

CALIFORNIA STRATEGIES, LLC

Presentation to

Chabot - Las Positas Community College District

Board of Trustees

January 21, 2020

California Strategies and Advocacy, LLC

- Full Service Public Affairs and Strategy firm with unparalleled reach and experience in California
- Head office located blocks from the Capital in Sacramento
- Bay Area offices in San Francisco and Silicon Valley

• Your CalStrat Team:

- Leslie Rodriguez, Partner
- Monique Ramos, Partner
- Kathrina Gregana, Associate

Goals of Engagement

Short Term (January – July 2020)

Advocate for and win the California Community College Board of Governors request for \$780 million in additional funding (7.5% increase) in the 2020-21 State Budget

- \$297 million for the Student - Centered Funding Formula (SCFF)
- \$250 million for Financial Aid Reform

Continue advocacy to reform the Student-Centered Funding Formula (SCFF)

Longer Term

Chabot - Las Positas Community College District Chancellor and Trustees will be well known thought leaders driving higher education policy at in State and Local government

- Increase visibility of CLPCCD in Sacramento
- Position CLPCCD leadership as a trusted voice for higher ed for policy makers

Deliverables:

- Coordinate with CLPCCD Public and Government Affairs to create messaging and a compelling narrative for the importance of adequately funding California's Community Colleges, focused on CLPCCD
- Support effort to build a coalition of Bay Area Community College Districts and manage coordination of the coalition
- Develop and implement a strategic legislative engagement blueprint for local policy makers and legislators in Sacramento
- Develop and implement a workplan for the cultivation of third-party champions and advocates

“We have a lot of work to do around how we talk to legislators and the administration about the needs of our system”

~Christian Osmena, Former Vice Chancellor for Finance and Facilities Planning, California Community Colleges

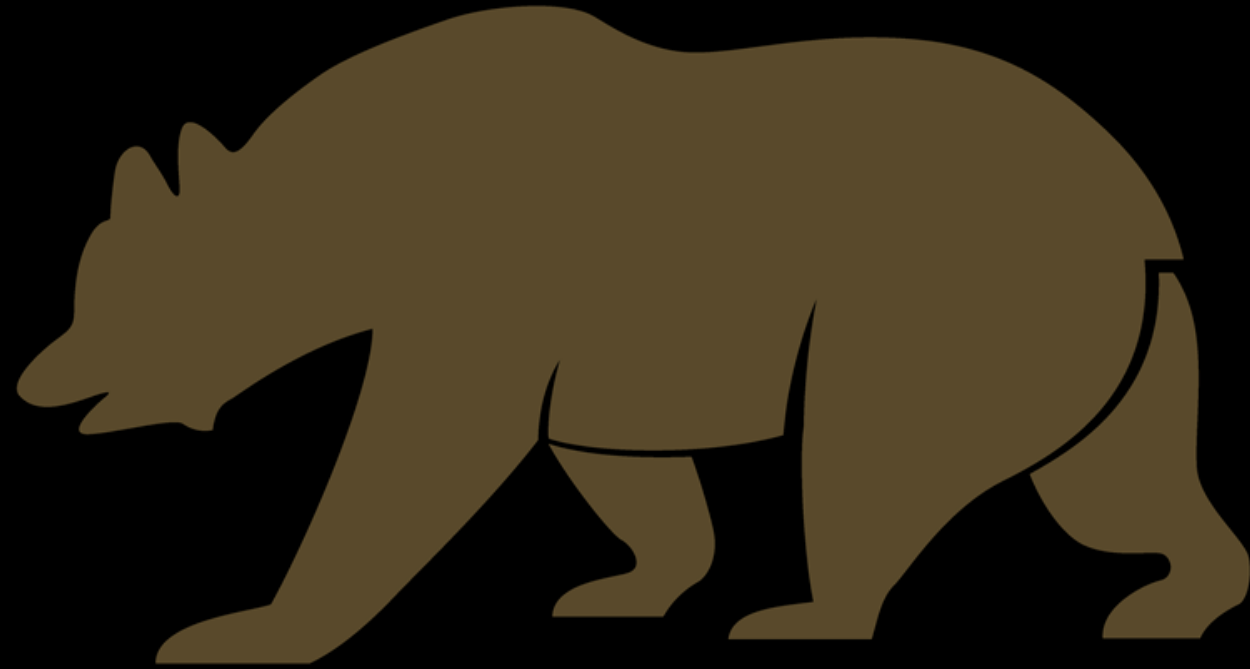
Fundamentals

Local Engagement

- Leverage existing memberships
 - Innovation Tri-Valley Leadership Group
 - Silicon Valley Leadership Group
 - Chambers of Commerce
- Engage and involve the Faculty Association, SEIU and other constituents in advocacy efforts
- Expand and enhance relationships with local elected officials, members of the Bay Area legislative caucus
- Identify and develop local legislative champions and advocates

Legislative Engagement

- In coordination with Regional partners and the CCC Board of Governors, identify and develop legislative champions
 - Budget Committees and Sub Committees in Assembly and Senate
 - Education Committees in Assembly and Senate
 - Higher Education Committee in Assembly
- Engage Governor Newsom's staff and advisors and the Department of Finance



QUESTIONS?