

ADVOCATING FOR COMMUNITY COLLEGES



*Office of
Government Relations*

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

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Ryan McElhinney

• Issue Areas:

- Financial Aid
- Finances
- Taxes
- Facilities
- Bonds
- Elections
- Local
Government



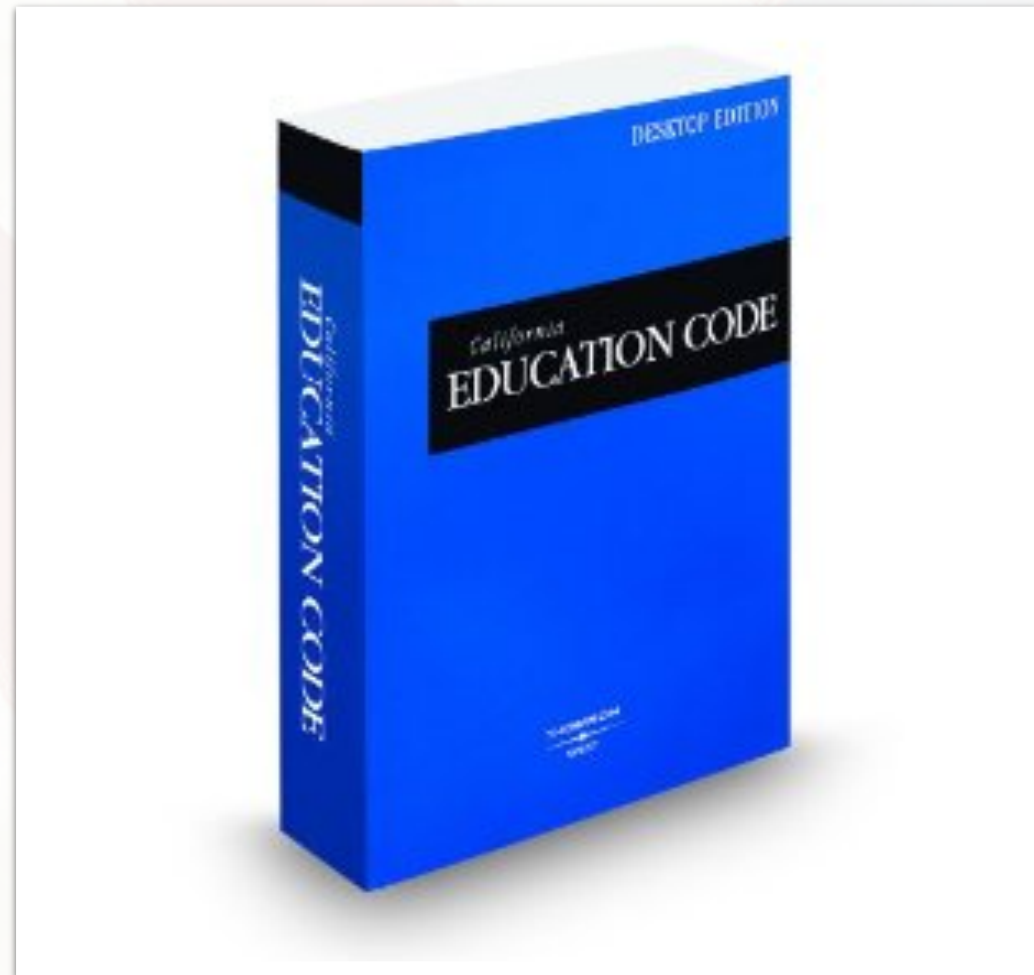
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Lizette Navarette

Issue Areas:

- Academic Affairs
- Adult Education
- Categorical Programs
- K-12 Pipeline & Partnerships
- Online Education
- Workforce
- Student Success



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Legislative Scene

- First year of two-year session, ending in 2014.
- Passage of Proposition 30 reduced pressure on budget.
- Democrats obtain a two-thirds majority in each house, first time a party has had a super majority since 1933.



The Freshmen

- Almost half the Assemblymembers are new to Sacramento.
- One of the largest freshman classes in history.
- New term limits means that these members can serve up to 12 years in one house.
- Six of the new members have ties to community colleges.



