

# Advocacy: Shaping Policy and Budget – Roles, Relationships, and Results

Thursday, November 15,  
2018

CCLC Annual Convention  
Rancho Mirage

## *Presenters:*

*Dr. Dianne Van Hook, Chancellor, Santa Clarita CCD*

*Dr. Keith Curry, Superintendent/President, Compton CCD*

*Dr. Matt Wetstein, President/Superintendent Cabrillo CCD*

*Dr. Louise Jaffe, Trustee Santa Monica CCD*

# FOCUS

- What Is Advocacy?
- Why Is Advocacy Necessary?
- Who Should Do Advocacy?
- How Should Advocacy Be Done?
- *“How Not to Advocate”*
- Where Can I Get More Information?



# What is Advocacy?

Using research, resources, and relationships to shape the outcomes of decisions that will affect your public policy.





# 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. But most of them are not educators. Your voice matters.



# Why Is Advocacy Necessary?

- Term limits mean turnover in the Legislature, and the need for education of new members.
- Redistricting also leads to changes.
- Everyone else is doing it.
- If you don't raise your voice, it won't be heard.
- Once something goes into law, it is the structure in which we must function...even if it is dysfunctional.





# Who Advocates?

- Students
- Faculty
- Staff
- Administrators
- Board of Trustees Members
- Community Partners
- Local government agencies
- Business alliances
- Alumni
- Stakeholders
- Chancellors

**EVERYONE!**



# Who Can Help Us?

## Advocacy Resources At The State Level



### The Community College League of California

- **CCLC** supports locally elected trustees and college CEOs, serving their communities by advocating on their behalf in Sacramento and Washington, D.C., and by providing continuing education services and utilizing economies of scale to keep the cost of services low.
- The League is assisted in accomplishing its goals and objectives by standing and ad hoc committees whose membership includes:
  - ✓ Trustees,
  - ✓ Administrators,
  - ✓ Classified staff,
  - ✓ Public Information Officers
  - ✓ Students.

# What Are The Advocacy Resources Of CCLC?



## The Community College League of California (CCLC)

- **CCLC Provides Advocacy Services in such areas as:**
  - ✓ Bill Tracking
  - ✓ Budget Analysis & Budget Issue Briefs.
  - ✓ Government Relations Newsletters
  - ✓ Federal Advocacy
  - ✓ Legislative Update
- **Key CCLC Office Staff:**
  - ✓ Larry Galizio – President and CEO
  - ✓ Lizette Navarette – Vice President, Association Operations
  - ✓ Carmen Sandoval – Director, Education Services and Leadership Development
  - ✓ Ryan McElhinney – Legislative Advocate, Government Relations



# How Does CCLC Take Positions On Bills?

## Committees that are central to CCLC Advocacy

- **The Chief Executive Officers of the California Community Colleges (CEOCCC) Board**
  - ✓ CEOCCC consists of 15 members who serve as chancellors, superintendent/presidents, and presidents of colleges and districts representing particular regions in the state and who are elected by the CEOs in each region.
- **The California Community College Trustee (CCCT) Board**
  - ✓ CCCT takes positions on and formulates education policy issues that come before the California Community Colleges Board of Governors, the State Legislature, and other relevant state-level boards and commissions.
- **Community College League of California Board (CCLCB)**
  - ✓ The League is governed by a board of directors composed of five members from each of the above organization's two policy boards.
- **The Advisory Committee on Legislation (ACL)**
  - ✓ ACL is responsible for advising the League boards (CCCT/CEOCCC) on state and federal legislation affecting community colleges, and general advocacy strategies.

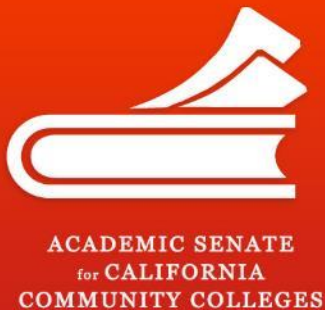
# What Does The Advisory Committee On Legislation (ACL) Do?

