



COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

*Developing Your District
Advocacy Strategy*





Today's Discussion

- *Importance of Advocacy*
- *Inviting Sacramento and DC to Campus*
- *Reaching out to Sacramento and DC*
- *Engaging Locally*
- *Advocacy Timelines and Draft Strategy*

Why Is Advocacy Necessary?

- Role and influence of governor and Legislature over community colleges have increased with Proposition 13 and Proposition 98.
- Bulk of community college funding comes through the state budget process.
- Legislature sets policy for California Community Colleges.





Importance of Advocacy:

- Every year policymakers make decisions directly impacting your students and college.
- Legislators look to local colleges to provide direction on major policy decisions.
- Local advocacy provides **context** to decisions made in Sacramento.



Use of District Resources to Support or Oppose Ballot Measures

- District/College may NOT use staff, equipment, and supplies to generate promotional materials on behalf of ballot measures which have qualified for the ballot.
- District/College MAY analyze the effects of ballot measures which have qualified for the ballot.
- District/College MAY make available on request the results of its objective evaluation of a ballot measure's impact.
- District/College may NOT contribute to ballot measures.
- Foundations, Alumni Associations MAY contribute to ballot measures.



Three Areas of Advocacy



State Budget



State Legislation



Federal Issues

League Advocacy Timeline

By January 10th of each year, the Governor released the state budget proposal.

Governor's Budget

January

Budget Committee Hearings

Assembly and Senate begin hearings with public testimony on the proposed budget.

March

Governor releases updated budget proposal based on new revenue and political dynamics.

Governor's May Revision

May

Annual federal advocacy trip to Washington, DC.

National Legislative Summit

Bill Hearings in First House

Hearings on proposed bills begin. Bills have until the end of month to pass out of policy committees.

April

League Advocacy Timeline

Constitutional deadline to pass budget – Legislators do not receive pay if the budget does not pass.

Budget Deadline

June

Fiscal Committees

Bills are amended to address costs. If bills are too expensive, they stay on “Suspense” and often die.

August

League begins planning for next session. Research bill ideas and propose budget augmentations.

Research on Next Year’s Budget & Bill Priorities

October

July

Policy committee hearings intensify. Committees take letters and public testimony.

Bill Hearings in Second Chamber

Sept.

