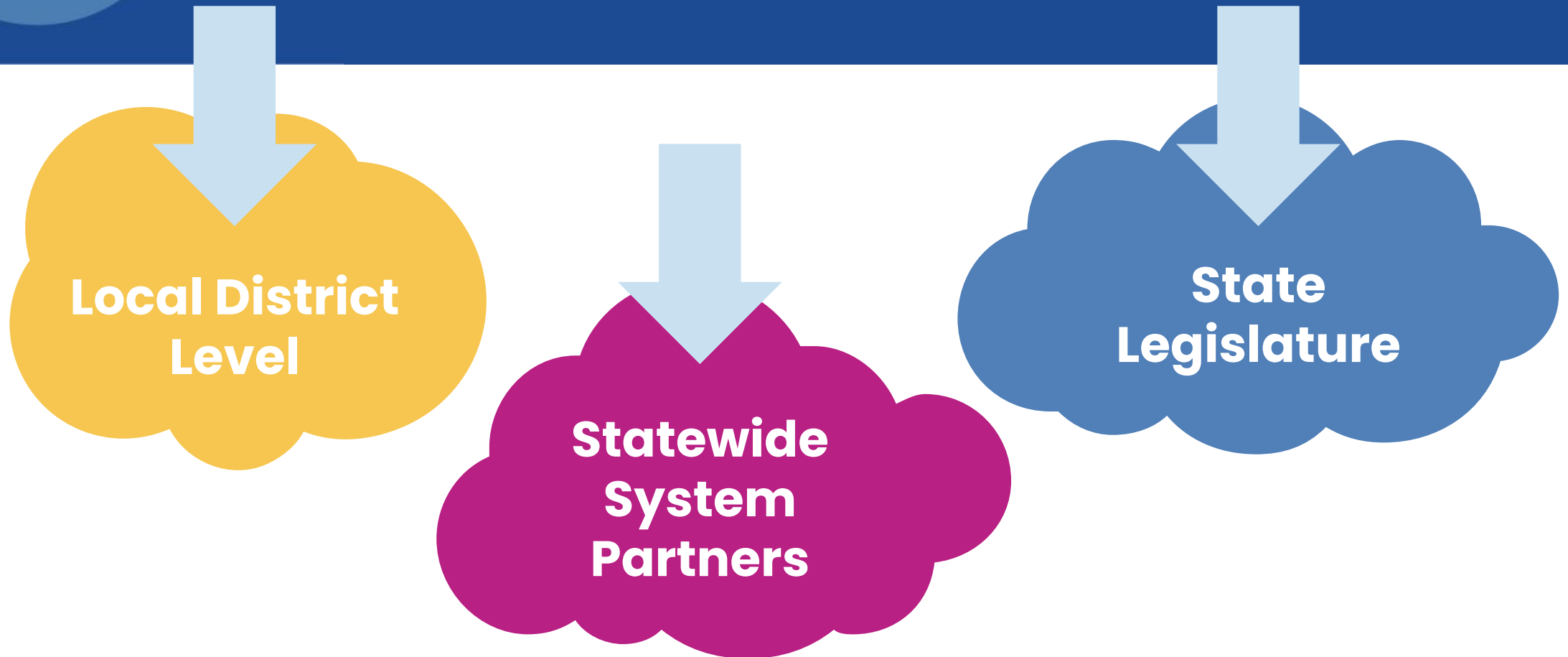




# Advocacy Training

FACCC - May 2024

# The Advocacy Process



# Department/College/District level

## Meet with:

- College President, Chancellor, Superintendent
- Board of Trustees, including Student Trustee
- Students, Student Clubs and Government Leaders
- Department Leaders
- Faculty and Classified Staff Union Leaders
- Academic Senate Members
- Staff members
- Board of Supervisors and other local representatives

# California Community Colleges Governance System

**System Practitioners**

**Consultation Council**

**Chancellor's Office**

**Board of Governors**

**Title 5  
California  
Code of  
Regulations**

Education Code sections, added by AB 1725 (stats. 1988, c. 973) which created the Community College system and set forth the duties of the Board of Governors, including the requirement to establish and carry-out a Consultation Process.  
(Ed. Code section 70901(e))