## ■ Specific activities include:

- ✓ Analysis and development of recommendations for action by the CCCT and CEOCCC Boards on state legislation and, as time permits, federal legislation. Provide advice on means to support the positions adopted by the boards. In this capacity, the committee will review legislation that impacts the community colleges; discuss potential effects, advantages and disadvantages and possible advocacy strategies; and recommend positions for CCCT and CEOCCC Board actions;
- ✓ Development of recommendations on strategies for advocacy on key legislation, and ensure that local community college representatives are informed in a timely and effective manner about legislative issues and activities;
- ✓ Exploration and proposals for strategies to further enhance League legislative and advocacy activities through the increased involvement of locally elected governing boards, chief executive officers, students, district personnel and community leaders;
- ✓ Advisement and assistance in the maintenance and distribution of the League's Advocacy Handbook and other related advocacy information, thereby encouraging and facilitating local community college governing boards, district personnel, and students to influence legislative actions and to work with the Board of Governors and Executive Branch; and
- ✓ Prepare for and attend meetings of the committee, contribute to the discussions; and plan, attend and assist at the Annual Legislative Conference as time allows.

# What Are Other Advocacy Resources Available To You?

- **Academic Senate for California Community Colleges (ASCCC)**
  - ✓ **ASCCC** is the voice of the faculty of California's 113 Community Colleges regarding academic and professional matters. Represents faculty positions to the governor, the legislature, and other government agencies regarding potential, proposed, or chaptered legislation.
- **Association of California Community College Administrators (ACCCA)**
  - ✓ ACCCA is the only group providing advocacy in Sacramento from the perspective of administrators.
- **Non-Profits who Advocate** – Such as **Campaign for College Opportunity** and many more!





# *How Should Advocacy Be Done?*



The advocacy process is framed by  
the legislative process



# **CALIFORNIA**

## **The Legislative Process**

# California Government At A Glance

- CA has a two-house, two-party legislature
- Assembly members serve two two-year terms
- Senate members serve two four-year terms
- The majority party in each house controls the leadership
- CA legislature is the policymaking body of state government
- Legislature also conducts investigations into almost any issue of public concern



# Legislative Session

- Legislature meets in a continuous two-year session
- Convene on the first Monday in December of each even-numbered year
- Adjourn by midnight November 30 of the following even-numbered year



# Voting

- Majority vote (21 in the senate, 41 in the assembly) passes all bills except
  - ✓ Urgency bills
  - ✓ Political Reform Act amendments
  - ✓ Appropriation bills or proposed constitutional amendments – these require two-thirds vote (27 and 54 respectively)



# Three Basic Types Of Legislation

- Bill – a proposed law
- Constitutional Amendments – proposed changes to the state constitution
- Resolutions – statements of legislative viewpoint/lack the force of law

