How to Have a Successful Meeting

Meetings are planned for 30mins but typically last 10-15mins;

Start with introductions

- Allow everyone attending to introduce themselves;
- Identify your institution/company and your connection to the state or Congressional district;
- If there are multiple people attending the meeting, pick someone ahead of time to be the leader, but everyone should speak;

Make your "Ask" (*consult the Talking Points Sheet in your packets*)

- Best to make the subject of meeting clear;
- Staffers expect you to ask them for assistance;

Make supporting arguments

- This is where the Tire Tracks Chart and other supporting materials should be brought up;
- Also, bring up your own research, labs, institutions, companies, patents, students, etc.;

Ask if staffer has any questions

- Good way to make sure the staffer is engaged in discussion;
- Ok to answer a question with "I don't know;" be sure to say you will find the answer and tell them in your follow-up messages;

Remake "Ask" and depart

- Be sure to get a business card or the staffer's e-mail address;
- Offer to be a resource for the office;

Follow-up immediately with Thank You e-mail

- Should be done shortly (within day or two) after the meeting;
- Thank them for their time, restate topic of the meeting, and answer any possible questions;

General tips for a successful meeting:

- Arrive on time.
- Stay on message.
- Have a conversation; don't lecture.

- Allow the meeting to flow organically.
- Some preaching to the choir is expected, but it’s ok to take “yes” as an answer.
- Ok to say, “I don’t know;” find answer & follow-up later.
- Don’t feel like you need to couch your answers in political spin.
- Ask if staffer has any questions.
- Get a business card for follow up.

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INFORMATION TECHNOLOGY R&D AND U.S. INNOVATION

- **Advances in information technology are transforming all aspects of our lives:** commerce, education, employment, health care, manufacturing, government, national security, communications, entertainment, science, and engineering.

- **Advances in information technology also drive our economy** – both directly (the growth of the IT sector itself) and in productivity gains across the economy. Advances in computing are enabling innovation in all fields.

- **The history of innovation in computing is impressive, but the future opportunities are even more compelling:** the future of networking, revolutionizing transportation, personalized education, powering the smart grid, empowering the developing world, improving health care, enabling advanced manufacturing, driving advances in all fields of science and engineering.

It's impossible to imagine a field with greater opportunity to change the world.

- **The IT R&D ecosystem is crucial to continued innovation in IT, and federal support is at the heart of that ecosystem.** Essentially every aspect of IT upon which we rely today bears the stamp of federal support.

"In order to sustain and improve our quality of life, it is crucial that the United States continue to innovate more rapidly and more creatively than other countries in important areas of IT. Only by continuing to invest in core IT science and technology will we continue to reap such enormous societal benefits in the decades to come."

– President's Council of Advisors for Science and Technology
(in Designing a Digital Future, December 2010)

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The Computing Research Association (CRA) is an association of more than 200 North American academic departments of computer science, computer engineering, and related fields; laboratories and centers in industry, government, and academia engaging in basic computing research; and affiliated professional societies.

CRA's mission is to strengthen research and advanced education in the computing fields, expand opportunities for women and minorities, and improve public and policymaker understanding of the importance of computing and computing research in our society.

The CRA Board of Directors and its Executive Officers are a distinguished group of leaders in computing research from academia and industry. The board is elected by CRA's member organizations. Representatives from each of our affiliated professional societies are also appointed to serve on the board.

CRA counts among its members more than 200 North American organizations active in computing research: academic departments of computer science and computer engineering; laboratories and centers in industry, government, and academia; and affiliated professional societies (AAAI, ACM, CACS/AIC, IEEE Computer Society, SIAM USENIX). CRA works with these organizations to represent the computing research community and to effect change that benefits both computing research and society at large,

CRA was formed in 1972 as the Computer Science Board (CSB), which provided a forum for the chairs of Ph.D. granting computer science departments to discuss issues and share information. In 1986 CSB, in recognition of its increasing concern for R&D in the computing fields, including computer engineering and computational science, incorporated as the Computing Research Board (CRB). In 1990, CRB was given its present name, the Computing Research Association, and a permanently staffed office was opened in Washington, DC.