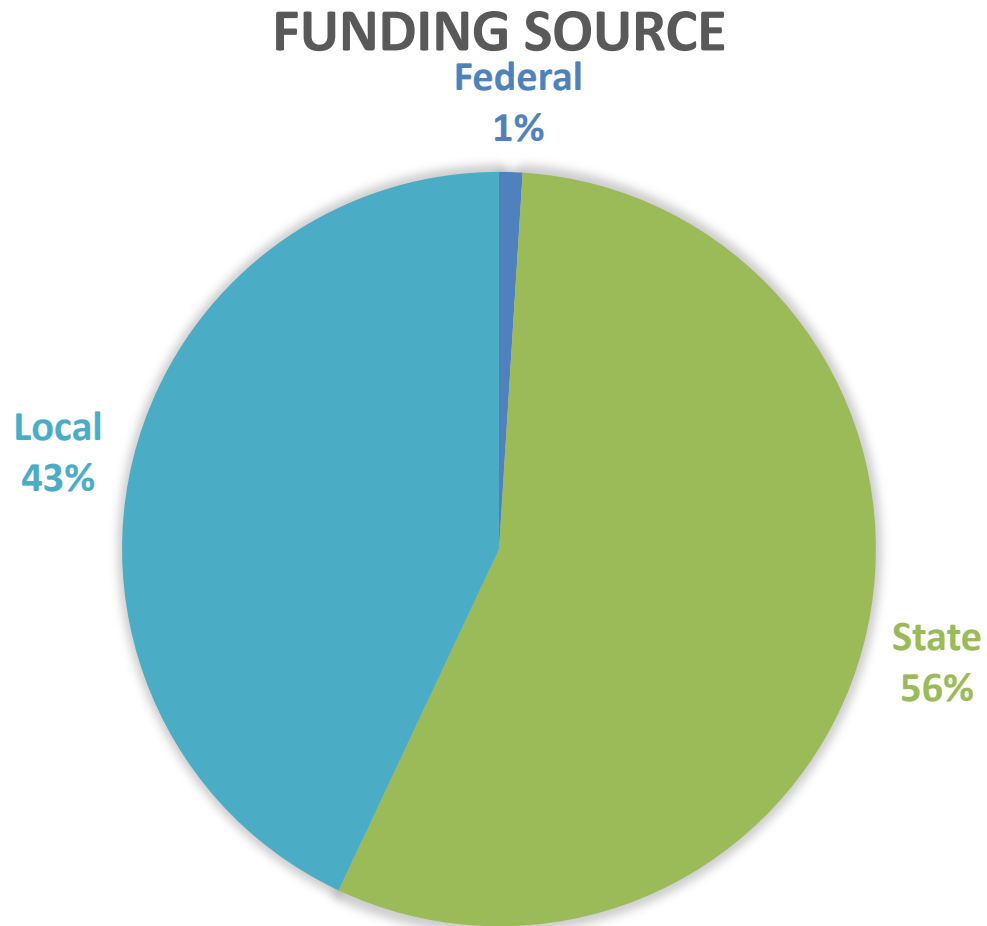
End of Session

The Legislature concludes the nine-month legislative session. Most bills that pass will go into effect on January 1st.



Budget Advocacy

Where does a college's money come from?

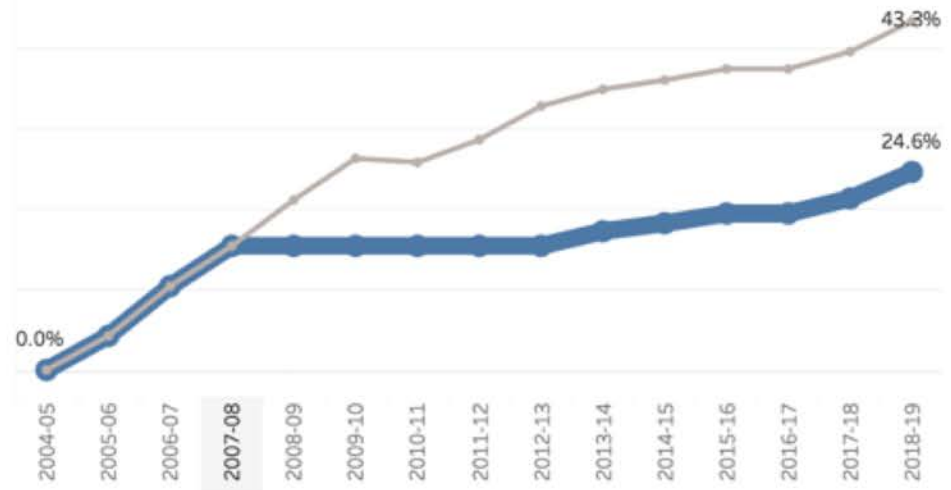
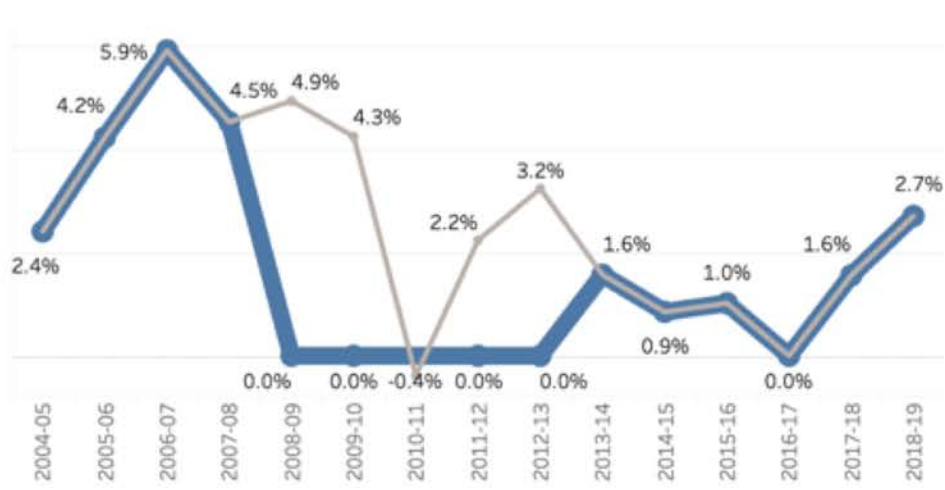




New Data Tools



Cost of Living Adjustments between CCC and Statutory are mostly in lock step with the exception of the period between 2008-2013 when there were no adjustments for CCC. The cumulative effect of these discrepancies results in a nearly 20% difference over this timeframe.





Bill Advocacy



Policy advocacy is the deliberate process of informing and influencing decision-makers in support of evidence-based policy change and policy implementation, including resource mobilization.



