & Means cosponsors

2+

Congressional letters

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Educational Freedom and Opportunity for American Families, Students, and Workers



Thank You, and Well Done!

Jerome Redmond

American Truck Training, Inc.

Commercial Vehicle Training Association

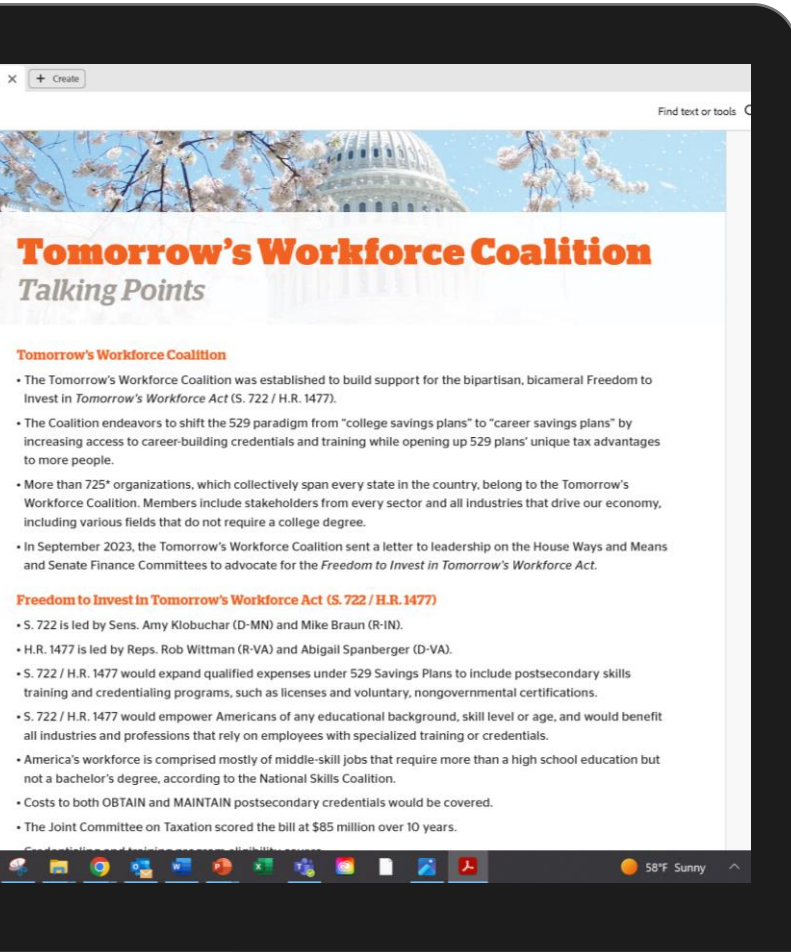
- “College savings plans to career savings plans”
- Rep. Mike Carey (R-OH) asked about the Tomorrow’s Workforce Coalition

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KEY MESSAGING & TALKING POINTS

Most Important Themes

- Shift the 529 paradigm from “college savings plans” to “career savings plans”
- Increase access to career-building credentials
- Boost career options, flexibility and resilience
- Provide unique tax advantages to more people
- Address workforce and talent pipeline shortages
- Support all industries, professions and workers
- *Joint Committee on Taxation (JCT) – \$85M/10 years*



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House & Senate Cosponsors

House Ways & Means Committee

Democrats

- Jimmy Panetta (CA)
- Terri Sewell (AL)
- Dwight Evans (PA)
- Danny Davis (IL)
- Brad Schneider (IL)

Republicans

- Brad Wenstrup (OH)

Other House Targets (H.R. 1818 / H.R. 329)

- Elissa Slotkin (D-MI)
- Jasmine Crockett (D-TX)
- Andre Carson (D-IN)
- Colin Allred (D-TX)
- Jim Costa (D-CA)
- Gabe Vasquez (D-NM)
- Mikie Sherrill (D-NJ)
- Emilia Sykes (D-OH)
- Suzanne Bonamici (D-OR)