# CCC Consultation Council

## **Administrative Representation**

ACBO Representative  
ACCCA Representative  
ACHRO/EEO Representative  
CCCAOE Representative  
CCCCIO Representative  
CEOCCC Representative  
CSSO Representative

## **Trustee Representation**

CCLC Representative (Trustees)  
CCCT Representative

## **Faculty Representation**

ASCCC Representatives (2 seats)  
CCA/CTA Representative  
CCC/CFT Representative  
CCCI Representative  
FACCC

## **Staff Representation**

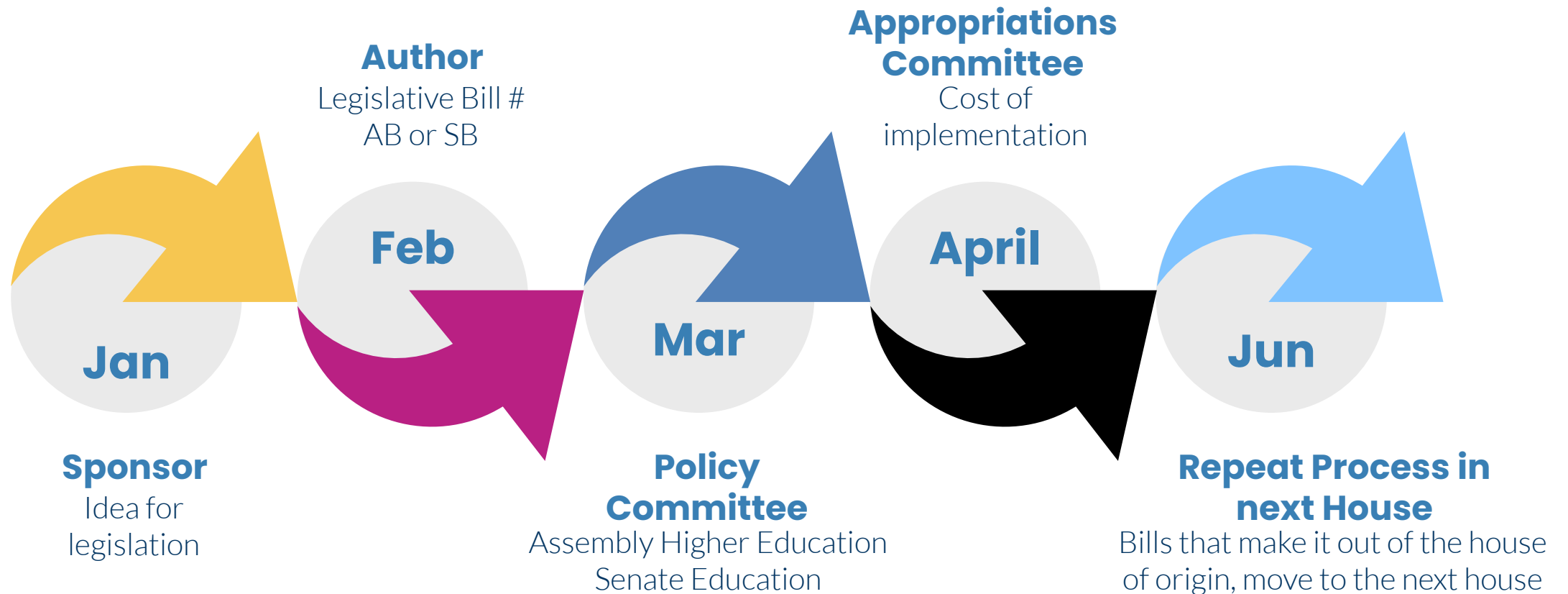
CCE/CFT Representative  
CSEA Representative

## **Student Representation**

SSCCC

# Bill Life Cycle

Bills originate in the Assembly as house of origin will begin with AB and conversely bills with SB originate in the Senate. If a bill makes it out of the house of origin it will be run through the same process in the second house.



