2023 Policy WISE in Iowa
Forging the path to progress
GUIDE BOOK
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About Our Event

**Date:** Thursday, November 16, 2022  
**Location:** FFA Enrichment Center, DMACC Ankeny  
**Start Time:** 8:00 am  
**Conference End Time:** 5 pm  
**Happy Hour:** 5 to 7 pm

**What is Policy Wise in Iowa?**

Policy Wise in Iowa is a one-day statewide policy conference designed to bring together the best and brightest Iowa advocates, activists and allies to build strength in the progressive policy space to fight for values that protect and uplift every Iowan’s quality of life.

The 2023 event will feature:
- plenary sessions
- breakouts
- workshops
- student poster expo
- vendor booths
- opportunities for building strategies
- networking
- collaboration

**What is the purpose of Policy Wise in Iowa?**

Policy Wise in Iowa, Common Good Iowa’s annual statewide policy conference creates opportunities for Iowans committed to social and economic justice to share a common space for networking, inspiration and collaboration. By sustaining a community for allyship, forward progress and the pursuit of opportunity for every Iowan, we will further the values of cooperation, civic good and responsible leadership to further human flourishing.
Central Question
What is the question we are trying to answer or problem we are trying to solve?

In partisan times, how do we work together — equitably and effectively — to advance public policy that expands opportunities and promotes the well-being of Iowa’s children, families and workers?

Who Attends Policy Wise in Iowa?
Policy Wise in Iowa is an event for:

- Decision-makers, executives and leaders in non-partisan, nonprofit, direct human services including social work, health care and elder care, community-based corrections, mental health, child care, public health, and research, administration and advocacy in these areas
- Grassroots and grasstoppers advocates from local, state and national organizations and activists in the nonpartisan progressive policy space including lobbyists, bloggers, researchers, social justice advocates, labor and community organizers and attorneys for human/civil rights, environmental issues, worker and immigrant justice – both paid staff and volunteers
- Federal, state and local elected officials along with their staff members, caucus staff, legislative staff, and candidates for office
- Undergraduate, graduate and post-doctoral students with interests in these areas
- Faith community leaders both laypeople and clergy
Keynote Speaker
Jennifer Berkshire, author, podcaster, lecturer

Jennifer Berkshire is the host of the education podcast Have You Heard and the co-author of A Wolf at the Schoolhouse Door: the Dismantling of Public Education and the Future of School. Her writing on education and politics has been featured in the Nation, the New Republic, the New York Times and other publications. She teaches in the journalism program at Boston College and the Education Studies program at Yale University. Jennifer’s new book (written with Jack Schneider) is a how-to guide called Defending Our Public Schools and will be out next year.

About ‘A Wolf at the Schoolhouse Door’

A trenchant analysis of how public education is being destroyed in overt and deceptive ways - and how to fight back.

If America’s public schools don’t survive the COVID-19 pandemic, it won’t just be due to the virus. Opponents of public education have long sought to dismantle our system of free, universal, and taxpayer-funded schooling. But the present crisis has provided them with their best opportunity ever to realize that aim. Books like Jane Mayer’s Dark Money and Nancy MacLean’s Democracy in Chains sounded a clear warning about the influence that right-wing plutocrats increasingly exert over American politics. Now, A Wolf at the Schoolhouse Door takes their analyses a step further, addressing an urgent question: Why is the right so fixated on dismantling public education in the United States?

Education historian Jack Schneider and journalist Jennifer Berkshire trace the war on public education to its origins, offering the deep backstory necessary to understand the threat presently posed to America’s schools. The book also looks forward to imagine how current policy efforts will reshape the educational landscape and remake America’s future. A Wolf at the Schoolhouse Door offers listeners a lively, accessible, yet scholarly view of a decades-long conservative cause: unmaking the system that serves more than 90 percent of students in the US.

@bisforberkshire
Plenary Sessions & Workshops
all session descriptions, titles and speakers listed are tentative except where noted

Opening Plenary
Democracy, Accountability and the Freedom of Information in Iowa

Panel to include: local Iowa BIPOC journalists, Iowa experts in FOIA, and the battle over access to public information, including school and public libraries

State Revenue Workshop
Making Sense of State Revenue: How will coming revenue cuts impact the services you count on?

Get a bird’s eye view on the future of public services in Iowa as our state faces historic cuts to revenue, with even more cuts on the horizon. Find out how your clients, employees and organization will be affected and have an opportunity to collaborate with your colleagues and partners to create strategies and tactics to work together to fight back.

Closing Session
Tying our work together

Take time to share your insights and ideas. Make plans to incorporate the things you have learned into your work. Build opportunities for collaboration. Ask questions and learn more.