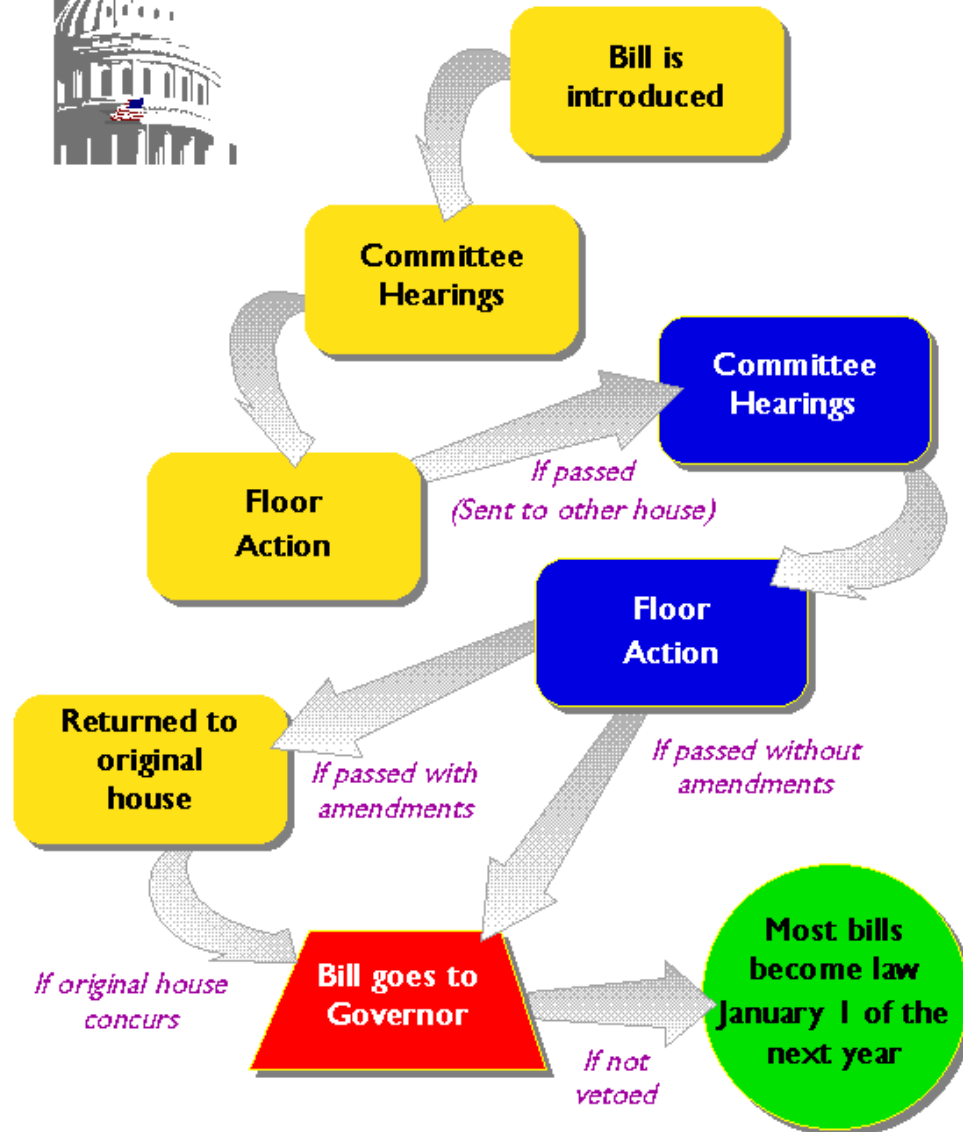


**Legislation can only be authored by legislators and legislative committees.**





# How a Bill Becomes a Law



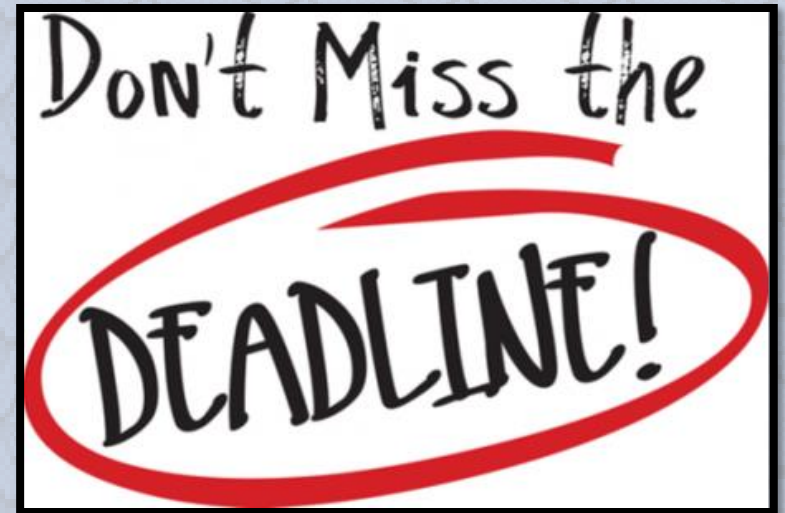
# Committee Process

- The legislature is divided into subject matter “policy committees” within each house.
- The Rules Committee in each house makes decisions regarding which policy committee will be granted jurisdiction over new legislative proposals.
- In addition, each house has “fiscal committees.”
  - ✓ Senate Appropriations, Senate Budget and Fiscal Review
  - ✓ Assembly Appropriations, Assembly Budget



# Legislative Deadlines

- During the two-year legislative session, there are a series of deadlines which proposed legislation must meet if it is to be enacted
- During “crunch periods,” legislation can move very fast
- Legislative Calendar  
<http://assembly.ca.gov/legislativedeadlines>





# Effective Dates

- Bills enacted by October 2 become effective January 1 of the following year.
- Bills enacted during extraordinary sessions become effective 91 days after the adjournment of that session.
- Bills containing urgency clauses, called “urgency measures,” take effect immediately upon being signed by the governor.



