Tomorrow’s Workforce Coalition
Second Member Meeting
November 13, 2023
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
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
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
• 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
LOBBYING PRIORITIES

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)

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 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)

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)
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.
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
**COALITION RESOURCES**

**Toolkit, etc.**

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

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

Join the Tomorrow’s Workforce Coalition ➤

ADVOCATING FOR A STRONGER WORKFORCE

Tomorrow’s Workforce Coalition
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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We’re here when you need us.  
Looking for a specific resource?  
Want to schedule a quick Zoom?
Thank You!

Have a wonderful Thanksgiving!