Bill Factory

- 2,100 bills were introduced.
- 120 affected community colleges.
- 22 were passed on to the Governor.



Legislative Highlights

Cal Grant / Financial Aid

AB 1241
Weber
Support

AB 1364 Ting
Support

SB 284
De Leon
Support

SB 285
De Leon
Support

Elections

SB 594
Hill
Oppose

SCA 3
Leno
Support

SCA 11
Hancock
Support

Facilities/Bonds

AB 182
Buchanan
Oppose Unless Amended



Legislative Highlights

K-12 Alignment

SB 490
Jackson
Support

AB 484
Bonilla
Watch

SB 150
Lara
Support

SB 524
Lara
Support

Online Education/ Pilot Programs

SB 520
Steinberg
Watch

AB 386
Author
Watch

AB 955
Williams
Watch

Workforce

AB 13
Chavez
Support

SB 290
Knight
Support

AB 684
Medina
Support

SB 118
Lieu
Support

Legislative Highlights

Academic Affairs

SB 440
Padilla
Oppose Unless Amended

AB 1146
Morrell
Support

SB 576
Block
Support

Adult Education

SB 173
Liu
Oppose

SB 174
Liu
Watch

Categorical Programs

AB 595
Author
Support

SB 705
Block
Watch

Legislators need you!



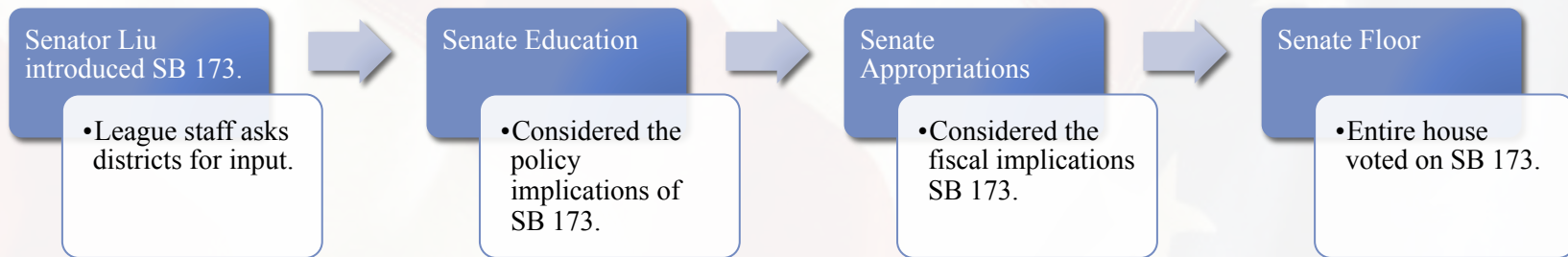
Reach out to Sacramento

- Position Letters
- Capitol Office Visits
- Phone Calls

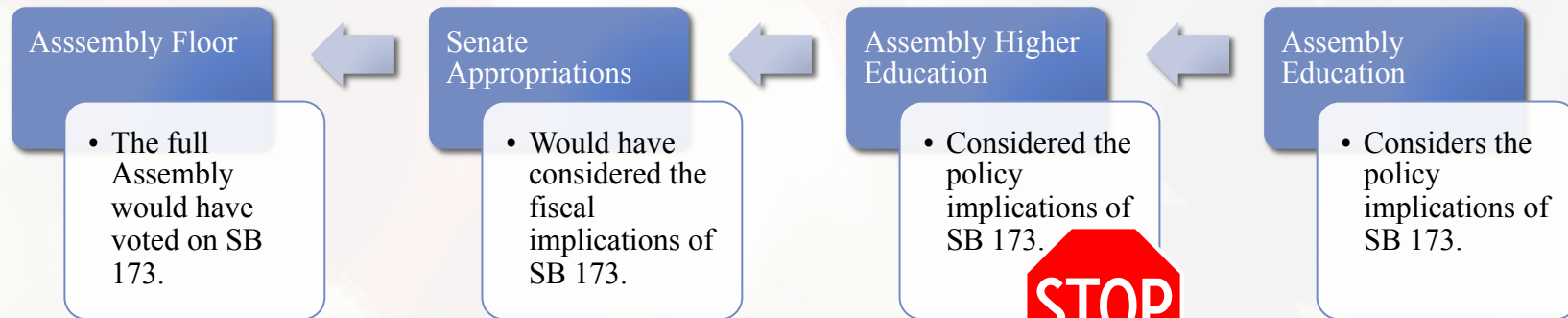


The Committee Process – SB 173 (Liu)