# Political Makeup of the Legislature January 2023

## Senate (40 members):

- 32 Dems
- 8 Rep

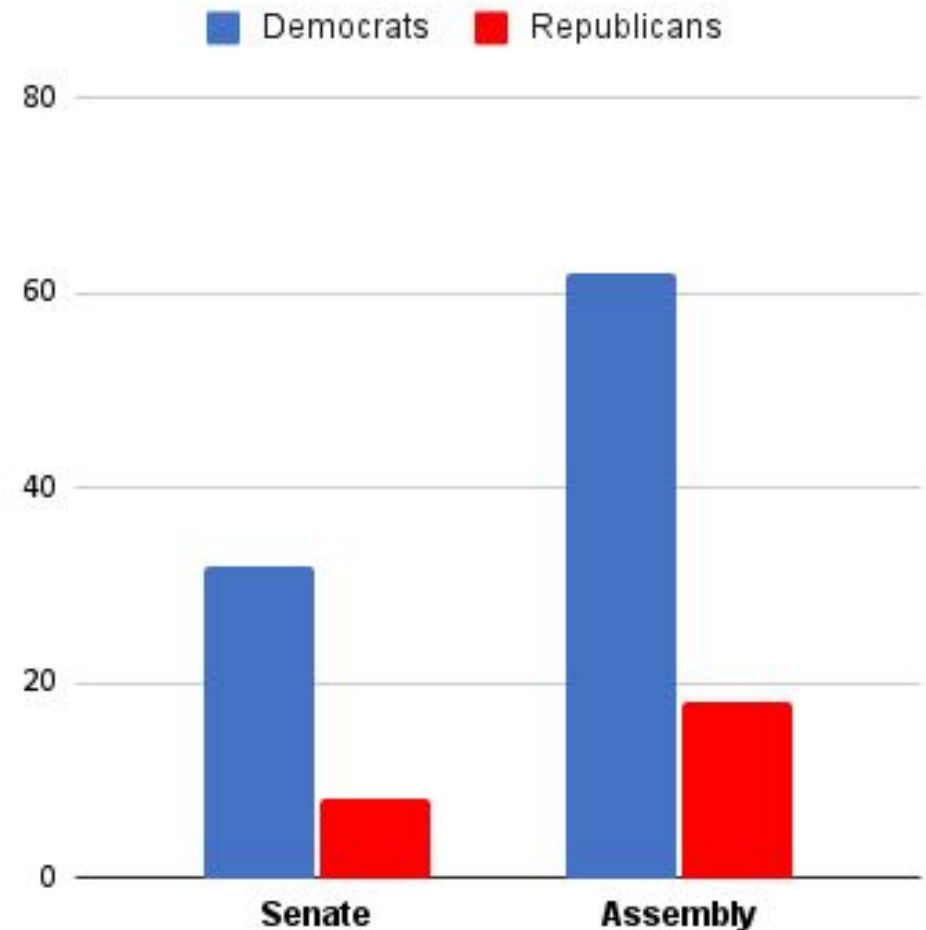
**Super majority is 2/3 or 27**

## Assembly (80 members):

- 62 Dems
- 18 Rep

**Super majority is 2/3 or 53**

Parties are not a monolith!



# Legislature Information and Contacts

## Senate

- [California Senate](#)
- [Roster of Members of Senate](#)
- [Streaming of Senate Committee Hearings](#)

## Assembly

- [California Assembly](#)
- [Roster of Members of the Assembly](#)
- [Streaming of Assembly Committee Hearings](#)



# Who are your representatives?

[Click here](#) to search by your home address for your legislative representatives.

How about your college district address?



## Find Your California Representative

Enter your California address and click the locate button to find your State Senate and Assembly representatives.