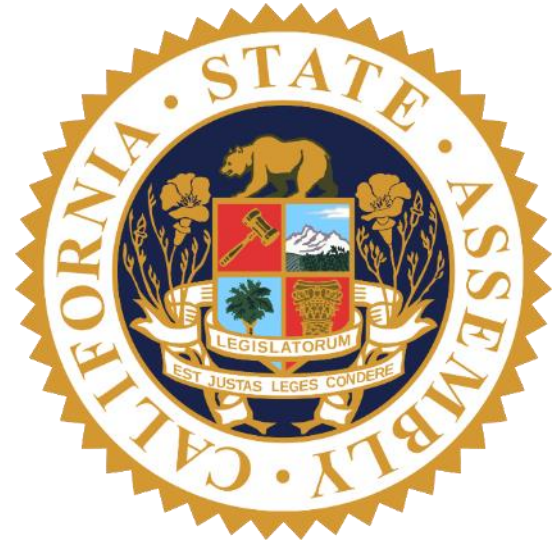
# Senate

- Lt. Governor is President of the Senate.
- Actual leadership vested in President pro Tempore (Toni Atkins, San Diego) who chairs Rules Committee.
- Senators elect President pro Tem and members of the Rules Committee.
- Rules Committee appoints all other committees, assigns bills, recommends to the full Senate on gubernatorial appointments.
- Majority and minority political caucuses select majority and minority leaders.



# Assembly

- Presiding Officer – Speaker appoints committee chairs and members (Anthony Rendon, D-Lakewood).
- Charged with overall management and supervision of the Assembly.
- Acts as spokesperson for their party.



# The State Budget Process

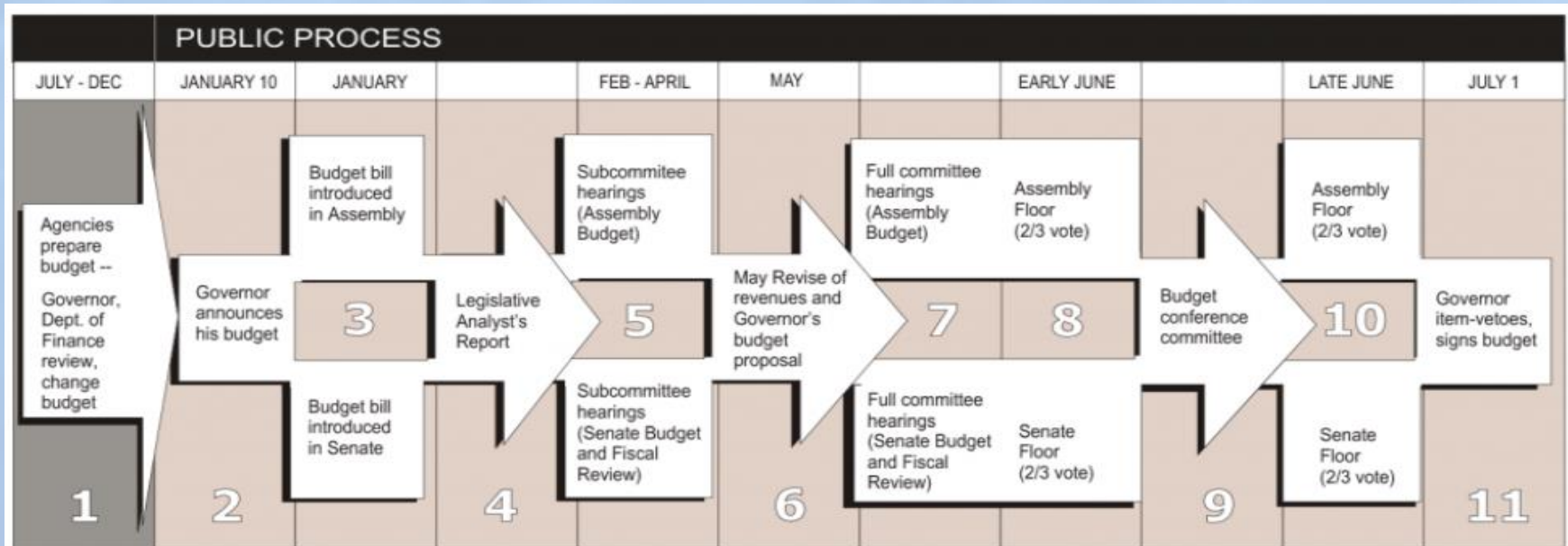
- In January, the Governor releases his draft budget for the fiscal year starting in July.
- Normally, in May, after April 15 state tax revenues come in, the Governor will release his “May Revise” of the budget, to reflect actual state revenues.





# State Budget Process

- Both houses of Legislature convene their budget subcommittees to develop their version of the budget
- Each house passes a budget bill
- Assembly and Senate come together in conference committee to work out differences between their versions of the budget
- Meanwhile ... “Big 5” meet to work out differences between Legislature’s budget and Governor’s budget. Or, in the case of this year, it will be the “Big 3”.