Happy Hour, Student Posters & Book Signing
Continue the conversation

Cap off your conference with Happy Hour, check out student posters and our vendors and purchase your signed copy of ‘A Wolf at the School House Door’. Cash bar, light snacks.
Breakout Sessions

All session descriptions, titles and speakers listed are tentative except where noted, additional sessions still in formation

The Base of the Pyramid: How well are we meeting the need for food, shelter and health

**Presenter:** Ehren Stover-Wright, Lead Researcher at Institute for Community Alliances*

Center the Story Collecting and sharing the stories of those most affected by policy to lead, innovate and make change.

**Presenters:** Progress Iowa, ICAN, Iowa Farmers Union

Communicating Through The Noise: Delivering Your Message in Polarizing Times

**Presenters:** GMMB*

The Cost of Living in Iowa Inflation and the cost of living are on the minds of everyone these days. Find out what is really happening for the Iowans we work with, live with and serve.

**Presenters:** Sean Finn, Policy Analyst, Common Good Iowa Natalie Veldhouse, Policy Analyst, Common Good Iowa*

What is Iowa Really Doing for Seniors? Iowa was recently named one of the best states in the US to retire but what is the true picture for Iowa retirees and how does that impact us all?

**Presenter:**

Race for Results: Data-driven overview of the Annie E. Casey Kids Count report and deep dive into BIPOC specific data for Iowa children

**Presenter:** Anne Discher, Executive Director, Common Good Iowa*

The Inflation Reduction Act and You: What You Need to Know A $500 billion investment in infrastructure, green energy, health care and the IRS -- what resources are available for the Iowans we serve?

**Presenter:**

Have a Little Faith: Finding Pathways for Partnership with Faith Communities

**Presenter:**

*session and/or presenter is confirmed
Sponsorship Opportunities
Partner with us to bring this conference to our community

$250-499 Sponsorship Level – Includes General Organization Membership
- Certificate of Recognition for display at your hall, office or place of business
- Recognition at CGI booth at Iowa Federation of Labor, AFL-CIO
- Recognition at our statewide policy conference – listed in event program
- Recognition in our Fall Newsletter & Annual Report

$500-999 Sponsorship Level – Includes Sustaining Organization Membership
- All the benefits of the General Membership, plus:
  - Early access to tickets for Policy Conference

$1000-2499 Sponsorship Level – Includes Premium Organization Membership
All the benefits of the Sustaining Membership, plus:
- One complementary ticket to Policy Conference
- Recognition at our statewide policy conference – listed as Premium Sponsor in event program and on slideshow
- Your logo included in the Acknowledgements on the digital Cost of Living in Iowa Report

$2500-4999 Sponsorship Level – Includes Executive Organization Membership
All the benefits of the Premium Membership, plus:
- Recognition at our statewide policy conference – listed as Executive Event Sponsor in event program and on slideshow
- Two complementary tickets to our statewide Policy Conference
- Early Access to all Common Good Iowa event tickets

$5000+ Sponsorship Level – Includes Premier Organization Membership
All the benefits of the Executive Membership, plus:
- Recognition at our statewide policy conference - listed a Premium Event Sponsor in event program and dedicated slide in our event slideshow
- Three complementary tickets to our statewide Policy Conference
- Exclusive pre-release access to the Cost of Living in Iowa Report
- VIP Breakfast with Policy Conference Keynote speaker AND/OR exclusive livestream of policy conference keynote
Sponsorship Opportunities

Special Event Sponsorships

All Special Event Sponsorships include an Organization or Personal Membership in addition to benefits

Presenting Sponsor – Breakfast – $1,000 (one opportunity available)
Make the most of the most important meal of the day. Promote your organization at our breakfast tables:
- Up to four exclusive slides in main conference room to run continuously 8 to 9 am.
- Your swag and/or hand outs at each table
- Your organization name listed as Presenting Sponsor – Breakfast in the program and on main stage slide show.

Presenting Sponsor – Keynote Speaker – $2,500 (one opportunity available)
Our keynote speaker is already the talk of the town. Show your support for this powerful and insightful presentation with your sponsorship.
- Your organization name listed as Presenting Sponsor – Keynote Speaker in the program and on main stage slide show.
- Exclusive “thank you” slide in main conference room to run throughout the event
- A personal main stage thank you from our Executive Director

Presenting Sponsor – Student Poster Display - $3,500 (one opportunity available)
Support the next generation of activists, advocates and allies by helping make our poster session possible. Your sponsorship provides free tickets for our student presenters.
- Your organization name listed as Presenting Sponsor – Student Poster Display in the program and on main stage slide show.
- Exclusive “thank you” slide in main conference room to run throughout the event
- A personal main stage thank you from our Executive Director
- Two large signs at event listing your organization as Presenting Sponsor – Student Poster Display

Presenting Sponsor – Happy Hour – $1,500 (one opportunity available)
As we gather together at the end of the day, help provide hospitality and fun for our event attendees.
- Your organization name listed as Presenting Sponsor – Happy Hour in the program and on main stage slide show.
- Exclusive “thank you” slide in main conference room to run throughout the event
- A personal main stage thank you from our Executive Director
- One large sign listing your organization as Presenting Sponsor – Student Poster Display
Student Poster Displays
Let’s build a better future for Iowa together

Iowa college students are invited to bring their original research, policy analysis and reporting to be shared and evaluated by experts in the public policy sphere at Policy Wise in Iowa 2023.