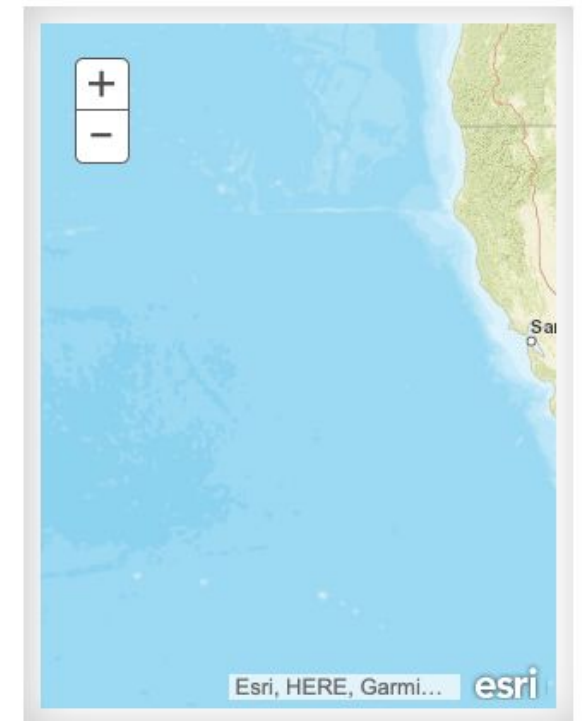
\* Street Address

\* City

\* Zip

Locate

Reset



# Legislative Policy Committees

## Assembly Higher Ed

Mike Fong (Chair) (D) - AD 49

Tri Ta (Vice Chair) (R) - AD 70

Tasha Boerner (D) - AD 77

Joaquin Arambula (D) - AD 31

Phillip Chen (R) - AD 59

Jacqui Irwin (D) - AD 42

Evan Low (D) - AD 26

Bill Essayli (R) - AD 63

Corey Jackson (D) - AD 60

Al Muratsuchi (D) - AD 66

Sharon Quirk-Silva (D) - AD 67

## Senate Education

Josh Newman (Chair) (D) - SD 29

Rosilicie Ochoa Bogh (Vice Chair) (R) - SD 23

Dave Cortese (D) - SD 15

Steven M. Glazer (D) - SD 7

Lena Gonzalez (D) - SD 33

Lola Smallwood-Cuevas (D) - SD 28

Scott Wilk (R) - SD 21

**Who has a representative on one of these committees? Use your status as a constituent to grow community college power!**