Taking Positions on Bills

- Committees of Interest
 - Assembly Higher Education
 - Senate Education
 - Appropriations
- Draft Letters to Committee
 - Letters due two weeks before the Hearing
 - Addressed to the Committee Chair
 - Upload online to Committee Staff
 - cc Legislators on the Committee and the League



Federal Advocacy



Federal Focus Areas

Working with your representatives.

Four Broad Areas of Engagement

- Higher Education Act
- Appropriations Process
- Department of Education
- Undocumented Student Services and Programs



Don't Be a Stranger – Officials Want to Hear from You

- Advocacy is a year round process.
- Get to know district staff.
 - Edward Mora, Office of Rep. Swalwell
 - edward.mora@mail.house.gov
 - 510 370-3322
- August and fall recess excellent times to invite elected officials onto campus.
- ACCT National Legislative Summit – February
- Resources:
 - American Association of Community Colleges
 - Association of Community College Trustees
 - Community College League of California



Senator Diane Feinstein



Senator Kamal Harris



Rep. Eric Swalwell



Examples of Discretionary and Mandatory Spending

Discretionary (Appropriated)

- Education
- Head Start and Child Care
- Veterans benefits
- Highway funding
- Housing assistance
- Environmental Protection Agency
- Defense spending

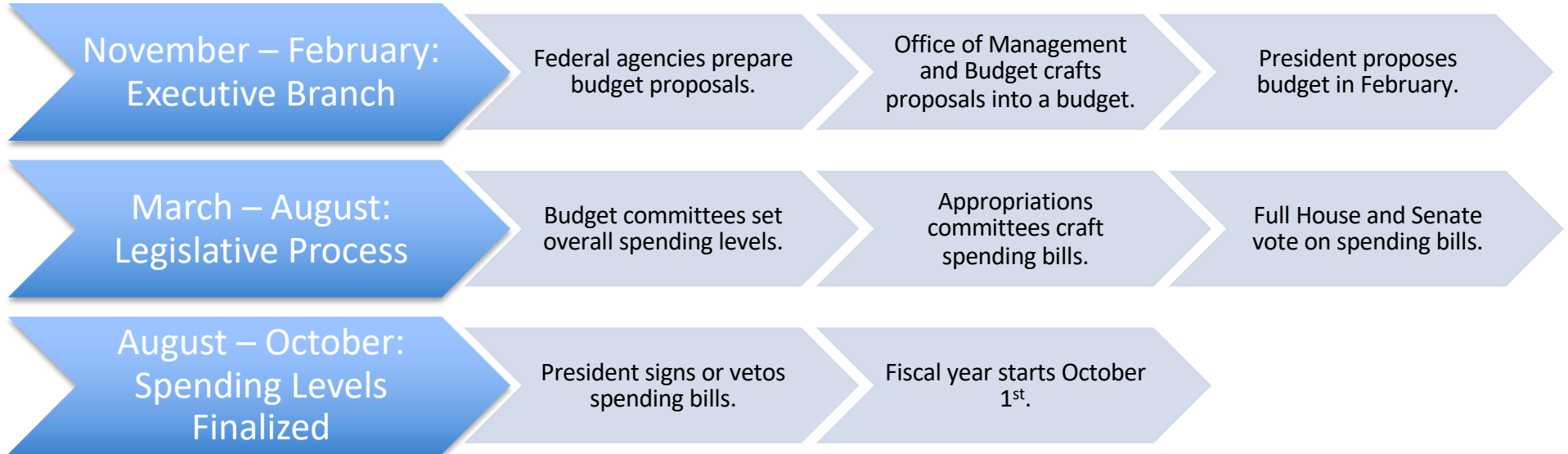
Mandatory

- Social Security
- Medicare
- Medicaid
- SCHIP
- TANF and Child Care



Appropriations Process

“Conventional” Appropriations Process:



- Lawmakers often ignore process.
- If no agreement, generally a resolution authorizing programs funded at current levels to be continued.
- Most community college funding contained in HHS – Education - Labor spending bill.
- Current HHS –Education – Labor bill linked with defense and other spending.

President's Budget

House Budget

- Committee drafts
- Sent to floor for amendments and vote

Senate Budget

- Committee drafts
- Sent to floor for amendments and vote

Conference Report

- Passed in both chambers
- sets overall discretionary amount for appropriators to divide

House Appropriations Bills

- One for each sub-committee each giving money to specific programs*
- First marked up in sub-committees
- Next marked up in full committee
- Each bill voted on separately on the floor

Senate Appropriations Bills

- *One for each sub-committee each giving money to specific programs*
- First marked up in sub-committees
- Next marked up in full committee
- Each bill voted on separately on the floor

Each appropriations bill is conferenced, then the conference report must pass each chamber.



