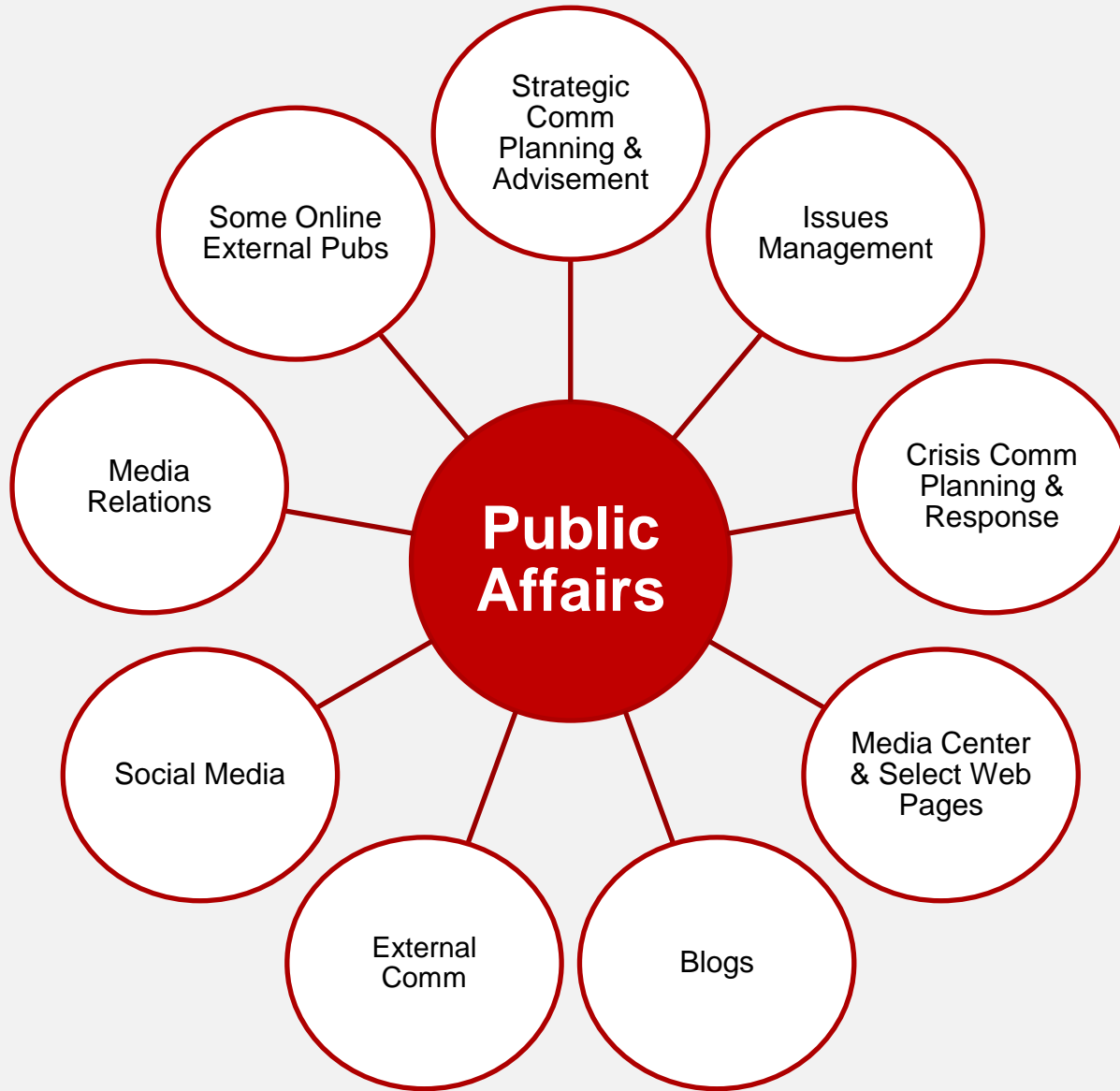


Allies not adversaries: Teaming up to move the policy agenda

*Tips for working better together to support
institutional priorities*

Laurie Weidner, APR, M.A.
Assistant Vice Chancellor, Public Affairs



UR&A Strategic Communications Plan





The CSU @calstate · May 19
Thank you for supporting additional funding for the CSU and being an advocate for @csustudents! #StandwithCSU