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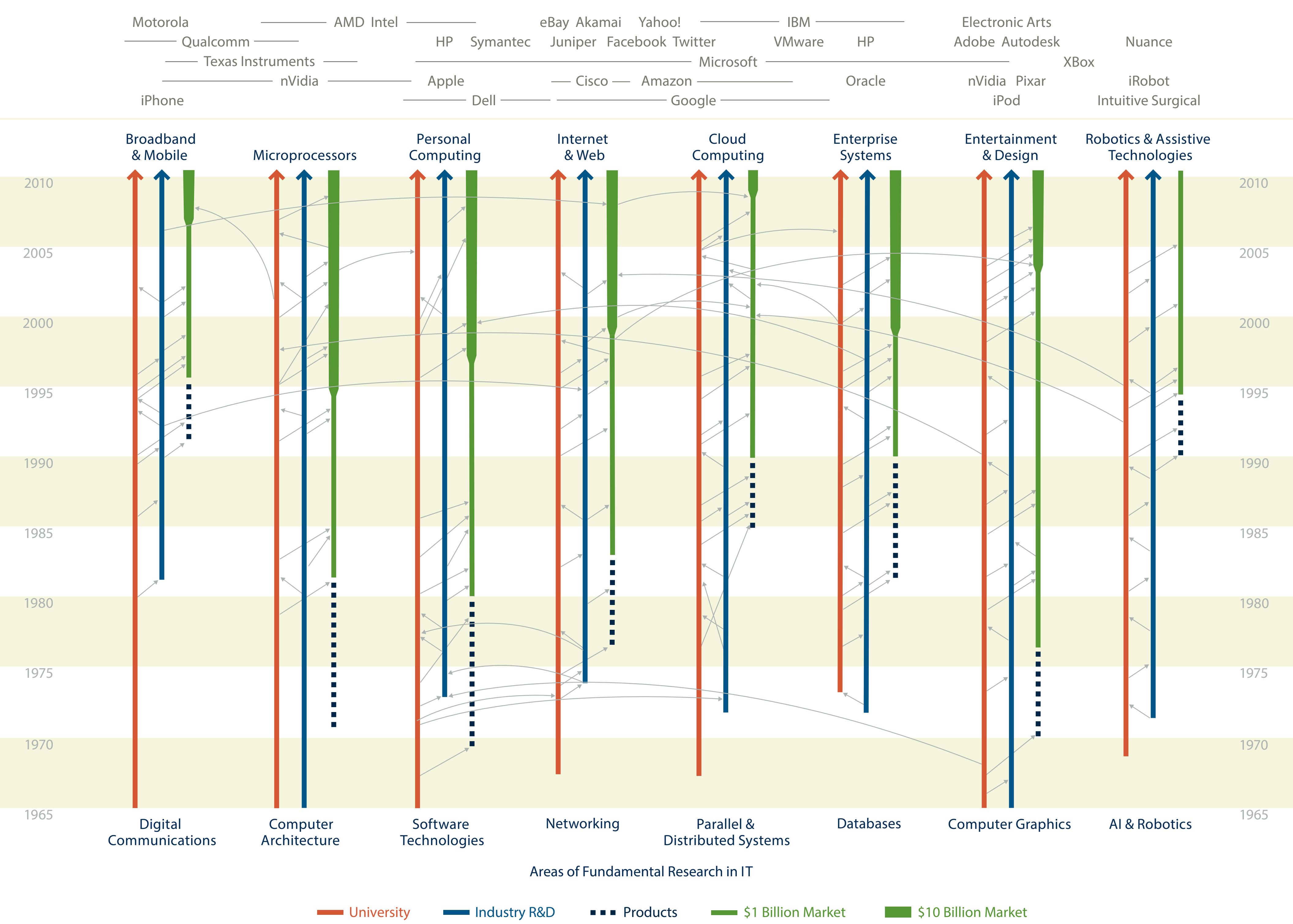
IT Sectors With Large Economic Impact



TALKING POINTS FOR THE CSTB TIRE TRACKS CHART

1. The chart is a timeline that tracks the growth of different sectors of the IT economy. You can see the dates of the timeline up top.

2. The chart has three lines for each subsector of the IT industry -- a red line that indicates when research was performed in universities (largely supported by the federal government), a blue line that shows when industrial research labs were working in the space (largely with private sector funding), and a dotted black line that indicates when the first product was introduced in the sector. Where that dotted black line turns solid green, it indicates when that became a billion-dollar sector. The arrows indicate the flow of people and ideas between the sectors.

