Delivering Results Through Advocacy Coalitions

Lessons learned from a successful legislative session in Oregon
Starting With the Basics

- Transparent Budget Ask
  - Concrete Outcomes
- Assess and Build Statewide Organizing Capacity
- Assess Communications Needs
  - Polling
  - Additional Communications Capacity
- Build Coalition
- Create Statewide Advocacy Plan
Full Community College Budget Ask

- Legislative Platform Focused on Funding to Serve Students
  - $647 million for the base budget (Current Service Level)
  - $70 million for CTE expansion
    - Would double the number of CTE graduates statewide within three years. 7,900 additional graduates per year.
  - $70 million for student success-related services
    - Provided services for an additional 8,950 students a per year statewide
## Community College Current Service Level Budget Model

### Oregon Community College Continuing Service Level Calculation with LFO CSL and Tuition Increase Options

<table>
<thead>
<tr>
<th>Biennium Resources</th>
<th>2017-19 Dollars</th>
<th>% of Total</th>
<th>2017-19 Annual/1st Yr</th>
<th>2017-19 Biennium/2nd Yr</th>
<th>2019-21 Amount</th>
<th>2019-21 Dollars</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>CCSF</td>
<td>$ 570,263,941</td>
<td>36.30%</td>
<td>3.46%</td>
<td>7.63%</td>
<td>$ 19,736,059</td>
<td>$ 590,000,000</td>
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<td>Property Taxes</td>
<td>$ 362,135,855</td>
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<td>5.00%</td>
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<td>$ 27,612,859</td>
<td>$ 389,748,713</td>
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<td>Tuition</td>
<td>$ 528,181,647</td>
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<td>11.65%</td>
<td>11.65%</td>
<td>$ 93,838,072</td>
<td>$ 622,019,719</td>
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<tr>
<td>Other (Transfers, etc.)</td>
<td>$ 110,433,731</td>
<td>7.03%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>$ -</td>
<td>$ 110,433,731</td>
<td>6.45%</td>
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<tr>
<td>EFB Drawdown</td>
<td>$ 33,541,174</td>
<td>2.14%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.00%</td>
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<tr>
<td>TOTAL</td>
<td>$ 1,571,015,174</td>
<td>100.00%</td>
<td>8.99%</td>
<td>141,186,990</td>
<td></td>
<td>$ 1,712,202,163</td>
<td>100.00%</td>
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### Biennium Expenses

<table>
<thead>
<tr>
<th>Biennium Expenses</th>
<th>2017-19 Dollars</th>
<th>% of Total</th>
<th>Annual</th>
<th>Biennial</th>
<th>2019-21 Dollars</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>PERS</td>
<td>$ 179,881,237</td>
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<td>21.20%</td>
<td>21.20%</td>
<td>$ 38,134,822</td>
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<tr>
<td>M&amp;S</td>
<td>$ 213,186,759</td>
<td>13.57%</td>
<td>2.15%</td>
<td>3.28%</td>
<td>$ 6,989,861</td>
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<tr>
<td>Health Ins</td>
<td>$ 157,572,822</td>
<td>10.03%</td>
<td>3.50%</td>
<td>5.34%</td>
<td>$ 8,410,449</td>
<td>9.69%</td>
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<tr>
<td>Salary (+ Roll-ups)</td>
<td>$ 916,373,151</td>
<td>58.33%</td>
<td>2.50%</td>
<td>3.81%</td>
<td>$ 34,936,726</td>
<td>55.56%</td>
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<tr>
<td>Other (Transfers, etc.)</td>
<td>$ 104,001,204</td>
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<tr>
<td>Eliminate EFB Drawdown</td>
<td>$ 33,541,174</td>
<td>2.14%</td>
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<tr>
<td>Unfunded Mandates</td>
<td>$ 19,081,037</td>
<td>1.21%</td>
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<td>-</td>
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<td>1.11%</td>
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<tr>
<td>TOTAL</td>
<td>$ 1,571,015,174</td>
<td>100.00%</td>
<td>8.98%</td>
<td>141,094,070</td>
<td>$ 1,712,109,243</td>
<td>100.00%</td>
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Building Out an Advocacy Infrastructure

- Campus Advocacy Coordinators
- Training
- Communications Capacity and Coordination
  - Basecamp
- Community College Caucus
- Key Messenger Contacts
- Coalition Building and Maintenance
# 2019 OCCA Legislative Month by Month Advocacy Plan