17 28



The CSU @calstate · Jun 3
CSU mascots converge on state capitol to #StandwithCSU: bit.ly/1X3a1LQ



27 42



The CSU @calstate · May 18
Seven reasons to #StandwithCSU: bit.ly/1Xmrttl

14 8



CSUSB News Retweeted

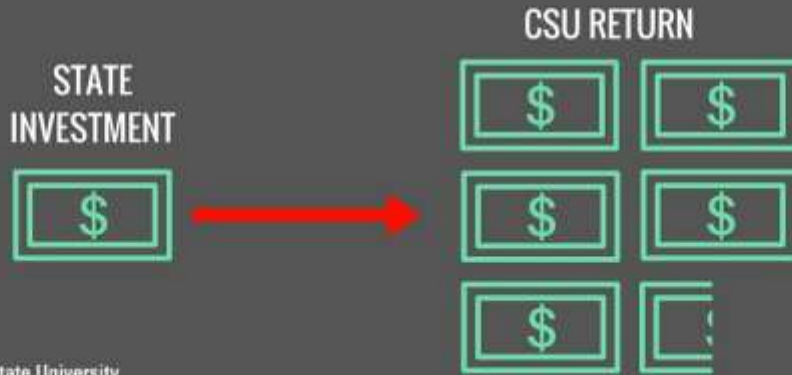


CSUSB Advocacy @CSUSBAdvocacy · Jun 6
CSU students provide over 32M hrs of community service annually which is a \$738M total economic impact #standwithCSU



4 11

FOR EVERY **\$1** THE STATE INVESTS IN
THE CSU, THE CSU RETURNS **\$5.43**.



CSU The California State University

\$97 Million Makes a Difference

In Student Success and Completion:

Hiring tenure-track faculty and academic advisors and investing in proven student retention strategies are critical to increase graduation rates. If the CSU's budget request is fully funded, \$38 million will expand these efforts. Conversely, under the governor's budget proposal, only a total of \$14 million would be available to allocate among student success, completion and infrastructure.



OR



\$38 million to help students succeed

\$14 million for all other needs

#standwithCSU

AND ADD \$97 MILLION TO THE GOVERNOR'S BUDGET PROPOSAL

THE CSU AWARDS NEARLY HALF OF CALIFORNIA'S BACCALAUREATE DEGREES.



THE CSU AWARDS ONE-THIRD OF CALIFORNIA'S MASTER'S DEGREES.



CSU The California State University

EdSource
IMPROVING CHALLENGES FOR STUDENT SUCCESS

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Cal State system pushes students to graduate in four years, improve low completion rates

BY LARRY COBURN



MOST POPULAR

STUDENT WELLBEING
New campaign proscribes power of teachers to reduce stress of traumatized students

SCHOOL FINANCE
Prop. 51 initiative would provide billions for school renovation and construction

A large banner that declared "Class of 2020" greeted incoming freshmen at a recent Sacramento State orientation session. Tour guides and administrators wore large green-and-white buttons with the logo "Ask me how to finish in four."

At other universities, there might be iconic symbols of a goal taken for granted – graduation within four years. But at Sacramento State and other California State University campuses, it represents an ambitious – and, as critics say, much overdue – mission aimed at improving annual completion rates.

In recent years, less than 7 percent of first-time freshmen at Sacramento State have graduated in four years and only 46 percent within six years, according to [statewide statistics](#) that put the campus near the bottom in the system.

60° THE SACRAMENTO BEE

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WEDNESDAY, SEPTEMBER 26, 2018 4:00 PM

CSU raises its graduation goals

BY KATHARINE FORLATERO



CSU Chancellor Timothy White talks with students and staff at Sacramento State University on May 2. Paul Kitagaki Jr. / pkitagaki@sacbee.com

BY TIAJONNE P. WHITE

Los Angeles Times

SEARCH

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9/26/18

At Cal State, student homelessness has been hidden until now



Advertisement by Google

Cal State is working efforts to identify and help its homeless students.

