

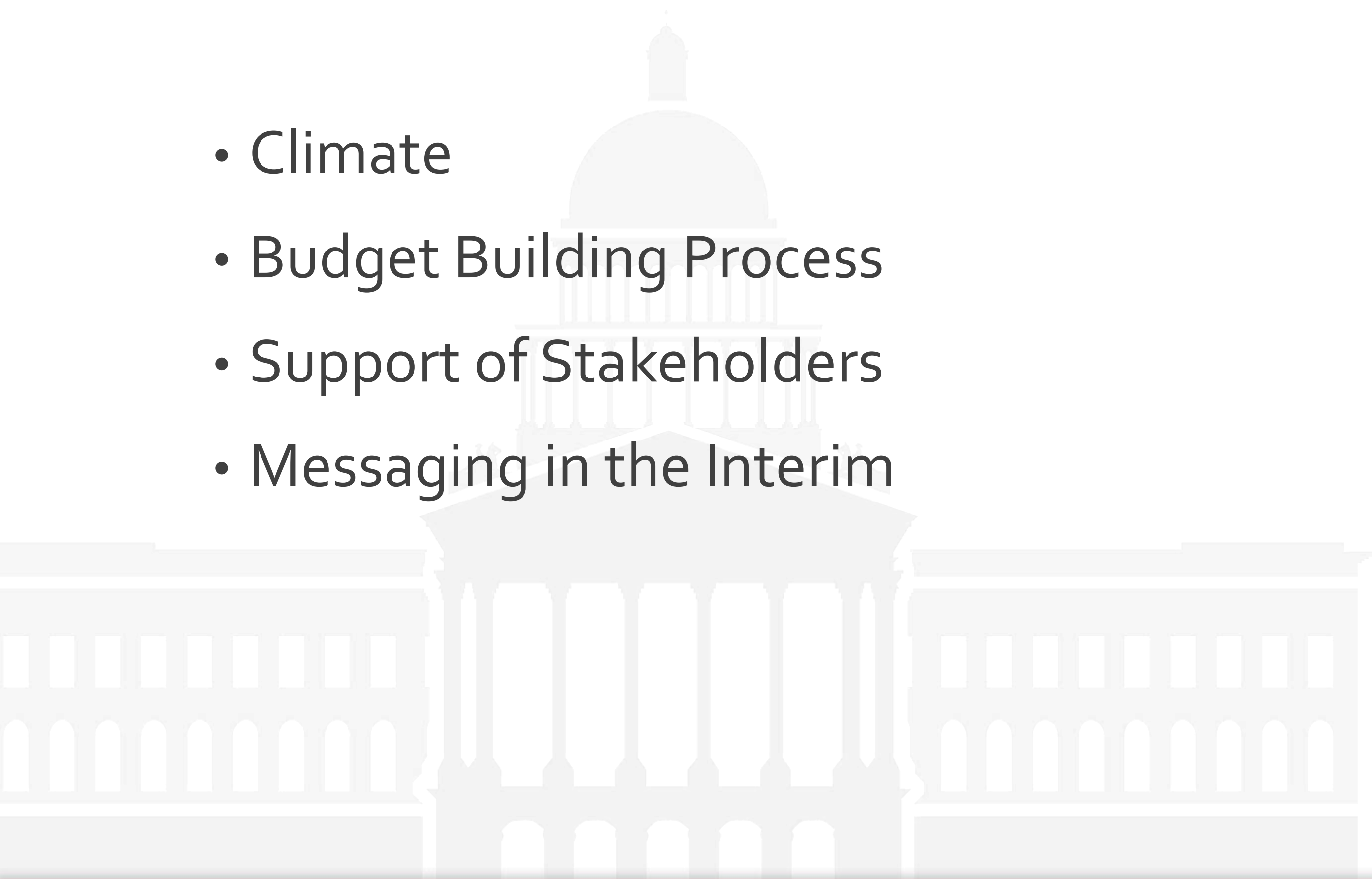
The Economic Case for State Investments in Higher Education

How to Make the Case to Lawmakers

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Nevada System of Higher Education

- Climate
 - Budget Building Process
 - Support of Stakeholders
 - Messaging in the Interim
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Climate

- Governor's 2017 Theme: "Session of Higher Ed"
- Increase in general fund revenues
- Decreasing state investment (budget cuts) with increased caseload growth
- No substantial commitment toward need based financial aid (while tuition costs continued to rise)

Budget Building Process

- Strengthening Nevada's Community Colleges
- Increasing Capacity to Serve Nevada
- Budget building with Efficiency and Effectiveness
- Support of Faculty and Staff

Support of Stakeholders

- Business Community
- Non profit Community
- Labor Unions
- Media
- Former elected officials
- Nevada Faculty Alliance / Faculty Senate
- Students

Messaging

- State of Higher Education Presentations
- Caucus Meetings
- Meetings with Legislators
- Frequent Communication with Governor's Office
- Use of Stakeholders
- Use of Media
- Collateral
 - Theme Related Presentations
 - Legislator by District

Next Steps:

Preparation for 2019 Legislative Session

- Increase transparency
- Include legislators in budget building process
- Strengthen relationship between Board of Regents and Legislature
- Tune into Governor's race