<table>
<thead>
<tr>
<th>Key Dates</th>
<th>Dec 2018</th>
<th>Jan 2019</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>Theme</td>
<td>GRB</td>
<td>Tuition</td>
<td>CTE</td>
<td>$787m Budget Ask, Revenue Package</td>
<td>Revenue Package</td>
<td>$647m Budget Ask</td>
<td>$647m Budget Ask</td>
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<tr>
<td>Actions</td>
<td>- Leg Mtgs by Board &amp; Presidents on tuition in Salem or in District on:</td>
<td>- Letters and in-district or Salem mtgs by Board &amp; Presidents on tuition.</td>
<td>- CTE Day in Gallery</td>
<td>- Legislative Summit on CTE by Board, Presidents, employers, students, alumni</td>
<td>- Student Lobby Day</td>
<td>- CC Caucus mtgs focus on base budget</td>
<td>- CC Caucus mtgs focus on base budget</td>
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<tr>
<td></td>
<td>- GRB Response, CC Caucus, CC Budget Bill</td>
<td>- SFO Coalition Meetings</td>
<td>- CTE Day in Gallery</td>
<td>- Legislative Summit on CTE by Board, Presidents, employers, students, alumni</td>
<td>- Business Partner Day at the Capitol</td>
<td>- CC Caucus mtgs focus on base budget</td>
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<td></td>
<td>- Letters from Board &amp; Presidents on:</td>
<td>- Student Lobby Day</td>
<td>- CC Caucus mtgs</td>
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<td>- CC Caucus mtgs focus on base budget</td>
<td>- CC Caucus mtgs focus on base budget</td>
</tr>
<tr>
<td></td>
<td>- GRB, Tuition, Budget</td>
<td>- Tuition “Call-in Day”</td>
<td>- CC Caucus</td>
<td>- CC Caucus</td>
<td>- Student Profiles</td>
<td>- Student Profiles</td>
<td>- Student Profiles</td>
</tr>
<tr>
<td>Materials Needed</td>
<td>Narrative piece, OCCA Sponsored Budget Bill Draft, Talking Points, Writing Points (AP) what’s this?</td>
<td>Tuition talking points</td>
<td>CTE Talking Points</td>
<td>Student Profiles</td>
<td>647m budget ask</td>
<td>647m budget ask</td>
<td>“Call-in” Day on Budget</td>
</tr>
<tr>
<td>Participants Needed</td>
<td>Board Members, Presidents</td>
<td>Board Members</td>
<td>Board Members</td>
<td>Board Members</td>
<td>Board Members</td>
<td>Board Members</td>
<td>Board Members</td>
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OCCA 2018-19 Advocacy Plan

February:

**Key Dates:**
- Feb 1: CTE Day at Capitol, OPC mtg
- OCCA Board mtg
- Feb 25-28: “Call-in Days” on Budget

**Theme:**
- CTE

**Actions:**
- CTE Day in Gallery + Legislative Visits
- CTE Students recognized in floor session throughout month
- SFO Coalition Meetings
- Ramp up CC Caucus

**Materials Needed:**
- Tuition talking points
- GRB Tuition “Call in Day”

**Media:**
- Op/Ed, Videos

**Participants Needed**
- Board Members
- Presidents
- CTE Employers
- CTE recent grads
- CTE apprentice or internship students
New Practices and Lessons Learned

- Campus Advocacy Coordinators
- Training
- Communications Capacity and Coordination
  - Basecamp
- Community College Caucus
- Key Messenger/Student Contacts
  - New messengers
- Coalition Building and Maintenance
- High Impact Events
What actions and events work

- Senior Ambassadors
- Employer lobby days
- Students
- Staff/faculty
- College leadership
- Board of Director Days
- Student Success Rally and Hearings
- CTE Day and demo videos
Collective Action
Internal Debrief- successes

- Memorable student stories
- Unpaid and authentic advocates are best.
- Key quotes: “Don’t shy away, redundancy is your friend in this environment.”
- Legislators could recall specific meetings with business leaders, seniors, volunteers, and board members.
- College presidents was open and transparent, people that legislators trust.
- There was a split opinion, between smaller more focused conversations and large groups.
Internal Debrief - Room for Improvement

- There are lingering questions about the “connective tissue” works between K-12 to CCs and CCs to Us.
- Non-committee members still need calls and emails, not just meetings. Some offices truly score their caucus votes that way.
- With Ways and Means we need to spend some time talking about funding proportions and budgets.
- We have to make the case that funding for us will make an equal or greater difference than somewhere else in the state right now.
- We need better answers as to how the state funding will be used.
Overarching Strategic Goals for 2019-2020 Campaign Plan

Enable Student Success
- Secure Ongoing State Funding Needed for Student Success
- Promote and Support Good State-Level Policy
- Provide Opportunities for Students to Grow as Advocates

Build Advocacy Capacity and Effectiveness
- Provide statewide Direction, Message and Coordination
- Grow Campus Advocacy Teams at Each College
- Identify and Train Partner Advocates
- Expand Coalition Supporting Community Colleges
- Social and Traditional Media, Nation Builder Page

Increase Influence with Decision Makers
- Legislative Outreach Through Visits/Events
- Bring Local Legislators to Colleges
- Maintain and Build CC Caucus
- Engage in Interim Legislative Days
- Visibility and Presence During Feb Session