# State Budget Process

- Conference committee discusses differences in budget, comes to agreement, sends that agreement through the Assembly and Senate legislative process for approval.
- Legislature required by law to submit approved budget bill to Governor by June 15.
- By June 30, Governor required to “act” on budget bill – veto or approve.
- Governor has line-item veto power over budget – the “blue pencil.”



# What Are Advocacy Techniques & Strategies That Are Available To You?



## **Advocacy**

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c



# How Do You Advocate From the College Perspective?

The entire college community - trustees, students, administration, staff, and faculty - working together can make state legislators aware of the programs, services, and needs of the local colleges, and apprise them of the impact that their decisions may have on the college districts.

## **Tips for starting Advocacy efforts on campus:**

- Create an Advocacy Handbook and make it available online for everyone to access.
- Identify the officials who will speak on behalf of the district and are authorized to communicate official positions to legislators.
- Establish a College Advocacy Committee to include members from all employee groups, students, and community supporters.
- Include faculty, staff, students and community representatives and leaders in on-campus meetings with legislators and in visits to the Capitol, such as the CCLC Legislative Conference, Legislative Receptions, Sacramento and Washington DC trips, Elected Officials events.
- Encourage employees to serve on advocacy committees of statewide organizations (CCLC, ACCCA, Academic Senate, FACCC etc.), and work with them in the creation and coordination of joint resolutions and advocacy letters.
- Build bridges and find common goals where possible.



# What Is The Board of Trustees' Role in Advocacy?

Trustees are critical to lobbying on legislative proposals and for public funds:

- As elected officials and community representatives, their voices are influential with state legislators.
- ✓ Trustee leadership can motivate students, business and industry leaders, local government, alumni, voters and community activists.
- ✓ Trustees can play a valuable role in communicating with other elected local officials and representing the college to public boards for financial and political support.
- ✓ To be effective, trustees must be educated about the college and there must be constant communication and close cooperation between the CEO and the Board.



# Why Are Good Advocacy Techniques Important?

- Effective use of Legislators' time.
- Establish a positive rapport with elected official and staff.
- Convey an important message.
- Impact legislation.



# How Can You Get Legislators To Listen?

## Prepare – Don't “Wing It”

- Adhere to the “five-minute rule” – speak no more than five minutes!
- Your message should be focused on a personal level.
- Do not spend time reciting national trends or statistics.
- Determine best method of communication.
- Remember **how** you communicate is less important than **what** you say
- Be specific – what action do you want legislator to take? Why are you there?





# How Can You Get Legislators To Listen?

- A Legislator is a public servant: he/she is there to represent the interests of his/her constituents.
- An appointment with an elected official is analogous to a sales call to a customer.



- Bring information on your college's important issues.
- Your job: to educate your legislators about community colleges and students' needs.



**“Think twice before you speak,  
because your words and influence  
will plant the seed of either  
success or failure in the mind of  
another.”**

*~Napoleon Hill*



# What Can You Expect When Participating in Legislative Visits?

- Expect a 15-minute appointment to discuss specific issues.
- If legislator is unavailable, it's always acceptable (and sometimes preferable) to make an appointment with the staff member handling education.



# How Do You Conduct A Successful Visit?

- Be professional, but friendly.
- Make it personal – talk about your unique perspective.
- Invite the legislator to visit your college.
- Keep team to no more than five people: one person should facilitate the discussion, engaging each attendee.
- Coordinate in advance so that all attendees are “singing the same song” on issues.
  - This is not the time to disagree or debate amongst yourselves!
- Inform your legislator about your college and invite them in!