Department of Education: Policymaking by Regulation

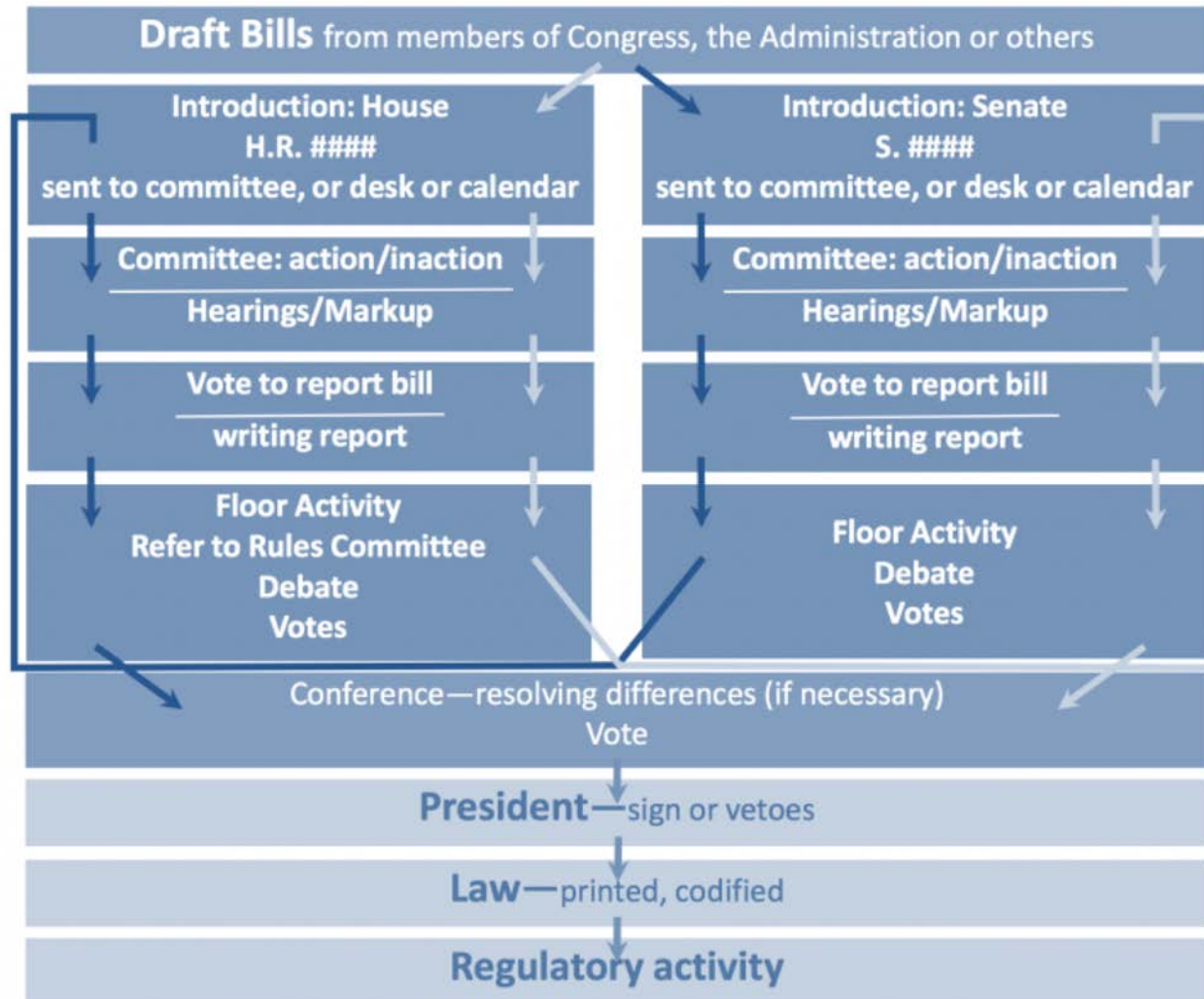
- Lack of congressional action on Higher Education Act has led to increased Department of Education regulatory action.
- Practice under both the Obama and Trump Administration

Current Department of Education Higher Education Priorities:

- Reduction of federal involvement in accreditation process.
- Revision of Title IX Investigation Procedures
 - Overly legalistic
 - Resource intensive
 - Tilts investigation in favor of alleged perpetrator.
- Elimination of Consumer Protections
 - Gainful Employment
 - Borrower Defense