Senate Finance Committee

Democrats

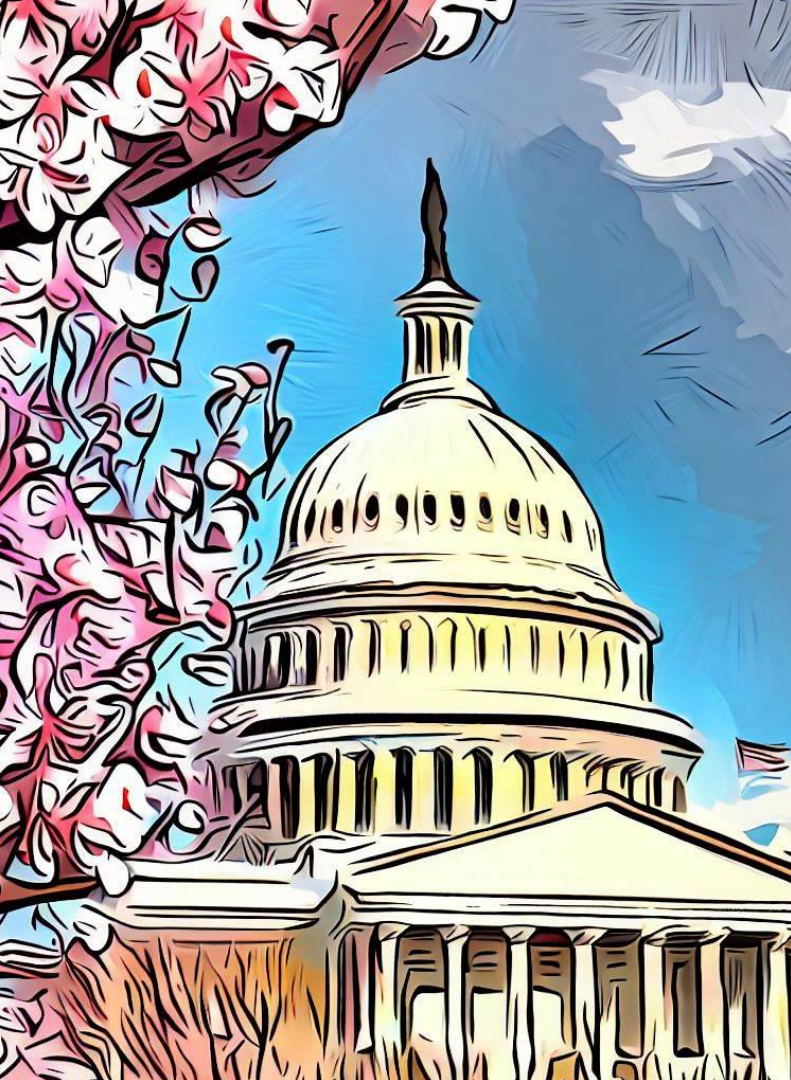
- Catherine Cortez Masto (NV)
- Maggie Hassan (NH)

Republicans

- Steve Daines (MT)
- James Lankford (OK)
- Thom Tillis (NC)
- Todd Young (IN)

Other Senate Targets

- Tina Smith (D-MN)
- Tammy Baldwin (D-WI)
- Dan Sullivan (R-AK)
- Ted Budd (R-NC; S. 2921)
- Jerry Moran (R-KS)



ADVOCACY ENGAGEMENT

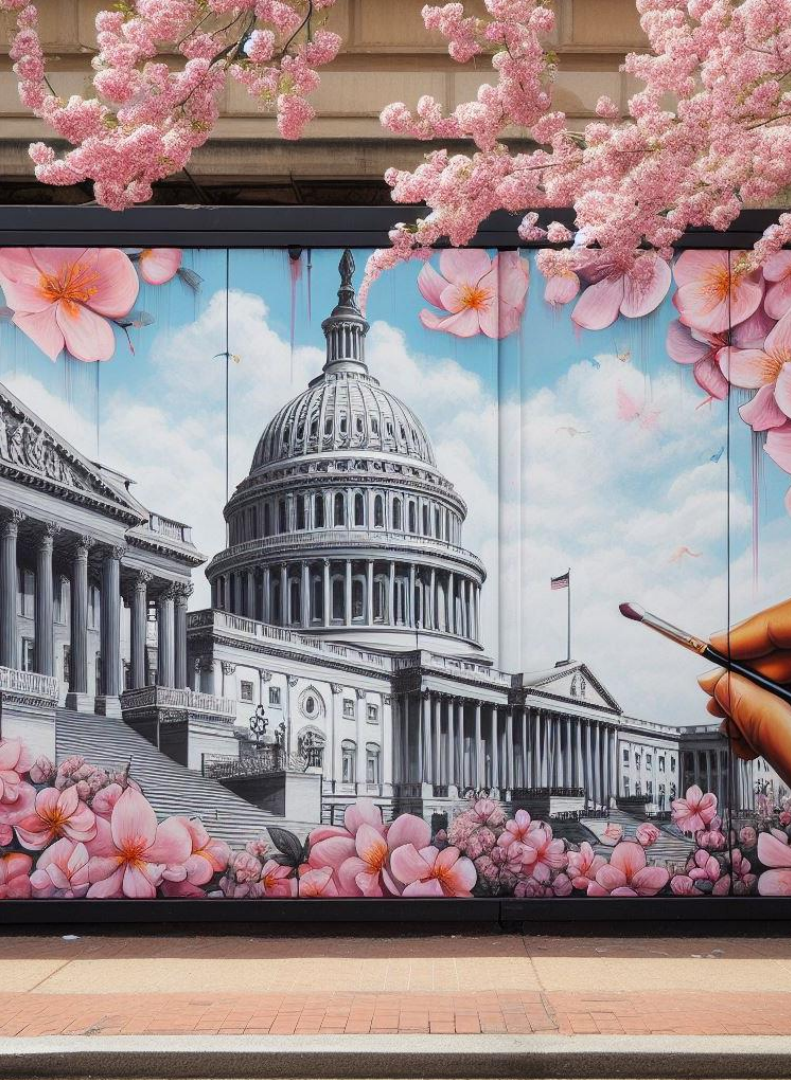
Opportunities Abound

- Encourage other stakeholders to join the coalition and sign-on letter ([online form](#))
- Join virtual or in-person meetings
- Schedule Congressional meetings
- Post on social or engage traditional media
- Conduct grassroots campaigns

All engagement is optional.