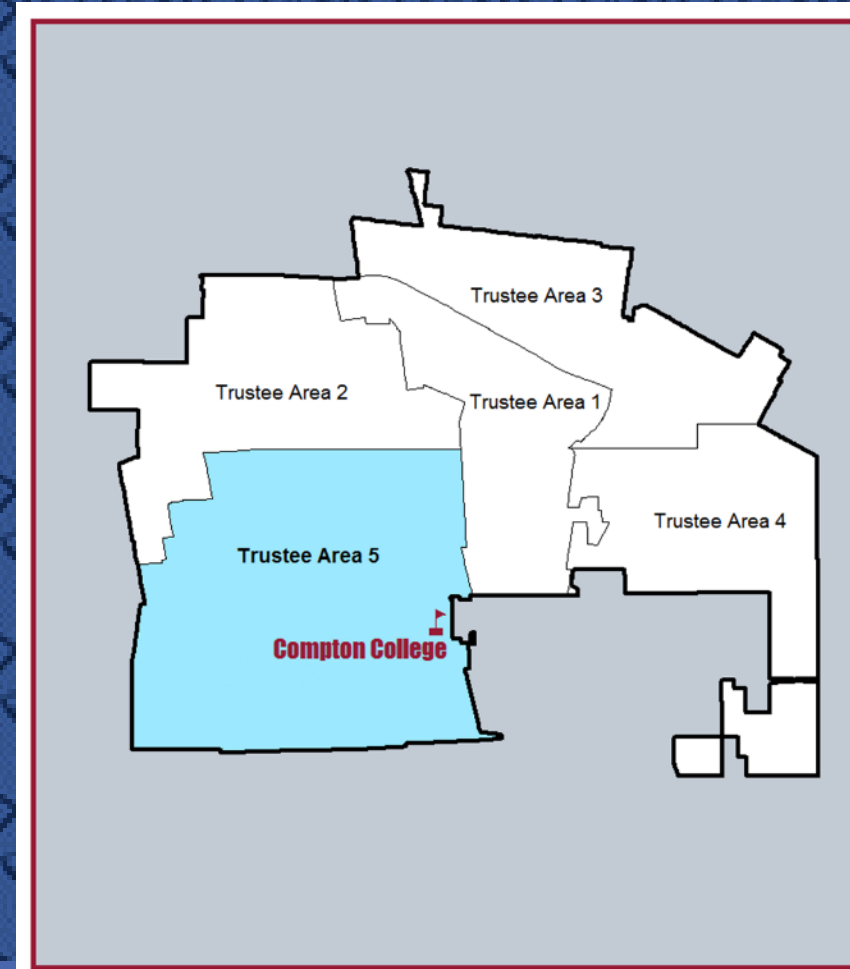
**For example...**

- **What makes you unique?**
- **How do you stand out?**

# What About College Information: Trustee Area Report Cards?

## ■ Trustee Area Report Cards

- ✓ Total Enrollments
- ✓ Course Placements
- ✓ Enrollment by Gender
- ✓ Enrollment by Age
- ✓ Enrollment by Ethnicity
- ✓ Enrollment Level
- ✓ Persistence Rate
- ✓ Degrees and Certificate Awarded
- ✓ Career Education Outcomes





# If You Can't Visit A Legislator, What Can You Do? *Write!*

## Be sure to:

- Use letterhead
- Date correspondence
- Address the letter: "The Honorable John Public"
- Salutation: "Dear Senator Public"
- Be respectful – don't criticize.



# Does Structure And Content Matter? Of Course It Does!

- Open your letter by clearly stating:
  - ✓ The reason for writing: include Bill number and title; state support or opposition.
  - ✓ The rationale for position: personal experience is the best supporting evidence; relate the impact to your college, program, students.
- Be constructive and reasonable.
- Describe the best approach if you oppose the bill. Don't threaten or ask for the impossible
- Describe what you want the elected official to do (support-oppose-draft a new approach).



# Does Structure And Content Matter?

## Of Course It Does!

- Be brief and write about one subject.
- Consider timing. Write early – *before* an issue becomes popular.
- Use your own words – give examples that demonstrate how an issue or formula or new language affects your students, and the college.
- Ask the legislator to explain his/her position on the issue in reply.
- Always thank the legislator.



# *“How Not to Advocate”*



**Senator Scott Wilk**



# How Much Do Relationships Matter? A Lot!

## *Remember to Always Be...*

- Proactive – Don't wait until you need something.
- Prepared – Do your research, know what you're talking about and show the local effects/tangible results.
- Concise – Cut to the chase. Make your case succinctly and remember that legislators are busy.
- Collaborative – The more people who can help you make your case, the more likely you are to be heard.
- Courteous – Remember that you're building a relationship.



# How Much Do Relationships Matter? A Lot!

*Remember to Always Be...*

- Truthful – Always Tell the Truth!
- Clear – Keep it Simple.
- Organized.
- United – On the Message.
- Flexible – Willing to Compromise to Make Gains.