# Budget Committees

## Assembly Budget

Jesse Gabriel (Chair) (D) - AD 46

Vince Fong (Vice Chair) (R) - AD 32

## Subcommittee No. 3 on Ed Finance

David Alvarez (Chair) (D) - AD 80

Bill Essayli (R) - AD 63

Megan Dahle (R) - AD 1

Mike Fong (D) - AD 49

Al Muratsuchi (D) - AD 66

Jesse Gabriel (D) - AD 46

Kevin McCarty (D) - AD 6

## Senate Budget & Fiscal Review

Scott Weiner (Chair) (D) - SD 11

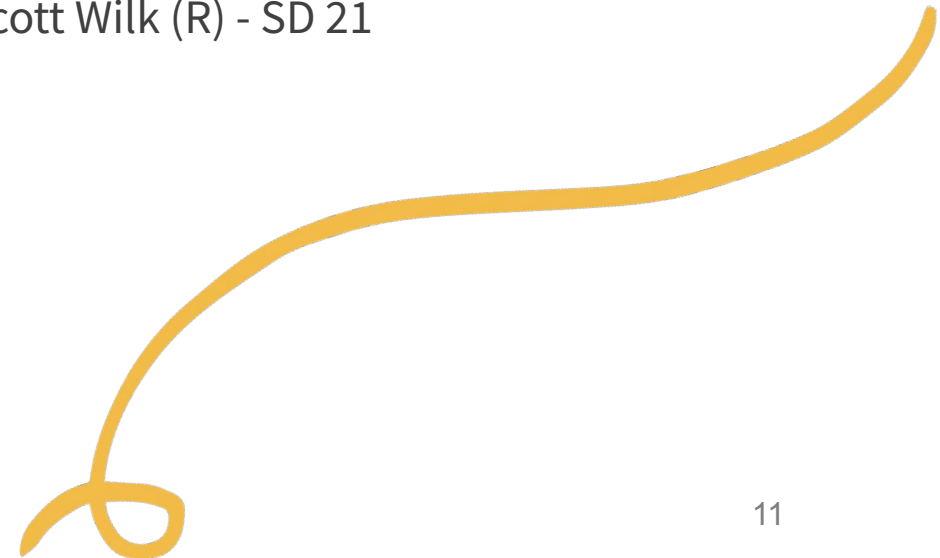
Roger W. Niello (Vice-Chair) (R) - SD 6

## Subcommittee 1 on Education

John Laird (Chair) (D) - SD 17

Dave Min (D) - SD 37

Scott Wilk (R) - SD 21



# Connecting with your legislator

- Locate Legislator's website
  - Locate the district office on the website
  - Find and utilize the contact portal. It's their job to meet with constituents!
  - Sign up for their email list and press releases
- Look into issues they're interested on their website! This will help you connect with them more personally.
- Attend local events to make a connection with your representative



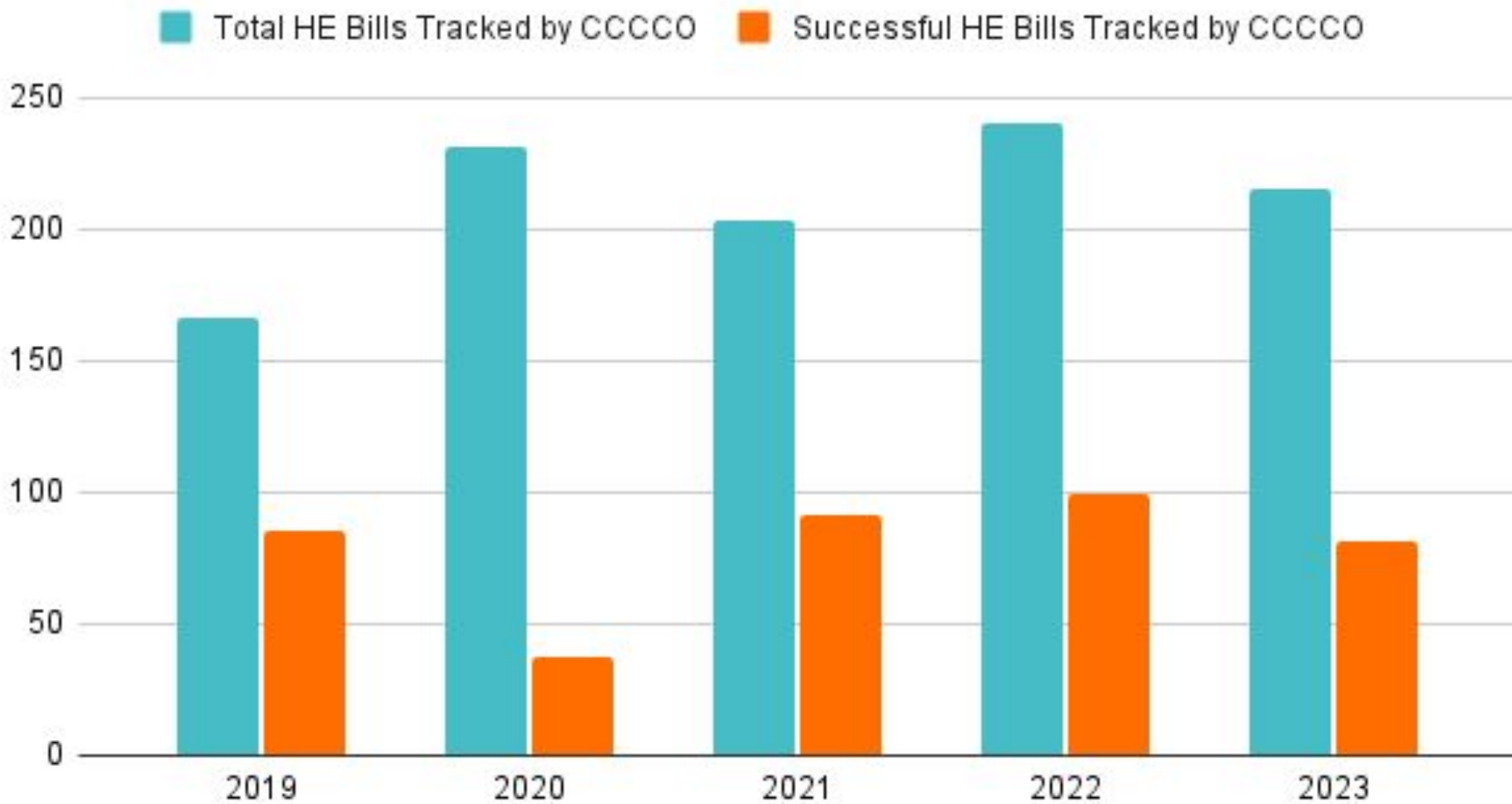
# It's All About Relationships!