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REMAINDER OF 2023 AND EARLY 2024

Upcoming Actions & Events

- **Weekly meeting participation survey – ongoing**
- **January 22, 2024**
Grassroots campaign launch
- **February 5-9**
Social media blitz week
- **March 5-6**
ASAE's legislative action event

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COALITION RESOURCES

Toolkit, etc.

- Newsletter copy
- Template social media
- Graphics
- Template press release
- Template Congressional meeting request
- Turnkey and template grassroots campaign messaging

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SNEAK PEAK

100 House Cosponsors Graphic



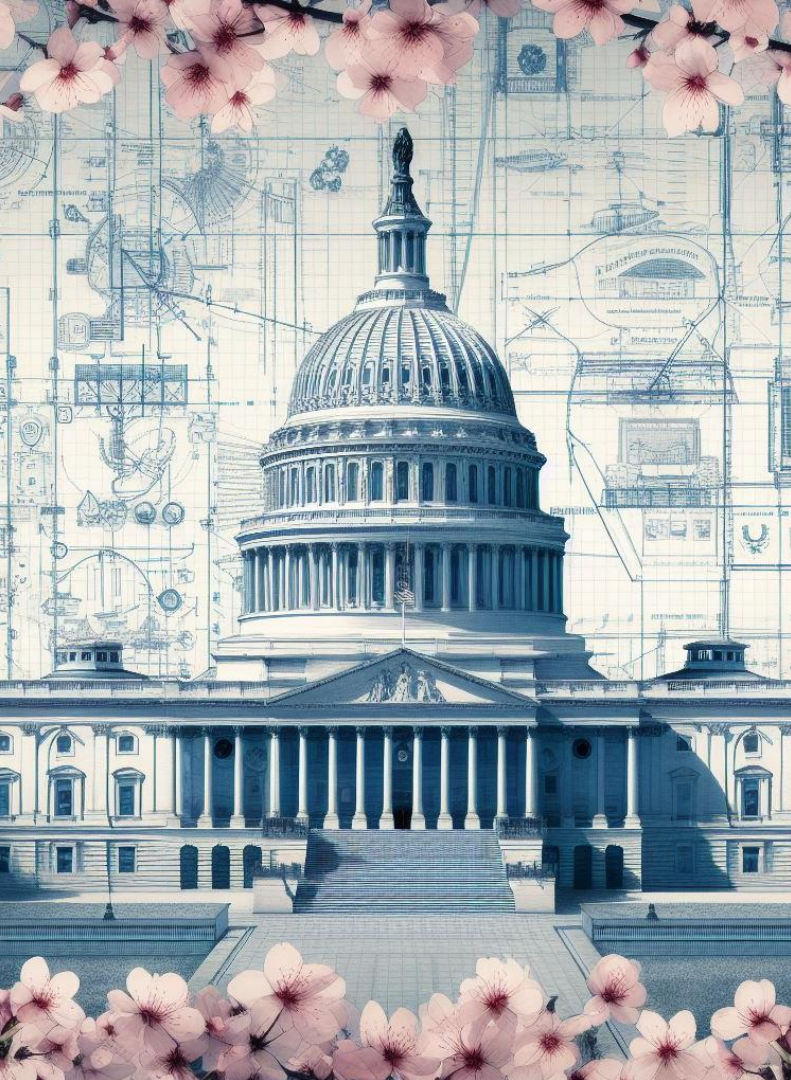
100+ Congressional Cosponsors
**Now Support the Freedom to Invest
in Tomorrow's Workforce Act**

Join the Tomorrow's Workforce Coalition ►

A THE POWER OF
ASSOCIATIONS.
PURPOSE. COMMUNITY. IMPACT.

**ADVOCATING FOR A
STRONGER WORKFORCE**

**Tomorrow's
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NEW LEGISLATION

Honoring Vocational Education Act (H.R. 2621)

- The bill would direct U.S. Census to recognize licenses, certifications and other credentials
- Champions: Reps. Hillary Scholten* (D-MI), Marc Molinaro (R-NY) and Jared Moskowitz (D-FL)
- Cosponsors: Reps. Crockett and Vasquez
- ASAE endorsed the bill

*H.R. 1477 cosponsor

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OPEN DISCUSSION / Q&A

Email Anytime for Assistance

Jeff Evans

Director, Public Policy, ASAE

jevans@asaecenter.org

Austin O'Boyle

Director of Advocacy, Aristotle

austin.oboyle@aristotle.com

We're here when you need us.

Looking for a specific resource?

Want to schedule a quick Zoom?



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Thank You!

Have a wonderful Thanksgiving!