



THE WHITE HOUSE COMMUNITY LEADERS BRIEFING SERIES

The goals of the White House Community Leaders Briefing Series are:

- To ensure the public is well-informed about government policies and programs and how they can utilize these resources; and
- Ensure we are hearing from the public about how government policies and programs can serve them better.
- Briefed on the tools and resources available to their communities, community leaders will return home better armed to connect individuals to the policies and programs of the federal government.

The Community Leaders Briefing Series day is broken up into three parts:

The White House Briefing

The White House Briefing will take place in the South Court Auditorium of the Eisenhower Executive Office Building.

- 8:00 – 8:10: Welcome speaker: This person sets the tone for the day and the conversation
- 8:10 – 8:50: Economic update: We often work with the NEC or the Department of Commerce to provide an economic update.
- 8:50 – 9:45: Issue specific speakers
- 9:45 – 10:00: High-level guest
- 10:00 – 11:00: Listening Session with Jon Carson

East Wing Tour - The East Wing tour is a self-guided tour through the East Wing of the White House. This includes the East Room, State Dining Room, China Room, Grand Foyer, etc.

Policy Breakout Sessions - Participants have the opportunity to participate in one of four policy breakout sessions. This is an opportunity for more specific conversation on certain issue areas. We generally have 1-2 Agency or White House staff facilitate the breakout session, but the focus is on letting the participants drive the conversation.

Promotion Plan - An essential part of the Community Leaders Briefing Series is for participants to share their experience at the White House and the information they learned with others in their personal and professional networks.

Follow up - One of the goals of the Community Leaders Briefing Series is to start a relationship and a continued conversation with all participants and the communities and organizations they represent. We will send out a feedback form via email after the briefing, and will include the information that the participants received during the briefing.

After the briefing, we'll continue to keep the participants up to date on important issue through conference calls and email communication.

Sharing your story - We want to let our network know that you were here. We'll do so by highlighting your group and briefing on the White House blog in the few days following the briefing.