California State Senate



California State Assembly



Key Committees

Assembly

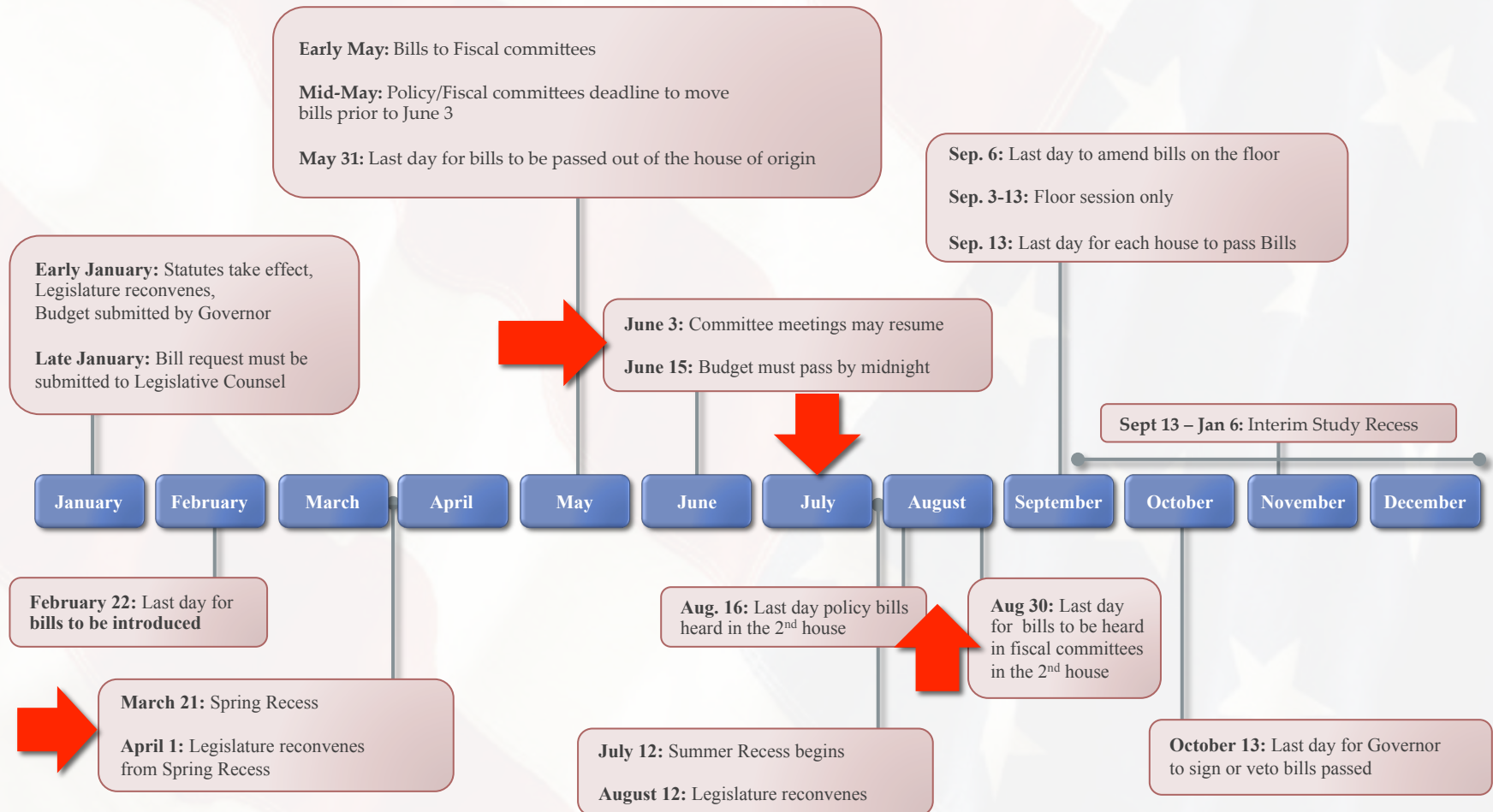
- Budget
- Higher Education
- Appropriations
- Local Government