- Know their staff members
- Meet on a regular basis
  - One-on-one meetings
  - Town hall meetings
  - District meetings
  - Special events
- Invite to a faculty meeting
- Local interests or political clubs
- Volunteer in their office
- Work on their campaigns
- Donate money
- Ask how you can assist the legislator

**Faculty and students are the experts on community college issues.**

**If legislators don't hear from you, they'll defer to someone else's "expertise"**

## Growth in community college legislation



# Non-Profit Special Interest Groups



Prepare people for informed citizenship & success in a global economy

Student Loans

Increase equity in education and improve access to educational resources

Educational Technology

A California where all low-income workers have the power to advance economically

Real Estate

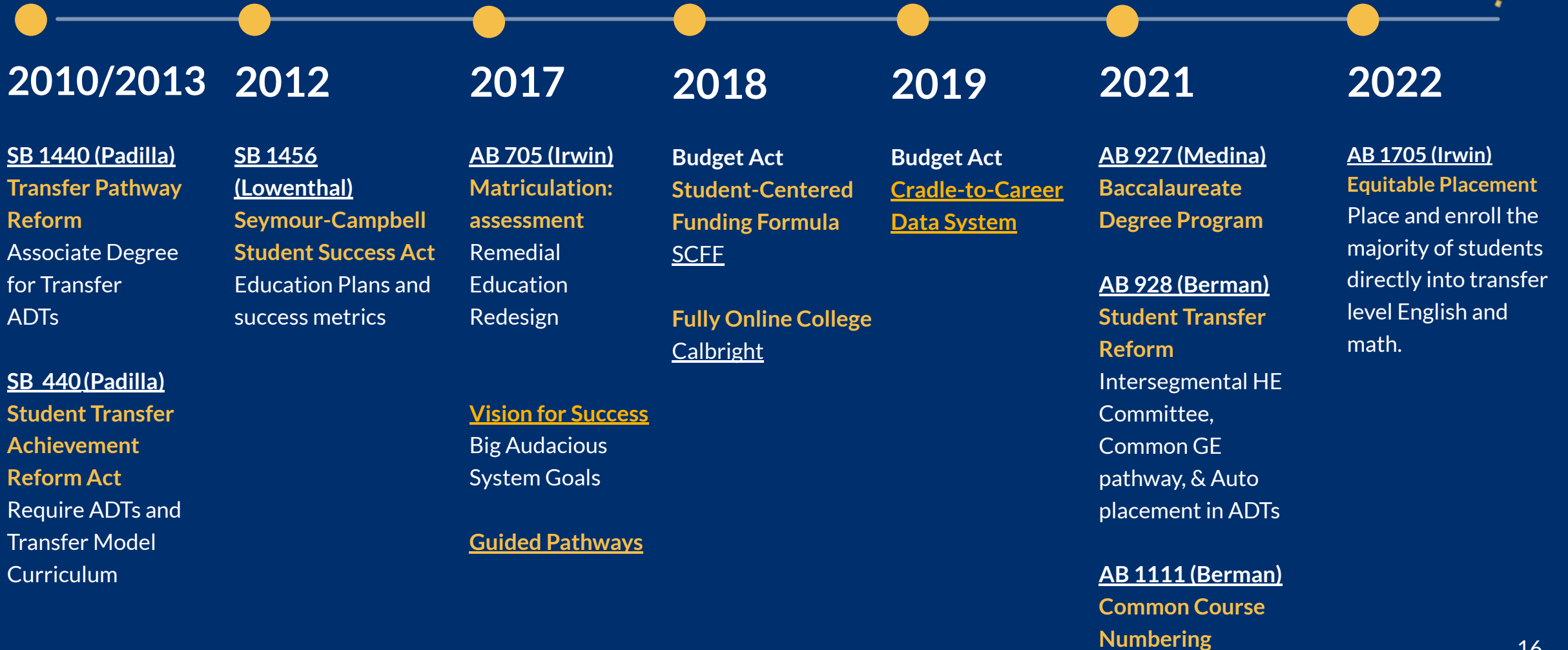
Lower student loan default rates, sponsor college access & success initiatives