Federal Legislative Overview





Higher Education Act

Setting Federal Higher Education Policy

- Expired in 2013
- Goal is to periodically update and review federal higher education policy.
- Focus on:
 - Affordability
 - Pell Grants
 - Supplemental Educational Opportunity Grants
 - Accountability
 - Cohort Default Rates vs. Risk Sharing
 - Data



Federal Student Aid

- Pell Grants:
 - Essential program for community colleges - serving over 8 million students. Community Colleges receive over 1/3rd of all Pell Grant funding – over \$10 billion.
 - 100% of a Pell Grant Award goes directly to students
 - Discussion for Reauthorization:
 - Preserve the maximum Pell Grant without limiting eligibility
 - Reinstate the year-round Pell Grant for all students.
 - Fully reinstate Title IV eligibility for Ability-to-Benefit (ATB) students
 - Revise the lifetime eligibility cap to 14 semesters
 - Allow access to Pell for short-term workforce-oriented programs



Local Advocacy



Town-Gown Relations

The benefits of aligning priorities and cultivating a stronger relationship are plentiful for both sides, including:

- *maximized capital and financial resources*
- *attracting and retaining world-class talent*
- *driving economic development*
- *elevating the level of both learning and life*

Identify Local Goals

- Prepare for a bond
- Sustain a quality reputation
- Increase enrollment
- Build a donor base
- Be a good neighbor

Stakeholder Mapping

- Decision-makers and advisors
- Influencers (i.e. media outlets, donors, business partners, organizers)
- People directly affected
- Supportive stakeholders



The Power of Local Collaboration

Lead Agency

- Council, chambers, community groups, etc.

Approach

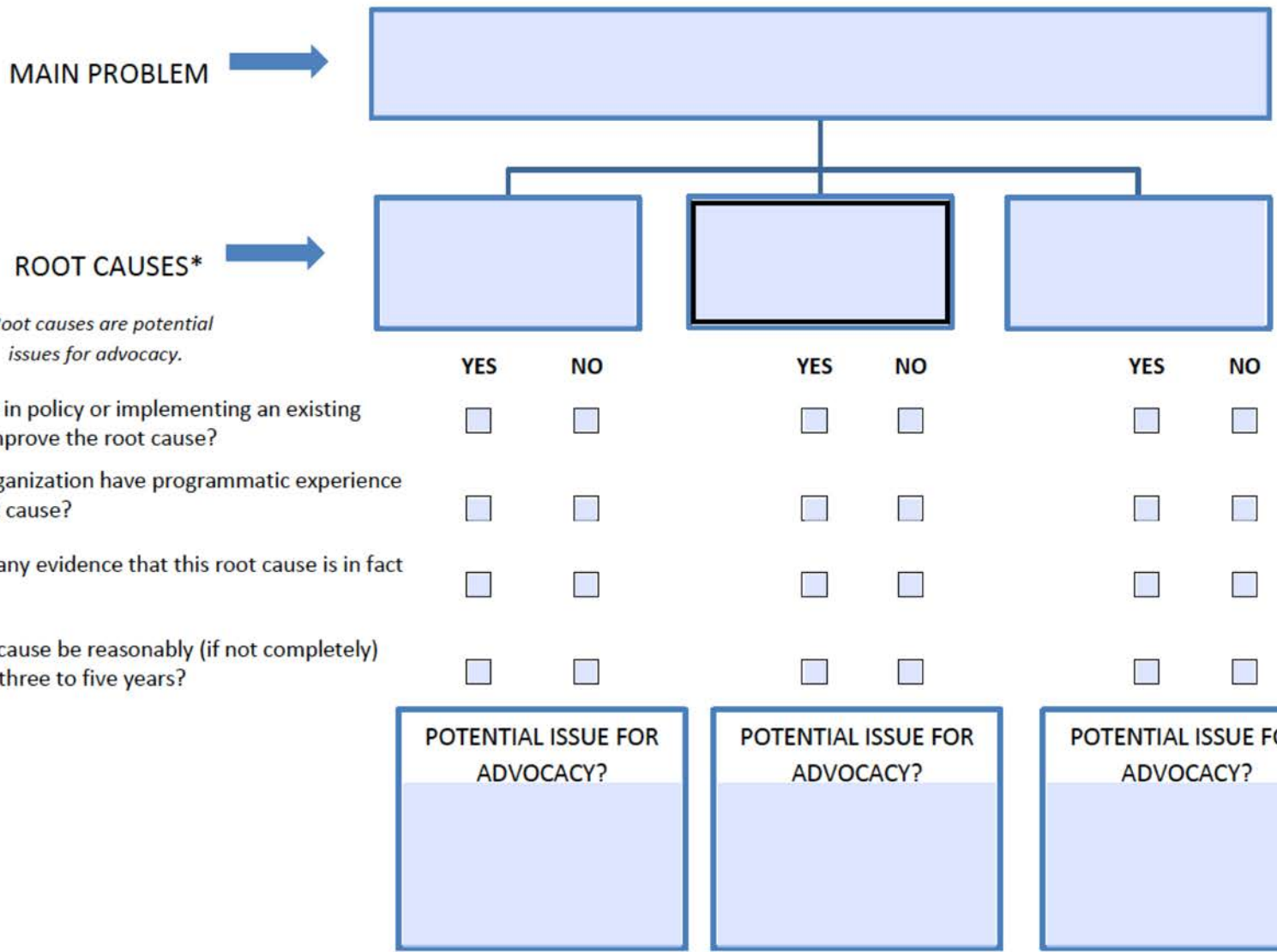
- Meetings with key stakeholders
- Publicity awareness and campaign
- Campus invitations or tours