By Roseanna Sita

<p>Post</p> <p>Questions about the possible California Faculty Association strike? Check out our FAQ: http://bit.ly/CFAStrikeQA</p>	<p>Image</p>
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CSU has invested \$129.6M in employee compensation for last 2 yrs with \$65.5M for faculty: #CSUfact <http://bit.ly/1Lv3QvW>

THE CSU INVESTS IN FACULTY

Full Professor:	\$96,660*
All Tenure-Track Faculty:	\$86,701*
New Assistant Professor:	\$74,891*
Full-Time Lecturer:	\$58,265*

*Avg. salaries as of Oct. 2015. Faculty work 9 months/year.

www.calstate.edu/LaborRel

A balanced budget approach to employee compensation has been a priority for the CSU <http://bit.ly/CFAStrikeQA> #CSUfact

2008-12	No CSU employees received any general salary increases.	
2013	1.34% compensation pool increase Campus equity programs	\$19.2 million \$4 million
2014	3% compensation pool increase Campus equity programs	\$48 million \$13.4 million
2015	2% compensation pool increase (proposed) Estimated campus equity programs	\$33 million \$4 million
Total:		\$121.6 million

www.calstate.edu/LaborRel

Employee compensation is a top priority of the CSU: <http://bit.ly/1Lv3QvW> #CSUfact

or

CSU invests in all the priorities that support student success: <http://bit.ly/1Lv3QvW> #CSUfact

The CSU's Funding Priorities for 2015-16

Information Technology Upgrade and Renewal	5.2%
Mandatory Costs	8.7%
Maintenance and Infrastructure Needs	9.3%
Student Success and Completion Initiatives	14.1%
2% Compensation Pool Increase	24.3%
3% Increase in Funded Enrollment	38.4%

www.calstate.edu

The gap between the CSU's and CFA's salary proposals is \$69.3M. Money not funded by Leg for 2015/16 #CSUfact <http://bit.ly/CFAStrikeQA>

\$33M 2% increase	\$19.8M 1.2% increase	\$40.7M Additional staff costs
Total cost: \$33 million	Total cost: \$102.3 million	Total cost: \$143 million

www.calstate.edu/LaborRel

A clear difference in funding priorities: <http://bit.ly/CFAStrikeQA> #CSUfact

The CSU received an additional \$216.5 million in state support for 2015-16.

The California Faculty Association's salary proposal for 2015-16 amounts to \$102.3 million.

\$102.3 million: CFA proposed salary increases	\$114.2 million: remains for enrollment, infrastructure, technology and student success
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www.calstate.edu

Media & Social Media Coverage Reports

[Cal State strike ended after tentative agreement reached](#)

The Desert Sun – Apr. 7, 2016
A two-day, system-wide strike set to begin April 13 has been put on hold, pending ratification of a tentative agreement reached between the California State ...

[CSU Faculty Union To Approve Tentative Agreement, Postpones...](#)

Systemic.com – Apr. 7, 2016
A tentative agreement on a proposed contract between the California State University system and the California Faculty Association is expected to be ...

[CSU, CFA announce tentative contract agreement](#)

The Daily Post – Apr. 7, 2016
The California State University and California Faculty Association have made a tentative contract agreement on Thursday, and the five-day strike slated to begin ...

[Cal State Faculty Under Reach Salary Agreement, Postpone Strike](#)

San Francisco San Times – Apr. 7, 2016
California State University officials and the union that represents campus faculty members say they have reached a tentative salary agreement that has ...

[UPDATE: Cal State Faculty, CFA Disavow the Office Reach ...](#)

Long Beach Post – Apr. 7, 2016
UPDATE | After prolonged negotiations and a state-mediated mediation, the California State University faculty and the California State University school system ...

[CSU, CFA to announce tentative agreement, 5-day strike postponed](#)

Daily Sunbelt – Apr. 7, 2016
The California Faculty Association announced that the planned five-day faculty strike across all of the 23 California State University campuses has been ...

[Long Beach Post / Cal State University Faculty Strike Averted](#)

Long Beach Media.com – Apr. 7, 2016
Long Beach-based California State University and the union representing thousands of faculty members have reached a tentative salary agreement that will ...