Student Loans

Education Trust-West, Campaign for College Opportunity, California Competes, Public Advocates, California Edge Coalitions, California Acceleration Project, Central Valley Higher Education Consortium



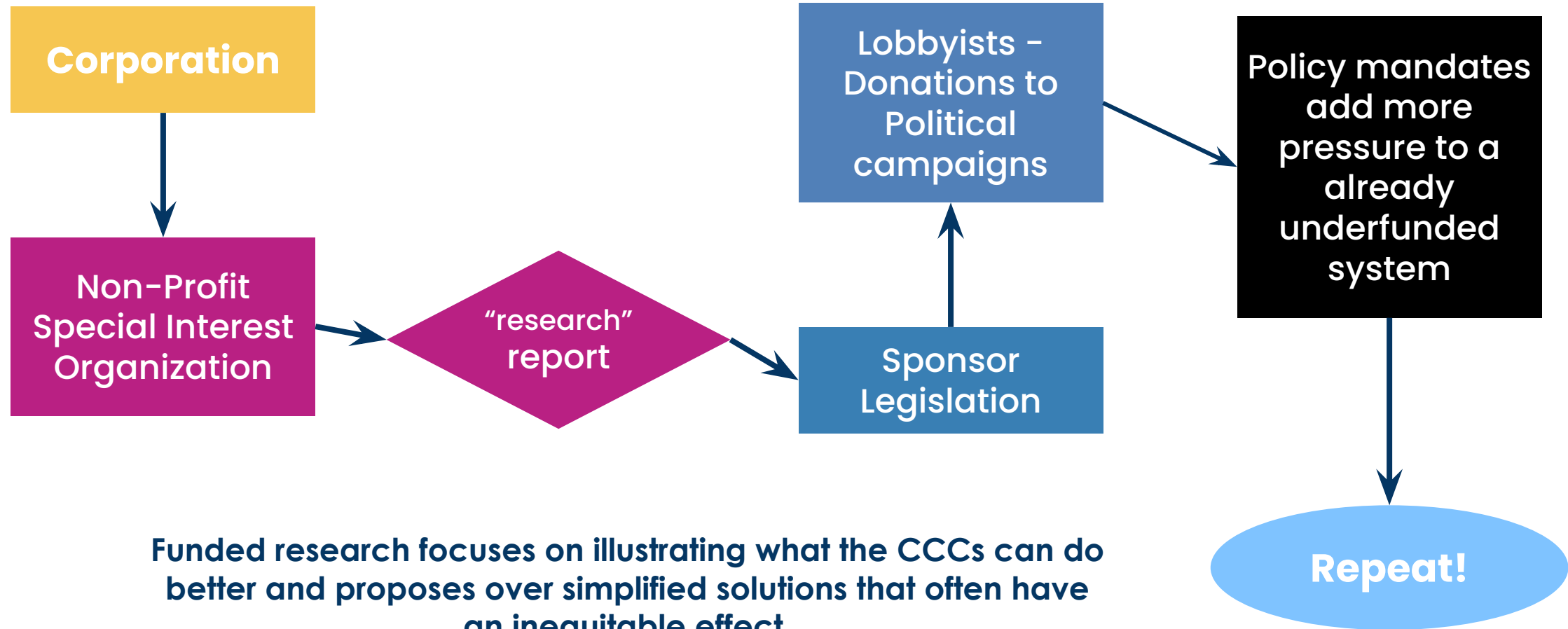
# Over a Decade of Policy “Reform” from Sacramento