# Where Can I Get More Information?





## TODAY'S SCHEDULE

Thu, Mar 5, 2015

## FLOOR SCHEDULE

### [ASSEMBLY FLOOR SESSION](#)

STATE CAPITOL 09:00 AM

### [SENATE FLOOR SESSION](#)

STATE CAPITOL 09:00 AM

## COMMITTEE HEARINGS

### [ASM RULES](#)

10 minutes prior to Session

## WELCOME

We hope you find this site useful and encourage you to post comments on our [feedback page](#). Please also include your feedback regarding the enhancements you would like to see added to the site.

### Features Released August 2013

1. **Durable URLs** - By popular demand, the site now provides "durable URLs" (also known as "permalinks") within Bill Text and the Sections/Articles with the California Codes and Constitution.
2. **Tracking by Keyword** - If you need an easy way to be notified when bills impacting a particular subject are introduced or amended, the "Keyword Tracking" feature can assist you. Once you have specified a keyword to track ("water," "fisheries," etc.), you will automatically be subscribed to bills containing the keyword when bills are introduced or are amended. For bills that have already been introduced or amended prior to your keyword tracking request, you will need to subscribe to each bill individually. Once you are subscribed to the bill, you will receive email notifications based upon the subscription preferences you have specified.
3. **PDF versions of Bill Text** - Starting with the 2013-2014 legislative session, PDF versions of Bill Text are now available. After clicking on the Bill Text tab for a bill within the current session, you will see a "PDF" link. Select the PDF link to display a version of the Bill Text which contains page and line numbers.
4. **"My Favorites"** - Quickly access bills and codes by bookmarking and storing them in folders that you name, eliminating the need to perform repeated searches.
5. **Compare Bill Versions** - This feature allows you to quickly identify the changes between 2 versions of the same bill. After selecting a bill, click on "Compare Versions" and select the version you wish to compare. The system will immediately display the changes between the two bill versions. The proposed text additions are displayed in blue italics and the proposed deletions are displayed in red strikeout.
6. **FAQ Page** - Based on your inquiries, we have created a list of ["Frequently Asked Questions" \(FAQs\)](#).

[California Agency Reports](#) - This website lists all reports required by statute to be prepared and filed by state and local agencies with the Legislature or Governor.

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Bill Search

Text Search

Bill Number:

Session Year:

2015 - 2016

Keyword(s):

House:

Both

Author:

All

For a phrase: "Surround it with Quotes"

Statute Year:

Chapter Number:

Search

Clear

<http://leginfo.legislature.ca.gov/faces/billSearchClient.xhtml>

- Search for bills by number (e.g. AB 515, SB 1143), author, or topic
- The full text of bills, resolutions, and constitutional amendments, and their status, history, votes, analyses, and veto messages are available

# CALIFORNIA LEGISLATURE

2015–16 REGULAR SESSION

## LEGISLATIVE INDEX

Bills  
Constitutional Amendments  
Concurrent Resolutions  
Joint Resolutions  
House Resolutions  
Senate Resolutions

[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)

February 11, 2015

DANIEL ALVAREZ  
*Secretary of the Senate*

E. DOTSON WILSON  
*Chief Clerk of the Assembly*

*Compiled by*  
DIANE BOYER-VINE  
*Legislative Counsel*

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**PREFACE**

<http://www.leginfo.ca.gov/legindexhtml/legindexALEAD.html>



**Code Search**

[Text Search](#)

[California Constitution - CONS](#)

[Business and Professions Code - BPC](#)

[Civil Code - CIV](#)

[Code of Civil Procedure - CCP](#)

[Commercial Code - COM](#)

[Corporations Code - CORP](#)

[Education Code - EDC](#)

[Elections Code - ELEC](#)

[Evidence Code - EVID](#)

[Family Code - FAM](#)

[Financial Code - FIN](#)

[Fish and Game Code - FGC](#)

[Food and Agricultural Code - FAC](#)

[Government Code - GOV](#)

[Harbors and Navigation Code - HNC](#)

[Health and Safety Code - HSC](#)

[Insurance Code - INS](#)

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[Public Contract Code - PCC](#)

[Public Resources Code - PRC](#)

[Public Utilities Code - PUC](#)

[Revenue and Taxation Code - RTC](#)

[Streets and Highways Code - SHC](#)

[Unemployment Insurance Code - UIC](#)

[Vehicle Code - VEH](#)

[Water Code - WAT](#)

[Welfare and Institutions Code - WIC](#)

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# Questions?