[CSU Faculty Strike to Be Postponed Pending Tentative Agreement](#)

East Coast Outlook – Apr. 7, 2016
Less than a week away from a threatened five-day walkout across the California State University system, CSU and faculty leaders say they've ready to announce ...

[Cal State Faculty Strike Postponed After Tentative ...](#)

Los Angeles Times – Apr. 7, 2016
A union strike next week that could have stopped California State University campuses was put on hold Thursday, after administrators and the union ...

**Graduation Initiative 2025 Symposium
Media Coverage**

["Walk or Hop" is new motto for California State University](#)

Sacramento Bee – Sep 30, 2016
Chancellor Timothy White said the graduation initiative was driven by a sense of responsibility, as the largest university in the country, to play a part in closing a projected shortage of 1.1 million bachelor's degrees in California by 2025.

[California State University leaders urge students on ways to increase graduation rates](#)

KNS-AM – Sep 22, 2016

[A new effort to improve graduation rates ... possible in 8-year degrees](#)

KNS-AM – Sep 22, 2016

[CSU students focus on homelessness and food insecurity](#)

Charter Local Edition Food, Best Performance interviews California State University Chancellor Tim White about homelessness, food security and graduation at the CSU.

[California State Universities Aim to Double Graduation Rate by 2025](#)

USC Annapolis Media – Sep 21, 2016
The California State University System has launched a new initiative aimed at doubling the graduation rate, setting much higher expectations for the years to come.

[Cal State University top administrators have ambitious new goals to greatly increase the number of four-year graduates](#)

KNS-AM – Sep 21, 2016

[Cal State system pushes students to graduate in four years, improve low completion rates](#)

EdSource – August 25, 2016
Incoming freshmen at a recent orientation at California State University, Sacramento were greeted with a "Class of 2020" welcoming banner and administrators wearing green-and-white buttons reading: "Ask me how to finish in four."

**Food and Housing Security 2016
Media Coverage**

[First student food pantry reinstates food service](#)

The Pioneer – Oct. 26, 2016
One in five students go without consistent meals, a CSU study reported in February 2016. Since the report was released, Cal State Full Bay has been working on a solution.

[Where 20 students from University of California's Graduate Council, Director of Cal State Long Beach's Food Pantry](#)

LB Post – Oct. 26, 2016
Cal State Long Beach (CSLB) community members gathered on campus Wednesday morning to celebrate the grand opening of Associated Student, Inc.'s (ASU) Beach Pantry.

[For students who are hungry or in dire need, how best to survive](#)

Sacramento State – Oct. 18, 2016
Despite all the various green spaces and diverse dining options present in Sacramentos County, some residents are still not getting the food they need to get by on a daily basis.

[Study will assess student homelessness](#)

The Daily Post – Oct. 3, 2016
Once it graduates in three weeks live on the street and beg for food, California State Universities are pulling a fast one, providing assistance for and striving to empower homeless and food insecure students.

[1 in 10 CSU students struggling with food, poverty study says](#)

ABC 7 News – Sep. 27, 2016
Graduating from college is tough enough. But Shelby Carter has been studying at Cal State Long Beach while struggling with homelessness.

[CSU students focus on homelessness and food insecurity](#)

Charter Local Edition Food, Best Performance interviews California State University Chancellor Tim White about homelessness, food security and graduation at the CSU.

[Some students homeless, hungry](#)

KTVU – Sep. 8, 2016
Segment 2 looks at some students who are pursuing education but doing it without shelter and adequate food.

[California's largest public university is working to feed — and help — its homeless students](#)

News OK – Sep. 6, 2016

Engaging campus colleagues

- Monthly statewide calls, listserves, regional and statewide meetings
- Advocacy days (system and campus centric)
- Collateral, core messages and template tools for customization
- System-level stories and social media posts
- Collaboration on blogs, news features, social media and legislative priorities

Tips for strengthening the relationship

- Get to know your colleagues – talents and constraints
- Commit to crafting a plan together
- Automatically invite them to key discussions and meetings
- Connect often
- Share messaging and materials
- Say thank you and share kudos

CSU The California State University