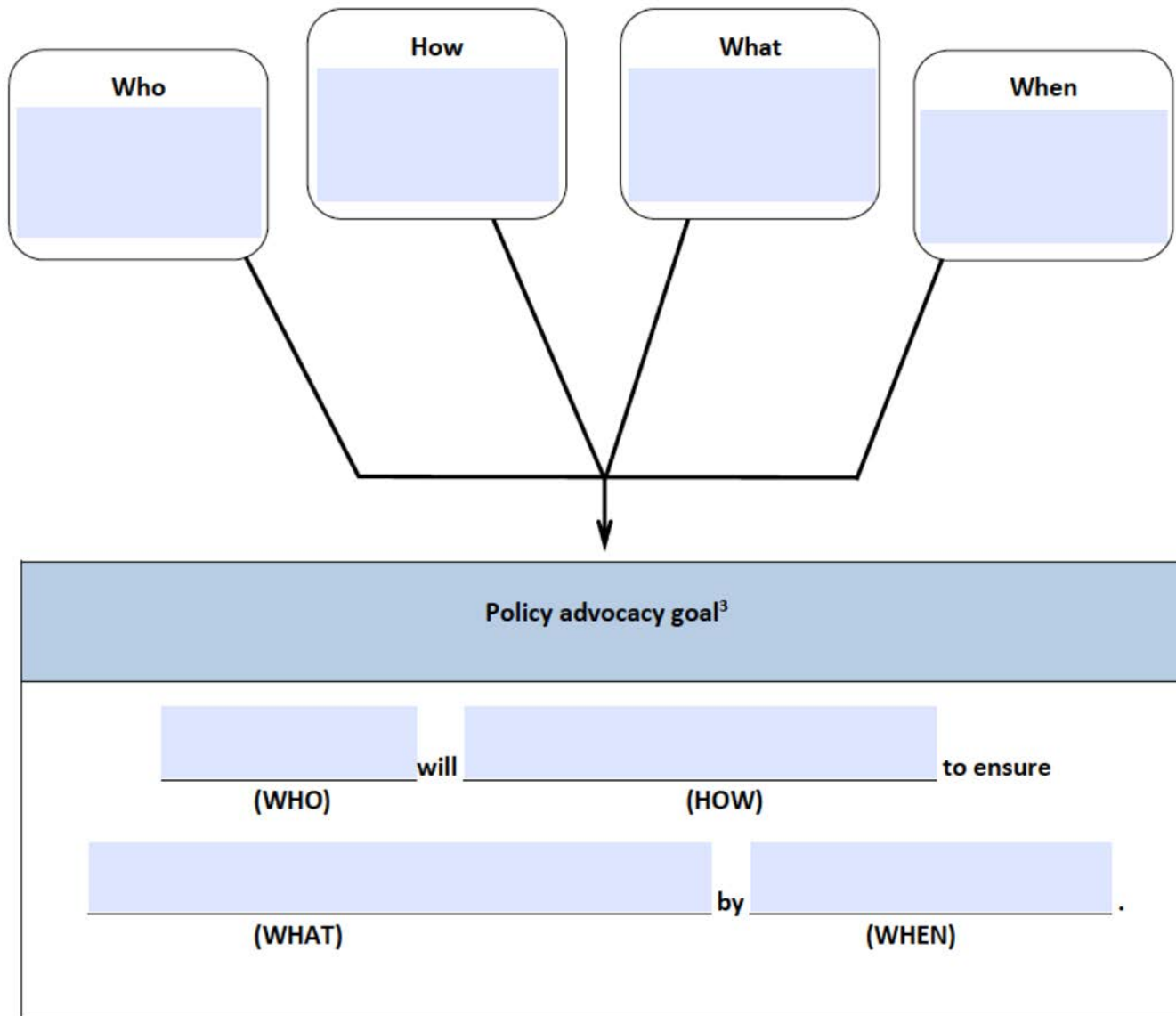
Key Messages

- Objective - what is to be achieved
- Desired action – what needs to happen
- Succinct statement that outlines the topic and why its important
- Evidence that supports the statement and actions with easily understood facts and figures
- Use examples to tell the story of local public value



Your Advocacy Plan & Role