# Non-Profit Special Interest Groups

Corporations change educational policy and to divert public funds and privatize education



Funded research focuses on illustrating what the CCCs can do better and proposes over simplified solutions that often have an inequitable effect.

# The Do's and Don'ts of Advocating



Be prepared

Be honest

Be brief

Be respectful and polite

Breathe

Be reliable

# In-Person Etiquette

- Be on time
- But also be patient, sometimes staff run late
- Wear business attire
- Introduce yourself using your affiliation or school
- Bring extra copies of materials

# First...Make a Connection!





## The Power of the story

*“There are two ways to share knowledge. You can push information out. You can pull them in with a story.”*

# How to Approach Legislative Meetings

In these meetings you are a **representative** of your college or FACCC, which is a privilege that comes with responsibility.

**Share your stories** and experiences

Keep it short and be sure that the story is on message

**Focus on the issues** you're the most comfortable discussing and most passionate about.

It is okay if you don't have all the answers.

Use this as an opportunity for follow up.

## **Don't be timid or awestruck.**

- Legislators and their staff are people just like you, and it is part of their job to listen to you! Don't be afraid.
- Courteously make your points and ask your questions.

## **Research the member and know your audience!**

## **Assign roles to members of your group.**

- Appoint a member of your group to introduce everyone and make the main points of your visit.
- Plan which members of the group will highlight each talking point then practice your points prior to each meeting to keep them brief.
- Have someone reiterate the main points at the end of meeting.

## **End Your Visit With An Ask**

- Ask for support for the community colleges, and remind them of your “asks” before you leave
- You can ask for the business card of the staffer you met with so you can follow up with them
- Invite your legislator to your campus

## **Leave Something Tangible**

- Have someone leave a talking points document with the staffer or member
- Leave behind anything that will visually remind your legislator of your visit and your position on an issue.



# Working as a Group: Examples of Roles

1. Introductions
2. Person 1 summarizes a advocacy priority, make a connection
3. Person 2 tells a relevant story
4. Repeat 2 and 3 for multiple priorities
5. Ask for member's support, member or staffer's contact information to follow-up, and provide "leave behind"
6. Say "Thank you"!





# Lobbying Practice: Market your Message

**Advocacy Priority: Reducing tuition for California community colleges**

**Republican:** rural area, increasing access to local jobs

**Democrat:** urban area, improving outcomes for marginalized communities

Breakout Room practice: Person 1 makes a connection with the legislator and starts introductions, person 2 discusses the advocacy priority, person 3 tells a relevant story, and person 4 reiterates the priority, asks for support, and thanks the legislator.

## Debrief And Follow-Up

- Members of your group should review their notes to be certain everyone knows:
  - (1) what was said
  - (2) what was promised by all parties
  - (3) what next steps are needed to gain (or maintain) the legislator's support.
- Honestly evaluate the group's performance before your next meeting, to identify your collective strengths and weaknesses.
- Your efforts should be coordinated so commitments made (i.e., sending more information, attending a district office meeting, etc.) are fulfilled in a timely manner.

# Thank You Note

- Send a thank you email that
  - (1) expresses your appreciation for the visit;
  - (2) summarizes the purpose of the visit; and
  - (3) reiterates the action you want taken by the legislator
  - (4) includes supplemental materials relevant to your visit.



# Contact Us



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Advocacy Manager, FACCC

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