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 (ACCCCA)**
  
  - 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

1. **Bill is introduced**
2. **Committee Hearings**
   - If passed (Sent to other house)
3. **Floor Action**
   - If passed with amendments
4. **Returned to original house**
5. **Floor Action**
   - If passed without amendments
6. **Bill goes to Governor**
   - If original house concurs
7. **Most bills become law January 1 of the next year**
   - If not vetoed
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](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 of 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?
http://leginfo.legislature.ca.gov/
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
http://leginfo.legislature.ca.gov/faces/codes.xhtml
Questions?