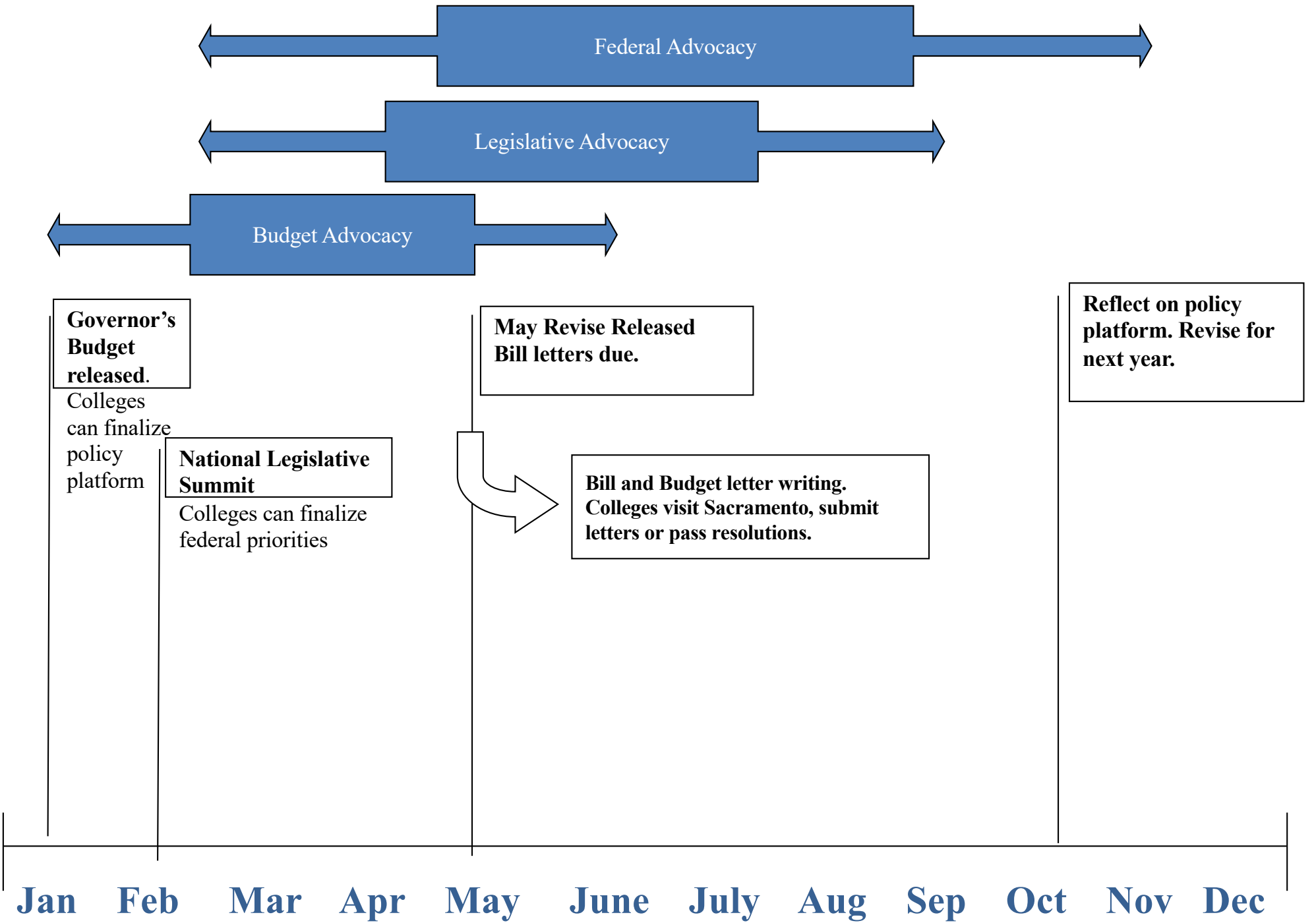






A Local Plan

- **Identify 1-3 Goals & Principles**
 - *Manageable & Achievable*
- **Invest Time & Resources**
 - *Decide when you'll visit DC and/or Sacramento*
- **Empower Staff to Support**
 - *Monitor and Advise*
- **Evaluate Progress & Set Goals**
 - *Revisit agenda & advocate*



Governor's Budget released.