Senate

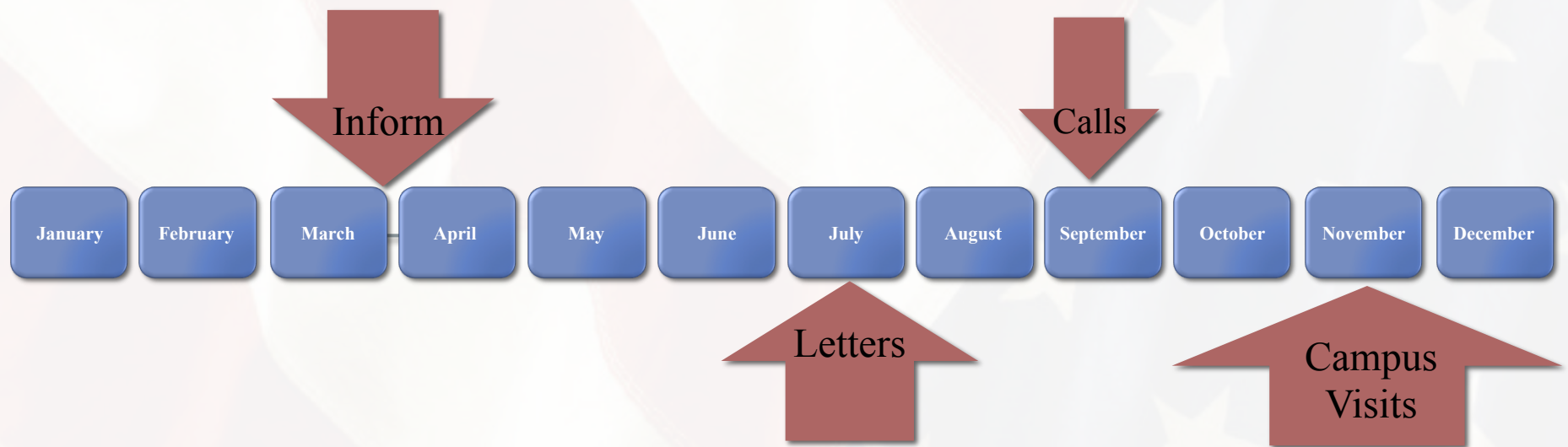
- Budget
- Education
- Appropriations
- Governance and Finance



Legislative Timeline



Advocacy Engagement Timeline



Local Strategy – Branding Stage

- Campus Visits
- Meet with Editorial Boards and Key Bloggers
- Field Hearings on Campus
- Strong Relationships with District Staff



Local Strategy – Advocacy Stage

- Highlight Success Data
 - Economic impact reports
 - Exemplary programs
- Broad Alliance Networks
 - Cities (town & gown)
 - Business (Chamber, WIB)
 - Non-profits
- Ask Stakeholders To Make Calls
- Coordinate legislative relations with area colleges that share legislators and common concerns.



Policy Themes

In the 2014 Legislative session, these are likely policy areas that will affect community colleges.

EQUITY

- Financial Aid
- Student Success
- Concurrent Enrollment
- Performance Accountability
- Budget as a Policy Reform Vehicle

Taking Positions: Educating vs. Campaigning

Educating

- Provide fair presentation of the facts
- Objective, non-inflammatory language
- Does not urge voters to vote for or against
- Preparing objective analysis of impact
- Consider context of info

Campaigning

- Using college resources
- Disseminate ballot initiative advocacy materials prepared by others
- Publishing ratings of candidates
- Use public role for private advocacy
- Mailings close to elections

Staying In The Know

- CCLC Leg Track:
www.ccleague.org/bills
- League Alerts
- CCLC Monthly Legislative Updates
- Leg Info:
<http://leginfo.legislature.ca.gov>



Thank You! Questions?

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