The student poster display event is open to all Iowa undergraduate or graduate college students enrolled in any 2- or 4 year institution in Iowa.

Degree programs and areas of study that may be interested in displaying posters include but are not limited to:

Sociology
Social Work
Public Health
Public Administration
Public Policy & Advocacy
Journalism
Education
Psychology
Health Care
Early Childhood Education
Nutrition
Gerontology
Human Development
Economics
Criminal Justice
Data Science
Environmental Science
Political Science
Public Relations
Women & Gender Studies
Rural Policy
Communication Studies
Disability Studies
Law
Non-Profit Leadership

Posters should answer the question, “How can we make Iowa better?” The theme is intentionally broad to invite innovative thinking, creative approaches and bold ideas.

Students are encouraged to adapt projects and work produced as part of their studies or originally created to meet requirements of their classes or degree program. Poster content need not be created fresh for the display. Use what you already have!

Students who participate in the poster display will be given complementary tickets to the full policy conference event. Displays must be set up by 11 am.

To find out more information about requirements and to register your poster display, please visit our website.

Posters will be evaluated for feedback and scoring (gold, sliver and bronze awards) by a panel of judges from the Iowa public policy community, and awards will be given at the close of the policy conference, 5 to 7 pm on Thursday, November 16, 2023.
Vendor Fair
Join us in the atrium for conversation and connection

Our vendor fair hours will be:

- 5 pm to 7 pm
during our end-of-event happy hour in the atrium at the FFA Enrichment Center

Our vendor fair will share space with our student poster displays as well as the cash bar and happy hour snacks.

Vendor displays may be set up at any point during the event but must be ready by 5 pm.

**Vendor Booth Price: $250** - includes one ticket to Policy Conference. Additional tickets for vendors may be purchased for the $125 discounted rate.

Expected Event Attendance: 200

Vendors will be provided with:

- One 6 ft banquet table
- Two chairs
- Listing in the event program
Tickets & Registration

Sign me up!

Ticket Sales for Common Good Iowa Members
Start Tuesday, September 5 at commongoodiowa.org
Member Price: $125

Ticket Sales for Non-Members
Start Monday, September 18 at commongoodiowa.org
Non-member Price: $135

Student Tickets
A limited amount of free student tickets will be available on a first-come, first-served basis. Available to any undergraduate or graduate student at any Iowa 2- or 4-year institution.

To request a student ticket please email Amber Gustafson at agustafson@commongoodiowa.org

Student Poster Presenters - See page 10 for information on the student poster display
Complimentary tickets are available to student poster presenters. Information on free tickets will be sent to registered poster presenters.

Volunteer Tickets
A limited amount of complimentary tickets for event volunteers will be available on a first-come, first-served basis. To apply to be an event volunteer, please go to:

Donate Hardship Tickets
Help those in need attend our event

Giving is easy!
To donate one or more hardship tickets or to contribute to our Hardship Scholarship Fund, simply make your donation under the ‘Additional Contribution’ field on the ticketing page.

One ticket = $125
Two tickets = $250
Four tickets = $500
Event Schedule
Plan your day

8:00 a.m. to 9:00 a.m.
Event Registration
Continental Breakfast

9:00 a.m. to 9:15 a.m.
Welcome Remarks

9:15 a.m. to 10:30 a.m.
Opening Plenary - Democracy, Accountability and the Freedom of Information in Iowa

10:30 a.m. to 10:45 am
Break

10:45 a.m. to 12:00 p.m.
Breakout Session A

12:00 p.m. to 12:30 p.m.
Lunch is served

12:30 p.m. to 1:30 p.m.
Keynote Speaker Jennifer Berkshire

1:30 p.m. to 1:45 p.m.
Break

1:45 p.m. to 3:00 p.m.
State Revenue Workshop - Making Sense of State Revenue: How will coming revenue cuts impact the services you count on?

3:00 p.m. to 3:15 p.m.
Break

3:15 p.m. to 4:30 p.m.
Breakout Session B

4:30 p.m. to 5:00 p.m.
Closing Session

5:00 p.m. to 7:00 p.m.
Happy Hour, Student Poster Awards, Book Signing, Vendor Fair

*Please note, event schedule is subject to change