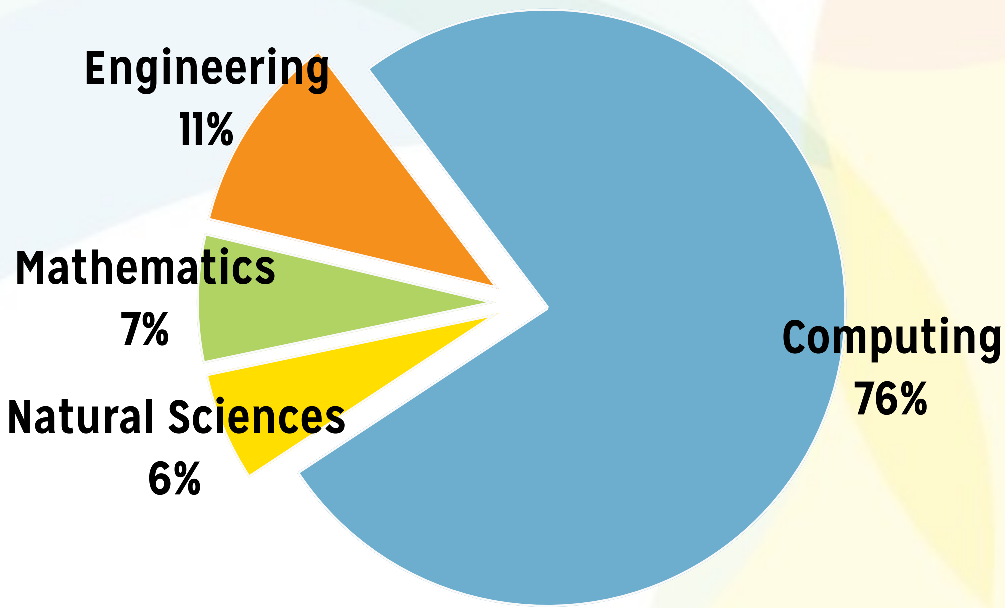
3. When the National Research Council's Computer Science and Telecommunications Board original produced this chart back in 1995, they identified nine different billion-dollar subsectors. When they went back and revised it in 2003, they identified 10 more -- 19 total billion-dollar subsectors of the IT economy. They're currently revising the chart for a third time and will identify even more (there's no search there, no social networking, digital video, etc).

4. The chart shows a number of key aspects of early-stage scientific research:
    a. It often takes a long time before it pays off -- in a number of cases, the earliest research is more than 15 years before the introduction of the first product in the space.
    b. It often pays off in unanticipated ways -- developments in one sector often enable advances in others, often serendipitously.
    c. That research in universities doesn't supplant work done in industry, and vice versa
        i. The research performed in universities is generally a completely different character than research funded by industry.
        ii. Industry is generally focused on the next product cycle, or two -- not 5 or 10 years out.
        iii. It's difficult for industry to capture the benefit of early stage scientific research because the results of that research, by nature, are available to everyone.
        iv. The payoffs of early stage research are unpredictable.
    d. The research ecosystem is fueled by the flow of people and ideas back and forth from university and industry, and this robust ecosystem has made the U.S. the world leader in information technology.

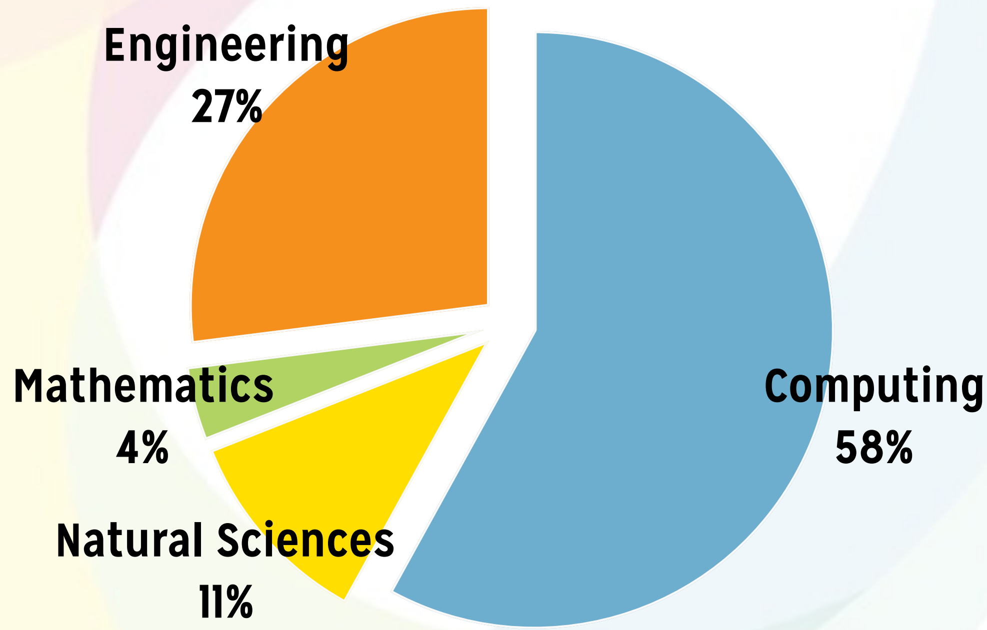
5. Each one of these sectors bears the clear stamp of the federal investment, investments that have demonstrated extraordinary payoff.
    a. Payoff in the explosion of new technologies that have touched every aspect of our lives
    b. Economic payoff, in the creation of new industries and literally millions of new jobs.

U.S. BUREAU OF LABOR STATISTICS JOB PROJECTIONS: 2014-2024
STEM JOB PROJECTIONS BY STEM %

% of Newly Created Jobs



% of Total Jobs



Source: US BLS Employment Projections (www.bls.gov/emp/ep_table_102.htm)

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