Colleges can finalize policy platform

National Legislative Summit

Colleges can finalize federal priorities

May Revise Released Bill letters due.

Bill and Budget letter writing.
Colleges visit Sacramento, submit letters or pass resolutions.

Reflect on policy platform. Revise for next year.

Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec



Legislative Tools



Legislative Resources

Call the League!

Check Our Website

Sign-up for our Website

Participate in Monthly Webinar

Schedule Quarterly Update



Key Events

- **League Legislative Conference**
→ *Last week in January*
- **National Legislative Summit**
→ *Second week in February*
- **Annual Trustees Conference**
→ *First weekend in May*
- **Annual Convention**
→ *Mid-November*



Supporting Relationship Building

Know Your Legislators

- Knowing your Legislators' backgrounds helps college leaders make a connection and helps communicate with them in a way that makes the college's priorities come across most effectively.
- Research. Do they have connections to your college?

Preparing Materials

- Legislators and their staffs appreciate brevity. Include relevant data when possible.



Inviting Legislators to Campus:

- Advocacy starts at the district.
- A preexisting relationship with a legislator is very important before making advocacy asks.
- Invite legislators onto campus for tours, question and answer or town hall sessions.

League Role: League staff can help identify legislators, their scheduling information and topics that may interest them.



Reaching Out to Sacramento & DC:

- Key committees want to hear from your district!
 - Assembly Higher Education Committee
 - Senate Education Committee
 - Senate and Assembly Appropriations Committees
- District can weigh in via:
 - Official position letters.
 - Calls to legislators.

League Role: League staff can help draft letters, talking points and help appropriate times/committees to weigh in.



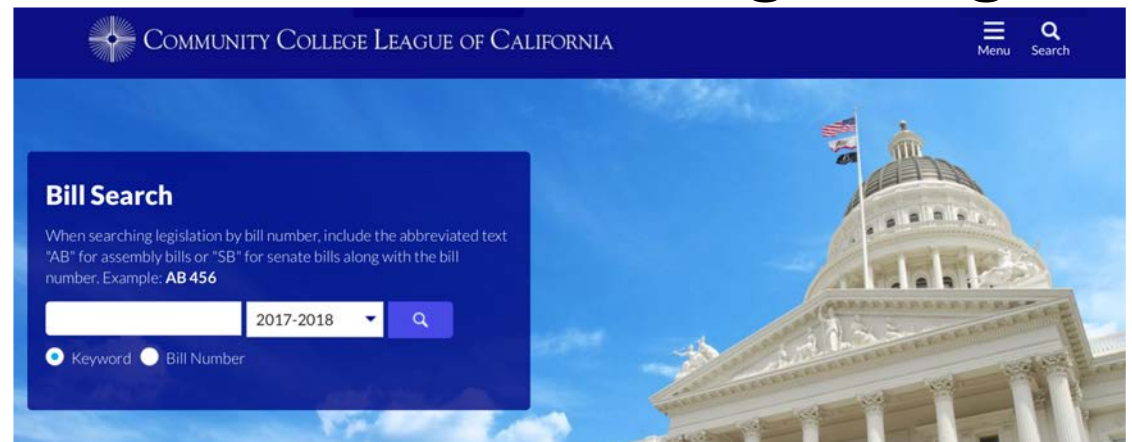
Visiting Sacramento & DC:

- Don't be a stranger – Sacramento policy makers want you to visit.
- League Legislative Conference: **Last Week of January**
- National Legislative Summit: **Second Week of February**
- Conference focuses on intersection of public policy and community colleges.
- Schedule visits at times outside of Legislative Conference.

League Role: League staff can help schedule legislative visits, pinpoint strategic times to visit and correct message.

Stay Connected

- Track and Download Bill Analysis on the League website: www.ccleague.org



- Sign-up of the League's monthly GR newsletter
- Catch the League's monthly Legislative Webinars



Thank You



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